

A MULTIMODAL DISCOURSE ANALYSIS OF E-ADVERTISEMENT VISUALS

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Abstract

This research tends to investigate the persuasive and attractive modes used in an e-advertisement visual by the advertisers to persuade and affect the buyers or viewers. As the study deals with semiotic modes along with language in a visual, to that end, the Multimodal Discourse Analysis of Kress & Leeuwen, (1996) is employed as a framework for analyzing the collected data. Three Meta functions will help in interpreting three meanings, i.e., representational, interactional and compositional given through different elements of the selected visuals and meaning of each element which in some way influences the others in the context. The data for the research includes six e-advertisement visuals, taken from different online shopping sites through random sampling. The data was analyzed like semiotic resources, focus on the font, capitalization, boldness etc. in detail. The findings will help the consumers to have an insight about the advertisement tactics adopted by the advertisers.

Keywords: E-advertisement, Multimodal Discourse Analysis, Three Meta functions, Manipulative language.

1. Introduction

The current paper explores the persuasive and attractive modes and written language of e-advertisement visuals. Advertising is an art of persuasion and can attack any of the senses be it sight, hearing, touch, smell or taste (Wadhawan (2014, p. 391). Marketers adopt different ways to communicate their message to the customers about their products through all sort of media be it print or electronic (television, online shopping sites, internet applications etc.). It will not be an exaggeration to say that marketers are playing some sort of mind games with the consumers while we are unaware of the mind games which marketers are playing with our minds (Tunali, 2013, p. 3). In e-advertisement visuals also the use of persuasive language by marketers grab the attention and interest of consumers towards their product. As a matter of fact, usually they conceal the negative features of their products and display the positive aspects in a sugar-coated way to the customers. Wadhawan (2014) supports the argument that due to hard competition in

the market the advertisers present a false image of their products which is quite far from the reality (p. 391). It is the language of these advertisements which manipulates the consumers. Marketers deliberately use such types of superlative language and multimodal modes to introduce their products to the consumers which end up influencing the buying behavior of the customers. Use of persuasive language is opted by the advertisers to cope with the problems faced by them during advertising activities (Kenechukwu et al. 2013). As e-advertisement visuals are highly multimodal in nature, consisting of different semiotic resources coupled with written text, therefore, a multimodal discourse analysis approach proposed by Kress & Leeuwen (1996) is adopted to analyze the data collected for this research.

2. Literature Review

Advertisement has become a power tool for marketers to introduce their products to the consumers. It has been more or less defined in the same manner by many researchers. Kenechukwu, Asemah & Edegoh (2013, p. 951) define advertisement as a paid mediated form of communication which is designed by marketers to attract the people to take an action. According to Hasenbalg advertisement is a paid message conveyed to consumers with an intention to persuade them (p. 3). Arens et al. (2008) define advertisement as a paid, persuasive, structured and non-personal communication of information about a product by an identified sponsor through different media (cited in Kenechukwu, Asemah & Edegoh (2013).

Usman (2013), Tunali (2013), Danciu (2014), Wadhawan (2104), Nimrah & Faiza (2015) have carried out researches on manipulative functions of advertisements. Usman (2013) investigates the factors responsible for creating effectiveness in advertisements (print and electronic) to persuade the consumers. In the study he hypothesizes that humor, medium uniqueness, marketing strategy, national cultures and consumer motives all are effective in an advertisement which result in persuading the consumers. He explores previous literatures to investigate the hypothesis. The findings of the study reveal that all these factors contribute in attracting the consumers towards the product. He states that 'humor' in advertisements attracts the audiences and persuade them to buy the product. The humor in advertisements motivates the audience from different cultural backgrounds. Moreover, he says that uniqueness of mediums can also be considered as a tool to gain the interest of consumers for the brand.

Tunali (2013) argues about subliminal manipulation in the advertised photographs. He defines 'subliminal' as existing or operating below the threshold of consciousness, producing enough intensity to affect one's mental process or the behavior. According to him subliminal advertising photographs can be found in every advertisement and magazine cover. Advertisers play mind games on our subconscious minds (p. 3).

Danciu (2014) conducted a research to explore the stimuli, techniques and the mechanism used in advertisement to manipulate the consumers. He says that the critics of manipulative advertisement classified the advertising controversies into two classes. One type of critique is related to the opinion that moral rules are violated while being manipulated through advertising. The second category argues that some forms of advertising offer free choice to persons in deciding when to buy a product, good or service. Danciu discusses that advertisements are not always manipulative, because people are complex buyers, they make decision based on rational and emotional components. He adds that deceptive advertising is immoral but mature consumers are fully aware of real and bad arguments.

Wadhawan (2014) states that there is a big competition among marketers to show that their

product is the best. They portray the false face of their products to persuade the consumers. In this way the marketers violate ethical rules. Advertisers employ unfair means to suppress the negative aspects of their products and display the positive aspects of the product by exaggerating and using superlative language and large fonts, images and colors (p. 392). Thus, such type of manipulation affects the buying behavior of the consumer.

