



**RESEARCH PAPER**

**A Multimodal Discourse Analysis of Housing Projects  
Advertisements in Pakistani Print Media**

Amna Khalid<sup>1</sup> Munazzah Rabbani<sup>2</sup> Muhammad Shafiq Anwar<sup>3</sup>

1. Research Scholar, Department of English, The Women University, Multan, Punjab, Pakistan
2. Assistant Professor, Department of English, The Women University, Multan, Punjab, Pakistan
3. Assistant Controller of Examinations, The Women University, Multan, Punjab, Pakistan

DOI	
<b>PAPER INFO</b>	<b>ABSTRACT</b>
<b>Received:</b> July 12, 2020	Due to the rise of urban housing societies in Pakistan, there has been a surge in housing projects advertisements in Pakistani print and electronic media in recent times. In this context, this paper studies the housing projects advertisements in Pakistani print media from the perspective of multimodal discourse analysis. The multimodal social semiotic approach inspired by Kress & Van Leeuwen (1996) has mainly been used to probe the construction of multiple layers of meaning on the basis of class consciousness, gender stereotyping, and the commodification of youth. This study examines ten (10) different advertisements of housing projects in magazines, newspapers, billboards, public promotion brochures to explore how these advertisements manipulate their customers into thinking to buy house in these housing projects to transform their lifestyle. The findings indicate the strong impact of elite class consciousness based upon exclusion, not inclusion. Moreover, the analysis also highlights the emphasis on traditional gender roles in these advertisements. On the whole, this study brings to light the evolving nature of housing projects advertisements in Pakistani print media.
<b>Accepted:</b> December 15, 2020	
<b>Online:</b> December 30, 2020	
<b>Keywords:</b> Advertisements, Class Consciousness, Housing Projects, Multimodal Discourse Analysis, Print Media	
<b>Corresponding Author:</b>  munazzahrabbani@gmail.com	

**Introduction**

It could be argued that advertising is the most influential institution of socialization in modern society: it structures mass media content and it seems to play a key role in the construction of ... identity (Jhally, 1990, p. 125).

In consumer capitalism, a vital sign of the ideological dimension is the advertisement. In this context, the housing projects advertisements are seen as one dimension of the creation, packaging and selling of new localities, primarily urban housing estates for owner-occupation. These advertisements illustrate directly how such housing may be treated as a commodity and how, as such, it is ideological, particularly if ideology is grounded in the fetishism of commodities (Marx, 1970; Eyles & Evans, 1987).

The purpose of this paper is to analyze the advertising strategies used by the advertisers of housing projects in Pakistani print media in order to manipulate or influence the ideologies of masses; these advertisements have been analyzed from feminist as well as class perspective. In this context, this paper focuses on the analysis of housing scheme advertisements that appeared in Pakistani print media during a period of five months i.e. from October, 2017, to February, 2018. The collected advertisements have been analyzed qualitatively because qualitative analysis is more suitable to investigate how, by means of discourse in adverts, ideology and meaning are constructed. For this purpose, Kress and Leeuwen's multimodal discourse analysis model (1996) has been used as the framework.

### **Discourse and Multimodality**

This paper utilizes multimodal discourse analysis to probe the housing projects advertisements in Pakistani print media collected during a five months period. The term discourse can be defined in multiple ways, depending upon its social context. Discourse is a type of knowledge that creates power in society. It is observed through the contextual exploration of knowledge construction. Multimodality, in this context, includes the complex mingling of word, image, gesture, movement, and sound, including speech. It involves the interaction between verbal and visual components in various discourses. . In Bell's second variable based on the work of Kress and Van Leeuwen (1996), visual modality can be defined as "the represented realism of an image" (Bell, P. & Milic, M. 2012). It concerns also whether an image is shown as realistic and lifelike, or as something that can be classified as either a fantasy or caricature. Advertising discourse is one of the discourses where multimodal analysis is used quite frequently. Bearne and Wolstencroft (2007) explain multimodality as the juxtaposition of language + visual image. Sometimes pictures are used for communication, while language is neglected. Advertisements are the best example of it.