Nimrah & Faiza (2015) investigated the impact of unethical advertisements on women's buying behavior in Pakistan. They explored factors for these unethical advertisements. The data was drawn from 100 respondents in Pakistan by asking them to fill in questionnaires. Quantitative approach was used to examine the hypothesis. The study findings indicated that there was a strong relationship between dependent variables (satisfaction and unfair pricing) and independent variables (lack of truthfulness & honesty and offensive advertisements).

It can be concluded that use of persuasive language and modes in advertisements are very common and advertisers adopt such techniques to convince their consumers. E-advertisement visuals also contain such type of modes which help the marketers to make their products eminent and affect the consumers' purchasing behavior.

2.1.Multimodality in Advertising

Multimodality is an approach which deals with the meaning made by using several modes of communication other than language (George, 2012). It is the source or mean of describing a practice and representation in all semiotics complexity and richness (Adams, Matu & Oketch, 2014). Multimodality involves semiotics such as image, gesture etc. (Iedema, 2003 cited in Adams et al. 2014). Kress and Van Leeuwen are considered as the pioneers of developing Multimodal Discourse Analysis (Adams et al. 2014). According to them multimodality offers a way to examine how language and image work together (cited in Adams et al. 2014). Thus, Multimodality provides us a source of investigating semiotics such as image, gesture, text-based messages etc.

Multimodality has been used as a frame work by different researchers for analyzing their data such as Dastjerdi, Mobarakeh & Zare (2012), Adams, Matu & Oketch (2014), Olowu & Akinkurolere (2015), Li Pan (2015), Vedula, Sun, Lee, Gupta, Ogihara, Johnson, Ren & Parthasarathy (2017), Guo & Feng (2017).

Dastjerdi et al. (2012) conducted a study employing Multimodal Analysis to identify the differences between TV commercials and press advertisements. They attempted to find out which one of these is more convincing to the audience. For data collection 40 tape recorded TV commercials and ads from two Iranian newspapers such as Tehran Times and Iran Daily (English newspapers), were used. The persuasion techniques used in each medium were identified, specified and compared with each other. The results of the paper indicated that techniques employed by TV commercials were far more impressive and convincing than the advertising techniques used in the press.

Adams et al. (2014) investigated the co-occurrence of language with semiotic forms used in Safaricom advertisement communication in the Kenyan Daily Nation Newspaper. The framework used in this study is Multimodality. Moreover, the paper examined how visual semiotics and

written language in Safaricom advertisements influence the audience's buying behavior. Qualitative method was employed by the researcher and for sampling in population, snowballing technique was adopted to get sizeable and controlled sample. Ten respondents were interviewed

by audio-taped interview sessions. They were shown some visual images of advertisements. According to the findings of the study the visual images without written words were not comprehensible for the respondents. They were attractive for them but not communicating the message to them. But written words had an impact on the respondents. The language techniques caught the attention of the interviewees.

Olowu et al. (2015) carried out a research to analyze the visual and linguistic components related with selected advertisements of malaria drugs. Data were derived from primary and secondary sources. In primary source four selected posters, stickers and drugs literature advertisement of malaria were included. Multimodal discourse analysis was used as the frame work for data analysis. The study revealed that the visual resources such as color, picture, symbol and icons, gaze and posture are helpful in enhancing semantic quality of the advertisement. In a nut shell the paper determined that the visual and linguistic elements are very significant devices in advertising.

Li Pan (2015) investigates the role of non-verbal elements in advertising and contextualization in advertisement translation. In this regard, a case study of billboards in Hong Kong was done. It examines the way in which translated messages are contextualized by extra-language components. The findings of case study indicated that translators are affected by multimodal aspects of the texts they translate as well as their translation method tends to be pre-decided by the extra-linguistic elements of the advertisement.

Guo & Feng (2017) carried out an interesting study about multimodal analysis of advertisements based on visual grammar. In this research they selected some advertisements of 2014 Brazil football world cup. The study aimed at investigating interdependent relationships of modes in conveying a mutual meaning. The researchers employed three meta-functions of Kress & Leeuwen (1996), i.e., representational, interactional and compositional to understand the meaning given by each mode in the context.

In the light of past researches, it can be concluded that “Multimodality” has been an effective frame work to analyze the data derived from different modes of communication other than language. Multimodality helps us in investigating other sources of communication such as image, gesture, text-based messages etc. It has also been employed to analyze the meaning given in advertisements. In today’s world where media has become the fastest mode of communication, the advertisers adopt media as a source of advertising their products so through different modes of communication they advertise their products effectively by making them attractive to the consumers. Thus, Multimodality is the best frame work to explore semiotics such as images, gestures, text-based messages etc.

3. Research Question

The aim of the research is to investigate various multimodal modes present in an e-advertisement visual setting Multimodal Discourse Analysis as the framework. The paper explores

the meaning-making process between modes and written language (text) by keeping in mind the attractive and persuasive nature of the advertisement visual, therefore, this research will answer the following question;

Q. How language along with different multimodal modes are employed by the advertisers in e-advertisement visuals to attract the buyers?

4. Research Methodology

In this research, six e-advertisement visuals which are collected from different online shopping sites, are analyzed by employing Multimodal Discourse Analysis. The researcher selected these samples through random sampling from online stores such as Daraz.pk, total beauty, P&G Every day, Olay, MDNA SKIN. After the selection of samples, each sample was analyzed separately using three Meta functions of Kress & Leeuwen (1996).

5. Theoretical framework

Multimodal Analysis by Kress & Leeuwen (1996) has been used as the theoretical framework for this study. In the modern world of multimedia, Multimodal Analysis is adopted as a theoretical framework for the communication study (Kress & Leeuwen 2004). Kress & Leeuwen's social semiotic approach is based on Halliday's social semiotic theory.

Kress & Leeuwen's theory of visual Grammar suggests that every semiotic system gauge the social relationship between the receiver and the speaker (1996, cited in Guo & Feng 17). Based on Halliday's (1978) systemic-functional linguistics, Kress & Leeuwen in their joint work "Reading images - The Grammar of visual design", created visual social semiotic approach, to describe meanings made by images along with their writings.

Halliday proposed three Meta functions in systemic-functional linguistics. Adami (2015, n.pg) states that three Meta functions of Halliday define and describe the resources through which visual texts can:

- a) Tell something about the world such as thing, person, place etc. (Ideational)
- b) Tell something about the participants such as authors and addresses (Interpersonal)
- c) Through cohesive, thematic devices and lexis look upon structure and different truth values (Textual)

According to Halliday (1978) language is a system and mode to realize the three Meta functions. It means that multimodality in his terms looks at the language combined with writing excluding other semiotic resources. On the other hand, Kress & Leeuwen (1996) argue that 'Multimodality' as a term refers to several types of modes in human communication such as visual, audio, written, oral, and spatial (1996, 2003; cited in Pan, 2015, p. 206). In this way Kress & Leeuwen introduced their own three meta functions (representational, interactional and compositional) by extending Halliday's three meta functions (ideational, interpersonal and textual) to all semiotic resources present in a context to understand the meaning-making process of all the modes.

Many communicative modes exist in any specific context and because of their interconnectedness with each other they share a mutual meaning. The relationship between these communicative modes constitute a 'text' (Stockl, 2004). Each mode contributes in explaining the meaning of a visual text. Thus, the Meta functions extended by Kress & Leeuwen (1996) help a researcher in breaking down an image or multimodal elements into pieces or information to understand the meaning of a context suggested by them. Thus, the theorists extended Halliday's three Meta functions and applied them to the visual mode (Sorensen, 2011). Jewitt & Oyama (2001, p. 141) and Yang (2016, p. 1598, 1599) state that according to Kress & Leeuwen the visual social semiotics approach can tell us something about,

- the world such as people, things and places based on narrative image and conceptual image ,classificational process, analytical process and symbolic process (representational)
- relationship between participants and the audience based on distance, contact and attitude (interactional)
- Investigates the text and structure through placement, salience and framing of several elements (compositional).

The current study also attempts to examine e-advertisement by setting up Multimodal analysis as a framework and using three Meta functions presented by Kress & Leeuwen (1996). The researcher analyzed the visual text by applying the three Meta functions.

In short, the aforementioned details paved the way for the researcher to interpret the meanings given by different modes (color, font, layout, writings etc.) of different semiotic texts.

6. Data Analysis

In this section the collected e-advertisement visuals are having different modes such as color, font, layout and written text etc. in which several meanings are hidden. An image can bear myriad of messages and they are center of attraction because visual components are more effective than the words (Olowu & Akinkurolere, 2015). Claude Hopkins a pioneer of advertising consultant stated that (1923, p. 12): “Don’t think that those millions will read your advertisements to find out if your product interests. They will decide by a glance – by your headline or your pictures” (cited in Li Pan, 2015). Thus, an image can have a great effect on people because such images are designed to be attention-grabbing and they are quicker in conveying message and meaning than the words.

Following are the data analyzed using Multimodal Discourse Analysis.

Visual 6.1



6.1.1. Visual Analysis

In the picture 4.1, the first thing that catches one's eyes is the comparison between the two pictures; in the first picture a face with acne is shown and right beneath that picture there is another picture where a clean and clear face. On the right side of the faces a product is displayed which is apparently a cream for the acne on the face. On the top of the tube we can observe a written phrase "PURE SKIN" in bold and it is done intentionally to attract the viewer because the bold lettering and capitalization are more prominent and noticeable. So, "PURE SKIN" with its effective meaning may grab the attention of the viewers. The name of the product is also written in capitalized and bold letters and the product is named in scientific terms. Additionally, it can also be observed that the color of the tube is shining silver which also lays the emphasis on the effect of the product, i.e., its usage can give a clear and shining skin. This implies that the girl shown in the picture had acne on her face before the use of the advertised product, but after using the product her face became just like a baby's face. It implicates that in order to gain a "new and improved effect on skin" one should use the product and without using it one will not be able to get rid of such acnes.