Multimodal discourse analysis is the study of the "intersection and interdependence of numerous modalities of communication within a particular context" (Snyder, 2009, p. 152). Researchers, in this zone, seek to "recognize the influence of mode on meaning within a given context, concentrating on co-occurrence of interaction between multiple semiotic systems" (Baldry & Thibault, 2006, p. 167). Multimodal discourse analysis is fundamentally concerned with the theory and analysis of semiotic resources and the semantic expansions which occur

as semiotic choices unite in multicultural phenomena. Based on the systemic functional grammar of Halliday (1985), Kress and Van Leeuwen (1996) recommend the theory of visual grammar as each semiotic system has the capacity to project social relations between receptors and speakers.

This research has analyzed different types of housing projects advertisements. Housing scheme advertisements have been selected because this area has been relatively unexplored. Although other studies based upon the analysis of beauty products, mobile phones have been carried out, but the researchers could not find any research done on housing scheme advertisements in the Pakistani print media. Studies concerning advertisements of other products have been done. Goffman examined a corpus of print advertisements and stated that women and men were characteristically portrayed as participants in hyper-ritualization of social scenes (Goffman, 1974, p. 84). His analysis of print advertisements suggested that such images do not necessarily depict the natural behaviour of men and women, but rather a constructed fiction representing a particular set of ideals. For example, idealized masculinity and femininity are created distinctively through idealized models posed with different expressions of touch and gaze (Goffman, 1979). Motschenbacher (2009) analysed the specific gendered lexical fields in his study of luxury housing advertisements in newspapers. On a discussion of advertisements, Marchand (1985) likewise mentions that people prefer to identify with ideal and aspirational images of themselves as well as they really are. Thus, by studying representations of gender and sexuality in advertisements, researchers make critical observations of positive images of men and women that product endorsers assume consumers would like their products to be associated with.

### **Material and Methods**

The methodology used in this study, as already mentioned, is Multimodal Critical Discourse Analysis (1996) that has been applied on printed media adverts. McGregor, I. D. (2010) describes Critical Discourse Analysis as:

Critical discourse analysis aims to see the language in relation with historical context (p. 85).

Advertisements are understood as media discourse as they contain language and social processes. Therefore, this methodology has been used to show the connection between the nature of social practice and the properties of language "texts". Qualitative method has been adopted for this study. Qualitative study is suitable for this study as it seeks to explore how discourse in advertisements involves people's construction of meanings.

### **Over Arching Question**

What linguistic and semiotic choices in the housing schemes adverts have been employed by the advertisers of the print media to attract the consumers?

### **Sub Questions**

1. How do advertisers portray women to disseminate gender bias ideology veiled in the adverts?
2. What sort of simulated privileged mode of existence based upon exclusivity has been emphasized by the housing scheme adverts in print media?
3. How is the youth being commodified by the advertisers in housing projects adverts in print media?

For the purpose of this research, data has been collected randomly from print media i.e. Sunday magazines, bill boards, product promotion brochures and newspapers namely The Daily Dawn, The News, The Nation, The Mag etc. This data has been collected in the time period of five months from 1st October, 2017, to 28th February, 2018. A total number of 60 advertisements have been collected. Systematic Random Sampling has been done to select the sample. Systematic Random Sampling is a form of probability sampling in which a group of subjects are chosen for study from a larger group.

As mentioned earlier, there have been collected randomly a total number of sixty (60) advertisements of housing scheme projects from print media. To select the sample, each advertisement has been assigned a number. The sample size has also been pre-determined which is ten and the calculated sampling interval is six. As the researcher needed ten advertisements for analysis so sampling interval determined in this regard was six and the random starting point was six. So the advertisements systematically selected for the analysis are 6<sup>th</sup>, 12<sup>th</sup>, 18<sup>th</sup> and so on. Hence, for the purpose of this research, the researcher has chosen every 6<sup>th</sup> advertisement from the total population. So, ten (10) advertisements have been analyzed to carry out this study.

Following is the analysis of these selected advertisements.

### **Analysis of Housing Projects Advertisements**

In this section, the selected housing project adverts have been analyzed using the above mentioned concepts of semiotics, signs and multimodal discourse analysis to unveil hidden ideologies.