➤ The comparison shown in the picture is used as **expectation raiser**.

i. Representational meaning

The representational meaning has two kinds: narrative images and conceptual images (Liu, 2013, p. 1260). In this picture the main participants are the pictures of two faces. From the perspective of narrative process these pictures are used as the theme of this advertisement. It implies that with the use of the advertised product the acne on the face can be cured. These two pictures show the effect of the advertised product as a classification process. In the analytical process there is a part whole relationship. As in this visual the silver shining tube is the "whole" and it is the focus of the viewer while other participants are the possessive attributes. It also has a symbolic process and that is the silver shining color of the tube and blue color at its top, as silver shining color symbolizes the bright face and blue color has a cooling effect. It implies that one can have a beautiful, pure and cool face after using this product.

ii. Interactional meaning

There are three aspects of interactional meaning: contact, social distance and attitude (Liu, 2013, p. 1260). The contact with the viewer in this picture is created by the two pictures (one with acne face and the other without acne face). The clear face image grasps the attention of the viewer which emphasizes the effect of the product. From the social distance perspective these two represented participants are near to the audience. The overall bright environment is also important to the whole effect. The silver shining color and blue line of the tube also present the effect of the advertised beauty product.

iii. Compositional meaning

Compositional meaning has three categories: information value, framing and salience (Liu, 2013, p. 1260). The information value is the placement of elements in the visual. The two pictures of faces are at the right side with the top-bottom placement, whereas, the advertised

beauty tube is placed at the left side with its container lying right behind the tube, and this placement enhances the beauty of the advertisement. The left placement of the tube is given information which means that it is the main product and the placement of the pictures at the right side is 'new'. In this sense it represents that the effect of the product is realized by the viewer. From the salience perspective the phrase "PURE SKIN" is in capitalized and bold letters which confirms the effect of the beauty product and gives information that this product is capable of changing the skin to an improved and pure look.

Visual 6.2



6.2.1. Visual Analysis

The Visual 4.2 has two face washes and they are bound together with an eye-catching big "Red" label, on which there is a written text in capital and bold, 'BUY 1 GET 1 FREE'. Multimodal elements such as red color, written text in bold and capital all these modes convey extra meanings which are interconnected. Here red color of the label is used intentionally because red is a bright, powerful and lively hue and instantly grab the attention of viewers. It has a physical effect on our bodies and stimulates us. In addition, the bold and capitalized text is also employed by the advertiser to attract the people towards the offer. The offer itself is also adopted to lure the people. If someone gets such offer he/she will tend to avail the offer because it means killing two birds with one stone, with the price of one face wash one can buy two so why not save some money.

Secondly, there is also a geographical context embedded in the pragmatics of the visual. If one looks at the product, one finds it useful for Pakistanis since in summers with hot and sweltering weather, the product will keep one cool and fresh. This is shown by the phrases written in bold and capital on the face wash like "COOLING DAILY FACEWASH" and "OIL CONTROL" and the phrase "with sebum helps prevent blackheads". Therefore, the use of this face wash will keep us cool and it will also control the excessive oil on our skin and above all it will prevent 'Blackheads' which is a major skin problem in hot areas. In the same way the colors of bottle, such as 'White' and 'Blue' bear the same soothing and cooling effect. Especially, blue is a color of mind and it is soothing as well as mentally calming. Whereas white is a symbol of

purity and it is suggestive of clean and hygienic space/place. Additionally, the splash of water at the bottom of the picture gives a ‘chilling’ feeling. Water here is used as a symbol of freshness and vigor and seeing water in elements is relieving and refreshing to the eyes. The combination of visuals with careful color choice can work wonders on the mind. Thus, the language used in the product is designed to lure and, in some cases, beguile the receivers or consumers. Furthermore, the elements in the picture are helpful in advertising the product in an effective way. As a result, such factors aid in provoking the receivers or consumers to buy the advertised product.

i. Representational meaning

According to narrative process this visual contains the red label with the phrase ‘BUY 1 GET 1 FREE’ binding two face washes of the same category which instantly grab the attention of the viewers. It suggests the discount offer associated with the advertised face wash. All the participants of the visual are together representing the face wash and the discount offer. There is also another representative meaning which is hidden and is associated to the geographical factors that the face wash is friendly with Pakistan’s hot weather. The red, white and blue color of the face wash and the splash of water at its bottom are used symbolically. The red color symbolizes power and liveliness and white color is symbol of purity on the other hand, the blue color has soothing and calming effect. The splash of water is also symbol of coolness.

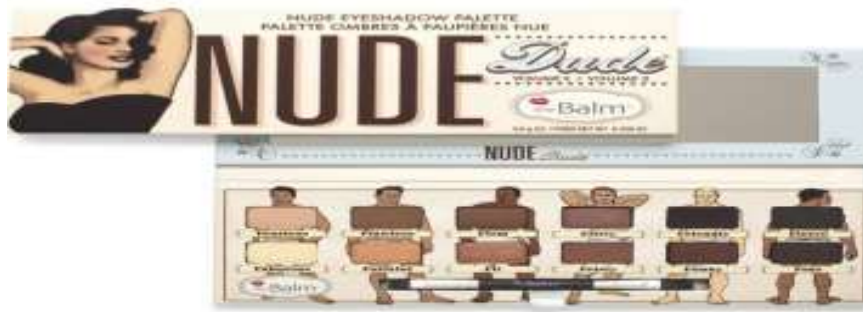
ii. Interactional meaning

The contact to the viewer in this visual is created by the red label with the phrase ‘BUY 1 GET 1 FREE’, because it is the first element which catches the eyes of the audience. From the contact view the advertised product is placed in such a way that it has almost covered the whole visual and is prominent and near to the viewers. The colors in the image conveys strong meanings for example the red color is prominent and it is a lively color which indicates a perk to the consumers and these modes are important from the attitude perspective.

iii. Compositional meaning

The information value is represented through the placement of the main product and other elements. The products cover the whole image which suggests the importance of the advertised face wash. The red label with a discount phrase is placed in the center of the image and it gives information about the discount offer. The phrases at the top “ELMORE” and beneath it “COOLING DAILY FACE WASH” are placed top-bottom position. The top one is the ideal purpose of the advertiser and is the name of the presented product, on the other hand, the bottom phrase is real and associated with the face wash. All the textual phrases are written in bold and capitalized letters laying emphasis on the effectiveness of the face wash. These are written purposely by the advertisers in the aforementioned manner to attract and persuade the viewers.

Visual 6.3



6.3.1. Visual Analysis

In the visual 4.3, the advertiser has used unethical way of displaying its product, as its name is “Nude Dude”. It is an example of subliminal manipulation, which means “producing enough intensity to affect one’s mental process or the behavior” (Tunali, 2013). Such technique is also employed by the advertisers to manipulate the receivers or consumers. In this picture we can see that there are some nude men in standing position with different body colors. The eye shades are to some extent complimenting the body colors of the nude men. In this way the advertisers are presenting nude shades relating it to the ‘nudeness’ of men. Half nude woman at the top right of the picture is also corresponding with the product as well as the advertisement. Secondly, the name of the product “NUDE” is also written in capital and bold to grab the attention of audience. This word also has an intense impact on the receivers’ subconscious. Furthermore, the color of overall picture is also skin (nude) to make a relationship between the product and the image. All these modes such as color, bold and capital writings, nude men, half nude woman, and the shade colors convey a mutual meaning. Images of sexuality, love, popularity etc. are presented by the advertisers which imply that these results can be gained by using the advertised products.

i. Representational meaning

In this visual the advertiser has used half-naked woman and men as participants. The nudity is purposely chosen by the designer. For the sake of association the advertiser used these participants for representing specific meanings and they are interconnected. The representation is expressed by the half-naked participants. According to the narrative process the participants are in action especially the woman who has applied the eyeshades and she is happy and acting in a sexy way. The vector is being represented by her arms which are raised in sensuous manner and directing the eyes of viewers towards her half-naked body. This action process shows that the lady is feeling empowered after applying the nude eyeshades which gives a natural look to her face. As from the conceptual perspective the classificational process shows that the nude men are equal in size but they contain different nude shades; still they are equal in beautifying and enhancing the natural look of the eyes. The equality in their size and nudity exhumes a sense of harmony to the viewer’s implying that all these shades are equally effective. As for the analytical

process there is a part-whole structure, the Nude Dude product is the whole while the other participants are possessive attributes (part). The product is the main focus of the viewer whereas other participants are interconnectedly representing the product. Overall all the participants in the visual convey a mutual meaning.

ii. Interactional meaning

In this picture the woman participant is happy and satisfied with her look after using the nude eyeshades. The viewers are attracted by the sexy way she acts which is a source of indirect contact between the participant and the audience. The woman participant is also placed at the top to make her prominent because she is the representative of the product. Therefore, social distance of the participant with the viewers is made stronger through nearness of the participant. This image treats the beauty product as the setting which means that beauty needs these nude eyeshades. The men participants are a little far from the audience which means that these along with other participants are making meaning. The brightness and the color background of the visual is also associated with the product, as the image advertises nude eyeshades which are mostly bright and leave a natural look on eye, the environment is also made natural by employing such effects. This association of environment with the product is an instance of attitude.

iii. Compositional meaning

From the information value perspective, the placement of the participants and other elements are done carefully by the designer. In this image the name of the product “NUDE DUDE” is placed at the top left side of the picture, which lays emphasis on the purpose of the advertiser. The top placement gives ideal information to the viewers. Besides, the main participant of the image (the lady) is also placed at the right side of the name which means that one gets sexy and natural look by using the advertised eyeshades. The placement of men participants at the bottom position gives real information that there are different shades of nude colors. In this advertisement the designer chose the bright background to emphasize the effect of the product. The body colors of the men and its relevance to the respective eyeshade offer new information that women can apply any of these nude eyeshades to give their eyes natural look. Furthermore, the capitalized and bold “NUDE” is made prominent to grab the attention of the audience. Thus, the color combination, association of nudity to the product and capitalized and bold texts are examples of salience. In this image the elements in the layout are cut off from each other by borders that is why it is strongly framed.