## Advertisement 1



Figure 1 Taken from 'The Nation'. October 13, 2017

The first advertisement of DHA Bahawalpur has been taken from 'The Nation' printed on October 13, 2017. In this advertisement, developers seem to try to sell an idea—a location and living style—not merely mortar and bricks. It is in this sense that the locality is 'created', i.e. at the level of meaning as well as substance. The advertisement is exchanging meanings with the reader and the transfer of meaning depends on reader's active co-operation. Advertiser wants to show the luxurious life style by displaying swimming pool, golf pole with a golf cart and big grassy plot which portrays the image of elite class society.

The interesting thing about this advertisement is the amalgamation of eastern and western architectural images. Noor Mahal along with the London Eye have been pictured here. Western style houses are also there—again, a sign not only of the colonial leftover history but also supposedly of high class. Developers have presented London Eye in the advertisement to enhance the beauty of their advert and also to convey to their consumers that their project has Eurocentric features and qualities. Along with the colonial imprint, the local history has also been incorporated in the advert: Noor Mahal has also been pictured here to enhance the beauty of the advertisement and to show the royal history of the city. The slogan used by the advertiser "MAJESTICALLY FUTURISTIC" itself promotes the royalty of the society.

The phrase at the bottom of the advertisement "a luxurious and serene residential project comes to the city of palaces, Bahawalpur" gives the idea of elite life style with peaceful environment. This analysis follows Kress and Van Leeuwen's (1996) postulation that those rudiments placed at the top of the image have an idyllic value contrary to the real character. The consequence of this

assertion is that the aspirations of many buyers might be to enjoy the goodness of the service just like the family which is quite ideal.

Family portrayed in the advertisement shows their class from their dressing. Their facial expressions also show the satisfaction and happiness while living in elite societies. The elder girl wearing a scholar’s gown with scholar’s cap and carrying a trophy in her hand also shows educational opportunities that living in an elite housing society might entail. It tries to construct an image of peacefulness and tranquility that might enhance the learning abilities of its residents. All the family members look very fresh and happy. The female model has put on shalwarkameez with dupatta around her neck and the male model has put on a pair of pants with t-shirt; children in the advertisement have also put on fashionable dresses. All of them look towards the viewers. Advertisers choose these types of idealistic happy family images to make their advertisement more alluring and fetching.

On the whole, the advertisement creates an exclusive elite class society image through the portrayal of golf carts, London Eye, Noor Mahal and a fashionably dressed family. It also juxtaposes eastern and western cultural images in the form of Noor Mahal and London Eye to better entice the potential buyers.

**Advertisement 2**

**زندگی بھر کا اطمینان پائیے - وطن میں اپنا گھر بنائیے**

**اوریا ایٹھاؤسٹنگ سکیم**  
**فیز - I ایکسٹینشن لاہور**  
**میں ایک کنال، 10 مرلہ اور 5 مرلہ کے**  
**مامل کرنے کا سہی موقع**

**ادا نیگیں کا طریقہ کار**

پلاٹ نمبر	پلاٹ ریس	پلاٹ ریس	پلاٹ ریس	پلاٹ ریس	پلاٹ ریس	پلاٹ ریس	پلاٹ ریس
101-102	148,000	148,000	148,000	148,000	148,000	148,000	148,000
103-104	252,000	252,000	252,000	252,000	252,000	252,000	252,000
105-106	492,000	492,000	492,000	492,000	492,000	492,000	492,000
107-108	840,000	840,000	840,000	840,000	840,000	840,000	840,000
109-110	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000

**اوریا سٹی پاکستان**  
 اوریا سٹی پاکستان ہاؤسنگ سوسائٹی  
 فیز - I ایکسٹینشن لاہور  
 101-110 پلاٹ نمبر  
 لاہور، پاکستان  
 فون: +92 33 8224326, +92 33 8224327, +92 33 8224328  
 ویب: www.auracitypk.com

Figure 2 Taken from 'The Daily Jang', October 26, 2017

This advertisement of Overseas Pakistanis Foundation has been taken from 'The Daily Jung' that appeared on October 26, 2017. In contrast to the previous advertisement, the advertisers in this advertisement seem to focus mainly on historical religious and national architectural monuments. The clauses written at the top "Obtain Life Time peace; Get a House in Homeland" shows the nationalistic element present in this advert. Advertisers seem to try to encourage the customers by merging the national and religious elements by showing "Minar-e-Pakistan & Badshahi Masjid" in the advertisement. These national & religious monuments enhance the nationalistic spirit and patriotism in the potential buyers living abroad. Advertisers seem to have chosen the images of national monuments because this advertisement has specially been designed for overseas Pakistanis.