Visual 6.4



6.4.1. Visual Analysis

This advertisement features a famous American celebrity who is very beautiful and advertising the famous brand “Olay”. Her name is Katie Holmes and she is also the wife of the famous actor Tom Cruise. She is well known and popular internationally. So, the advertiser has featured this celebrity deliberately to make the product more effective and popular. The presence of this adorable actress suggests that she also uses the product and it puts a strong impression on the minds of the viewers. Eventually, they will also use this product in order to follow their favorite celebrity. In our society people tend to follow the celebrities consciously or unconsciously. In this image Katie’s shining and bright face is presented and she has a beautiful smile on her face. It is obvious that this picture with well-known and famous actress will catch the fancies of viewers.

Secondly, the centrally framed picture with the following text, uttered by the celebrity herself, shows how they belong together.

‘I WILL TAKE MY BEAUTY INTO MY OWN HANDS’.

This sentence implies that she is in control of her beauty. It is her own choice how beautiful she likes to appear and definitely the secret of her beauty is none other than this product “OLAY”.

Additionally, the other modes can also be observed which contribute to the effectiveness of the product. For example, on the left side of the celebrity there is a meaningful sentence which conveys a host of meaning and the sentence is, ‘New skin is revealed in just 5 days without drastic measures’. This sentence suggests that the advertised product is capable of changing the skin quality in a very short time. For having beautiful skin without side effects, this product should be used.

Above all, the color combination used in the picture is very heart-warming, ‘Black & Red’ and this this image the beautiful color combination of Black and Red also makes the environment dreamy and ideal.

- The technique of employing celebrities to advertise a product can be called “**Cult of personality control**” in advertising terms.

i. Representational meaning

The visual represents a beautiful lady (Katie Holmes) who has an attractive smile on her face and looks satisfied with the advertised product and it is one of the representational meanings. This lady is the main participant of the image and the action process is her smile while the advertised cream of the Brand “Olay” is the object of the participant. The conceptual image is realized through different processes, for example, according to the classificational process, the image of the lady is dominant among the participants in the visual, and it lays emphasis on the effectiveness of the product. It implies that such beautiful and attractive face can only be achieved by the use of the advertised product “Olay”. In addition, another representational meaning is embodied in the text on the right side of the lady ‘I WILL TAKE MY BEAUTY INTO MY OWN HANDS’, which implies that beauty of the lady is her own choice and it is the result of the product. From the analytical process perspective, the advertised cream’s picture, the red cream bottle is the whole, while other participants and elements jointly support the product as part. The beauty of the lady is used as the effect of the cream, while the texts implicate the features and qualities of the product. The attractive lady is used as a symbol of beauty in the image. Overall, all the participants and the elements together convey the same meaning that this product should be used to gain a shining beautiful and attractive face.

ii. Interactional meaning

The beautiful lady with her smile and the eye contact attract the audience and this is called direct contact because the main participant and real person’s image is making a direct eye contact beyond the image. The gaze of the adorable lady is quite demanding as if she wants the viewers to believe the efficacy of the product. The eye contact and the attractive smile guide the viewers to think that the product is capable of regenerating the skin and making it smooth. The picture of the lady is placed almost centrally and it is quite a large image, which is made eye catching and prominent and in proximal terms is placed near to the audience. It emphasizes the importance of the image. This selection of Katie Holmes by the designer suggests that the advertised product is better than the other products, same as the celebrity is among her competitors. The background color combination Black & Red makes the environment ideal and dreamy because black and red both are strong and powerful colors and have a strong effect on our minds. In short, the visual is an example of high modality with a real woman gazing at the audience and demanding something from them.

iii. Compositional meaning

Compositional meaning is the overall meaning of the image along with other resources. The visual gives information value through placement of different elements for instance the main participant, the celebrity, is placed at the left top and it covers 60% of the image. Its placement implies that the information is real (transformation and result of the product) and given. Given information is the one which is already known by the audience, as the celebrity is well known and famous American actress, she is already familiar to the viewers. This is done deliberately to capture the attention of the people especially Katie’s fans towards the product and make them believe that it is the best product because such a famous celebrity uses it. Placement of the product “Olay Cream” is at the bottom of the celebrity’s image, laying emphasis on ideal

information because in advertising normally the product plays an ideal role. The saying of the celebrity ‘I WILL TAKE MY BEAUTY INTO MY OWN HANDS’ is placed next to her image on the right side which gives new information about the product, that the secret of beauty lies in the use of product. The phrase “Olay Regenerist Micro-Sculpting cream regenerates the surface cells for **stunningly youthful award-winning skin**” is placed at the right bottom of the image which tells that the product is so effective that it can regenerate the skin which is worth an award. In the same sentence the last part is written in bold to emphasize the product’s effectiveness. On the other hand, at the right center of the image the sentence ‘New skin is revealed in just 5 days without drastic measures’, is written in red color to make it prominent revealing the real information about the product. Additionally, framing of the image is also done by using borders and distribution of colors.

Visual 6.5



6.5.1. Visual Analysis

The visual 4.5 presents some kitchen appliances of “Philips”. It can be observed that a blender and mixer of the brand is being advertised. In the middle of the image there lies a blender (on the top of which the brand’s name is written “Philips”) and right in front of it a mixer is lying down, the rest of the objects are surrounding the appliances and they are also associated with them. There are some fruits, walnut, vegetables, wafers and oil, these are related to the blender and the mixer. These items lay emphasis on the function of the appliances that these appliances can blend, grind and mix these edibles.

- Making such statement or assertion about the product falls in “**Claim making**” advertising technique.

i. Representational meaning

This advertisement is a good combination of the appliances and the participants, as it can be observed clearly that the participants are surrounding the products and mutually emphasizing the function of the products. Furthermore, the action process takes place inside the product (blender), it can be seen that there is something which has been blended which suggests that the blender is capable of blending things easily. As for the analytical process the products

play their role as a whole whereas other participants work as parts. The products are the main material which is advertised so it is the focus of the audience. Other participants such as wafers, walnut, fruit, vegetable etc. lay emphasis on the working of the appliances. The whole and part relationship together represents a complete environment of a typical kitchen. Additionally, the elements especially the bowls behind the appliance is used symbolically through which the designer conveys the meaning that these appliances are part of every kitchen. This image with real objects and elements is an instance of high modality.

ii. **Interactional meaning**

The phrase “Make your chores easier at home” creates an indirect contact with the audience. As a matter of fact, the phrase persuades and attracts the viewer towards it through strong meaning conveyed by it. In this image the participants have greater distance with the viewers but these participants together lay emphasis on the need of the advertised kitchen appliances. Moreover, the bright background of the image also contributes to the beauty and purity effect of the visual. In addition, the colorful vegetable, fruit, walnut etc. are helpful in making the image more appealing and persuasive.

iii. **Compositional meaning**

The placement of the elements in an image determines its role; for example left-right, top-bottom, center-margin etc. placement and the designer give information value through it. As in this picture the advertised products are placed at the center of the image which provides important information. Other items around the appliances are also placed in different directions to determine the function of the appliances. Moreover, there is an oil container on the left side of the image and behind it parsley is placed; such placement increases the attractiveness of the image and it also gives the ‘given information’. Furthermore, the flashing environment of the visual highlights the whole effect of the image. Moreover, at the middle top of the visual “**Appliances**” is written in bold and beautiful colors such as orange and purple. Beneath the bold appliances there is a phrase “Make your chores easier at home”. This phrase implies that with the use of these appliances one’s chores become easier at home. It indicates that these appliances are very helpful in kitchen and are ‘must have’ items at home. All the modes and elements of the image are involved in meaning making process.

Visual 6.6



6.6.1. Visual Analysis

The visual 4.6 is an advertisement of TCL television. “TCL” is top-three global television manufacturer and leading consumer electronics brand. This brand has used a famous and influential Brazilian footballer “Neymar” to present the UHD tv aiming at reaching a wider audience of sports fans around the world. As a matter of fact, the company wants to attract consumers by presenting Neymar in their advertisement. The presence of Neymar in the image increases the value of the product. Such association of the brand with the world-famous football player Neymar creates a strong psychological connection with the customer. People normally wish to emulate the Stars and they could be moved to see a star presenting a product. As it can be observed that on the right-hand Neymar is wearing a T-shirt and have a football in front of him on which the name of the brand “TCL” is written in capital letters. The football shows the association of Neymar to the game of football and through this association they are showcasing the brand to the sports fans. Beside the football there is a T-shirt. At the back of the image the UHD TV is placed and it is the basic material. The placement of different items in the image has a deep meaning, for example, the most eye-catching and prominent item in the image is Neymar’s picture which is the key word of the advertisement, then the football is placed near the player to show that it plays a very important role and Neymar is strongly associated with it. Then at the back the basic material is placed emphasizing that if one wants to see the football match he/she must have TCL UHD TV. On the screen of the TV apparently football audience are being shown, again laying emphasis on the football world cup match which is happening these days (2018 - at the time the researcher is writing this thesis). The written text on the left side contains an important message.

Buy Any UHD TV Get football and T-shirt with NEYMAR signature

In order to get the football and T-shirt with NEYMAR signature one has to but any UHD TV. As it is mentioned earlier that Neymar is a renowned Brazilian player, he must have myriad of fans and this offer will drive the fans crazy and will prompt the fans to buy any TCL UHD TV. It can be easily seen that NEYMAR is written in capital letters to grab the attention of the viewers. The advertiser has chosen this tactic to propagate the product in a very persuasive and attractive manner.