A happy and modern family pictured in the advert exudes the aura of elite class exuberance. The modern dressing of the people shows their class and preferences. Their facial expressions also show the charm and calmness of their mind. Little girls in school uniform wearing scarfs on their heads also emphasize the religious element in it. The idea to present mosques is the technique to present religion for commercial purposes. Advertisers choose this technique to inspire religious bodies/people living abroad to buy houses in this scheme. The slogan "Obtain Life Time peace; Get a House in Homeland" emphasizes a particular style based on value for money, tradition and exclusivity in a national setting with the project being called 'The OPF Housing Schemes'. Hence in this advert, more than class consciousness, it's the national sentiment that is being evoked to sell the product. In this advert, the facilities that have been listed here include, among others, a substantial place reserved for graveyard. Of all the adverts analysed in this research, this is the only advertisement which highlights this feature. Thus, this is a select new development of luxury homes and setting suggesting all the elements of the style—the acquisitive-prosperous, the historic, the national, the religious and the traditional.

### **Advertisement 3**

The entire details of registration forms has been given away.

Last Date for Submission of Registration Forms  
**March 26**

**Your Residence Among the Falcons**  
**Fazaia Housing Scheme, Karachi**  
Luxury & Standard Apartments  
A Special Quota for General Public

**Call Yourself Registered Today**

- It is better to apply for housing in time housing & home affairs, get instant registration.
- After the start of launching of the scheme only registered members will be able to apply for housing.
- Drawing forms will be sent to all registered members throughout.

Registration Forms can be submitted at PAF Muzium and all branches of PAF.

**Distinctions of FHS**

- High class location 37% premium for a green and serene nature and.
- Modern infrastructure, fully gated community, Security and convenience combined, a highest quality structure.
- 24 hours power supply.
- Strong & efficient security system, concrete & fully glazed, all modern amenities, CCTV surveillance.
- Well equipped of the project to build, design, engineering, administration & construction all under one umbrella PAF.

For Details: Fazaia Housing Scheme, Karachi, Project Office, Adjacent HBL PAF Shrine-Faisal E-Block, Karachi, Ph:02199243441/415  
Distinction of Little Projects, PAF - Islamabad

Join us on: [f/fazaia-karachi](#) [t/fazaia-karachi](#) [www.fazaia-karachi.org](#) email: [info@fazaia-karachi.org](mailto:info@fazaia-karachi.org)

Disclaimer: This is a 15 page 14 page 13 page 12 page 11 page 10 page 9 page 8 page 7 page 6 page 5 page 4 page 3 page 2 page 1 page 0 page

Figure 3 Taken from 'The Frontier Post', November 04, 2017

The 'Fazaia Housing Scheme' advertisement has been taken from 'The Frontier Post' printed on November 04, 2017. In this advertisement, developers have portrayed their society with greenish land and a big picture of falcon which reinforces the name of the housing scheme as 'Fazaia Housing Scheme'. It is the project of "Pakistan Air Force" (PAF).

Developers state: "Your Residence Among the Falcons". This statement increases the quality of their advertisement and it also shows that advertisers want to trap their customers by writing such phrases or statements as this to capture their consideration. Advertisers emphasize that in this society there are 'luxury and standard apartments' and there is also a special quota for general public. The main purpose of developers and advertisers is the same: to capture the attention of people. The statement 'Your Residence Among the Falcons' makes the advert interesting and eye catching. They have also written it using a different font size. Beneath these statements, there is a paragraph in which they have tried their best to convince their consumers with the specifications and properties of society. They have given an impression that people who will buy their land and houses in the society will really feel the change. These advertisements tend to manipulate readers into believing whatever that is advertised is indeed true. This advert is no different as it seems to imply this ideology that, by living in this land of falcons, the residents can achieve new heights in society.

This advertisement is also different than the previous two adverts. No ideal family has been pictured here; no buildings/architectural monuments have been depicted—there is a complete absence of national, religious, and/or Eurocentric images. Focus is completely on the lush green grassy leveled fields and blooming trees. Hence, the idea of a natural serene housing scheme seems to have been commodified here.



#### Advertisement 4



Figure 4 Taken from 'The News International', November 16, 2017

This advertisement of Gulberg Islamabad has been taken from 'The News International' printed on November 16, 2017. In this advertisement, developers have portrayed the wonderful view of Islamabad and conveyed the message that this housing scheme is located amidst the lush greenery of Islamabad. This advertisement shows the combination of natural beauty and skilled publicity tactics at the same time, because it presents greenery combined with celebrities used for advertisement. Advertisers have mentioned at the top of advertisement 'Turning Your Dreams into an Address'. They want to provide a complete furnished town for their residents. They also state that it is the right choice for your dream home. Advertisers also mention that booking will be closed on 15th of January. By mentioning the closing date, the advertisers have made it a time-bound project and hence, try to create a sense of urgency in their potential customers.

Facial expressions and dressing of the models suggest that they are very happy to be the residents of this housing project. Their physical appearance also shows that they belong to elite class and well-mannered background. Male model who is a celebrity (film actor) is shown wearing western dress associated with modernity and the female model is shown without headscarf or dupatta. Hence, the advertisers seem to target the upper class usually associated with modernity. Like the previous advert, they have presented a lush green background in this advert too which has made it quite eye catching and attractive. There is a solid appeal for readers to be attracted towards this project because its impact is really very convincing and persuasive.

This advertisement also uses a celebrity, a film actor Momi Rana, as a model to add credibility to their project. These are the tactics of advertisers to use renowned models in their advertisements to attract the people.

### Advertisement 5



Figure 5 Taken from 'The Daily Pakistan', December 03, 2017

The 5<sup>th</sup> advertisement of DHA Gujranwala has been taken from 'The Daily Pakistan' which was printed on December 03, 2017. The very first look of this advertisement is quite refreshing and clear. Bright colours have been used; green grass foreground and the blue sky in the background add serene colours to it. Advertisers use different strategies to show the meaning of their advert and to make their project appealing to the public. Meaning-systems are sets of ideas and values which shape and influence the ways in which we think and act. They are experientially related and so there is a multiplicity of meaning-systems in any one society. But, in any unequal society, some tend to be more significant than others, and Parkin (1971), for example, has pointed to the importance of the dominant meaning-system, a moral framework which endorses society as it is, including existing inequality. In housing advertisements, for subordinate groups such a meaning-system leads to their possessing deferential or aspirational views that make them pursue it through emulation. This conception shares much with Althusser's (1969) view of ideology as images, ideas and concepts endowed with a historical role and Gramsci's (1971) notion of hegemony as the permeation of society with an entire system of values, beliefs and morality which is in one way or another supportive of the established order (Boggs, 1976). Hall (1977) points out

that hegemony of the ruling ideas in civil society is not maintained through their direct imposition or by coercion. It is achieved by the shaping and winning of popular consent so that the power of the dominant classes and groupings appear both legitimate and natural. Subordinate groups see social life not as ideological but as permanent, natural and worth having. This advertisement is no different as it superimposes the values, the way of life of a particular class – the elite class – on the subordinate groups/classes. This naturalization of elite westernized way of living reveals how sets of meaning are constructed, naturalized and imposed on the masses.

The advertisements may also emphasize certain locations for living in the suburb in particular, a view supported by Walker (1981) on the 'capture' of nature by such development and hence confirm particular patterns of spatial differentiation. Through advertisement like these, advertisers sell a sense of belonging, of home and of place, not merely a piece of land. DHA also has become quite an established attractive housing brand associated with the idea of elite class exclusive living. This exclusivity is quite evident in the advertisement as well, particularly in the portrayal of models. Facial expressions and dressing of the models shown in the picture suggest that they belong to the elite class, and seem happy while living in this society. Female model in the advertisement has put on a totally western dress. She is not wearing dupatta or any staller around her neck or on the shoulder. She has put on a pair of pants with t-shirt which is totally western. Her hair is let loose with just a small pin that ties some of her hair. The male model has put on a pair of pants with t-shirt and a dress shirt whose buttons are open. He also has put on a wrist watch. Both of the models have coffee mugs in their hands and they are enjoying the overall view of the society.