- The advertising technique of associating a famous person to a brand or company is called “**Association Making**”.

i. Representational meaning

This visual contains an image of a famous player Neymar who is the main participant of the image. Neymar has an attractive smile and confidence on his face. He is giving a gesture through his arms and pointing the football with it, in fact, the action process is gesture of Neymar and the object is the football. As the footballer is the superordinate participant, other participants are sub-ordinate participants such as T-shirt and football create a connection of football game with the television. As football matches are normally telecast through television so this association is meaningful. The advertised television itself has a representational meaning. There is a crowd shown on the TV who seems to be the football spectators or fans, in this way the designer displays relevance between the football game and TV. It implies that watching football match on TCL TV enhances the entertainment as well as the picture of this TV brand is very clear. Moreover, the analytical process suggests that advertised TV is the whole (carrier) and other elements are its parts (possessive attributes). The text, ‘**Buy Any UHD TV Get football and T-shirt with NEYMAR signature**’ suggest that if one buys the TCL TV the T-shirt and football with Neymar signature will be gifted to that person. This technique (freebies) is employed to attract the sport fans to the TV. Furthermore, on top left of the image TCL is written on a red background which is a symbolic process. The designer is associating power, authority to the brand with this color. All the participants in the visual are involved in meaning making process and contribute to the effectiveness of the advertisement.

ii. Interactional meaning

The football superstar dominates the image and creates a direct contact with the audience through his eye contact. Viewers are attracted by the rich facial expression, fabulous smile on his face and his eye contact. He is watching beyond the image as if he is looking at the audience. This strong contact is guiding the viewers to the potential product. Moreover, the participant is displaying a near social contact with the audience since the footballer is a well-known sportsman who is the representative of the football world. Designers purposely choose famous and well-known personalities to make the audience believe that their product is the best among the other products of the same level. The careful selection of color also increases the effectivity of the advertisement. In this visual the blue background is highly calming and cool.

iii. Compositional meaning

The visual presenting the world-famous football player Neymar on the right side covers a large area of the image. Such placement lays emphasis on the importance of the main participant. On the other hand, the potential television is placed at the back of the main participant Neymar to propagate their product which is the main purpose of the designer. The T-shirt and the football on which the Brand’s name TCL is written, is placed before the football star. This placement showcases the offer associated with the brand to attract more and more consumers to the potential product. The advertising product’s name ‘TCL’ is placed at the top

left side. Top placement emphasizes the ideal role of the brand and the left placement is the given information. On the top of that the meaningful text, '**Buy Any UHD TV Get football and T-shirt with NEYMAR signature**' in bold and capitalized letters on bottom placement is written to persuade and lure the audience. It implicates that the T-shirt and football with the superstar Neymar signature belongs to the one who buys any UHD TV. Bottom placement gives real information which means it contains information about the product.

The advertisers all around the world employ such techniques, as mentioned above, to attract and convince the consumers because all they want is to sell their products on a good price. Most of the time their products are ordinary and have no uniqueness over other brands of the same category but they try to make their product stand out by using false and deceptive language. But some products might be really effective and good. Due to competition among different brands the advertisers employ such modes of communication (capitalized and bold writings, colors, environment, layout, etc.) to make their products stick out among all.

7. Conclusion and Discussion

This paper explored e-advertisement visuals in the light of Meta functions of Kress & Leeuwen (1996) representational, interactional and compositional meaning which helped the researcher understand the meaning conveyed through different modes coupled with language in the context. Each mode in a context is meaningful and carries a deep meaning which contributes in enhancing the effectiveness and attractiveness of the image. The visuals were quite rich in meaning and all the participants and elements in it influenced each other during meaning making process. For analyzing the advertisement visual the researcher at first looked at the placement of the items in the image for example the placement of the advertised products and other items used to advertise the product such as the celebrity, footballer, the features of the product etc. Secondly, color plays a very important role in advertising a product. A careful selection of colors in an advertisement can make it attractive and persuasive. Therefore, the researcher laid a special emphasis on the colors used in the visuals to understand the meaning conveying process. Thirdly, the writings used in presenting the features and qualities of the product were also analyzed with focus on the font, capitalization, boldness etc. and its placement in the image, since these types of writings are extremely effectual in showcasing a product to the consumers. On the top, the researcher also investigated the geographical meaning embedded in the pragmatics of the image because advertisers keep different geographical locations in their minds while designing their advertisement as well as the product. Some products are specific to a particular region such as face washes for oil control are relevant to hot areas etc. At the end the researcher explored the techniques of the advertising of the products employed in the advertisement such as claims, promotions, attractiveness, association etc.

The findings lead to the conclusion that the language of advertisements is highly manipulative and persuasive and it is deliberately designed this way to attract and persuade the viewers or the users. Different advertisement techniques are employed by the designers of the advertisements to convince the people such as use of well-known and famous people (celebrities, players etc.). Moreover, the display of the product, the textual pattern used such as bold and capitalized letters, the placement of the objects in the visual, and use of symbolic language, etc. also play an important role in this regard.

It can be concluded that all the modes in a textual and visual context convey three main meanings (representational, interactional and compositional) and through the understanding

of interplay between language and other social semiotic means people can comprehend the implied meaning of a discourse.

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