**Advertisement 6**

The advertisement is for the NDVHS (New Defence View Housing Scheme). It features a central image of a family (a man, a woman, and a child) standing in a lush green environment. To the right, there is text in Urdu and English. The text includes the project name 'NDVHS', the slogan 'آج کلڈاؤ کا سیانی کی طرف قدم بڑھاتے ہوئے' (Today, stepping towards the direction of modernization), and the announcement 'افتتاح کرنے جا رہے ہیں اہم افتتاحی پروگرام' (We are going to inaugurate an important inauguration program). A calendar icon shows the date '19 نومبر سے' (from 19th November). Below this, there are three numbered points: 1. 'The City School' - 1, 2. 'ہیڈ ماسٹر ہوم بلڈرز اور NDV کا اشتراک' (Joint venture of Head Masters Builders and NDV), and 3. 'ورلڈ کال پاکستان کی طرف سے NDV میں براؤزیڈ انٹرنیٹ کنکشن دہی وی ٹیلیفون کی فراہمی کا آغاز' (Start of internet connection and telephone service in NDV by World Call Pakistan). At the bottom, there are logos for 'WORLD CALL' and 'Home & Home BUILDERS DHA Lahore'. Contact information is provided: UAN: 064-111 123 790, Tel: 064-2013945, Cell: 0333-2123790, 0304-4123790.

Figure 6 Taken from 'The Daily Express', December 06, 2017

This advertisement has been taken from ‘The Daily Express’ printed on December 06, 2017. In this advertisement, developers want to attract their buyers by showing a furnished picture of their society. “New Defense View Housing Scheme” is located in DG Khan.

In today’s society, the media, including advertisements, have become hugely influential agents of socialization. Social psychologists Kaplan & Miller (1987) state that the media, being informative and norm-setting, is a socializing agent since the visual images presented are able to cause dynamic effects on everyday people’s socialization patterns in terms of values, attitudes, behaviors and beliefs.

There are three people presented in the advertisement. They look like a family. All of them look happy and fresh. The female model in the advertisement has put on shalwar kameez along with a dupatta on it, while the male model has put on a pair of pants and dress shirt of fresh color. Child in the advertisement wears beautiful shirt with a pair of pants. Dressing of the female model is traditional, which is in contrast to the previous advertisements, and it shows that the target audience is conservative—the people of a marginalized city of Punjab, Dera Ghazi Khan.

Advertisers have written at the top of the advert “Today Alhamdulillah stepping towards success”. The insertion of a religious phrase—Alhamdulillah—shows the various techniques advertisers use to attract buyers. Developers mention the inauguration date as 19th of November. Developers use such type of statements and phrases to attract their consumers, because every developer wants to get the attention of people towards their project.

**Advertisement 7**

**DHA CITY KARACHI LUXURIOUS FARMHOUSES**

COMING SOON

Rustic Environment | Green Landscape | Luxurious Living | Family Fun | Equestrian Activities

- Prime location with open green environment, and various facilities for a sustainable living with world class amenities
- Secure and healthy through Controlled Entry System (CDS) and Block with Watch Towers and Mobile Monitoring
- Ready Available Open Water
- Usage of Green Energy: Solar & Wind

100% LAND AVAILABILITY ASSURED | Foolproof Security | MALE

DHA-Driven City In the Heart of the World

DHA CITY | Website: www.dhacity.com | Call Center: 021-3581-0201

Figure 7 Taken from 'The Nation', December 20, 2017

This advertisement of DHA City Karachi has been taken from 'The Nation' printed on December 20, 2017. This advert starts with interesting words 'LUXURIOUS FARM HOUSES' printed right at the top of advertisement. Advertisers select different visual and linguistic strategies to persuade and convince their audience.

There may be different interpretations of this statement. The words "LUXURIOUSFARMHOUSES" are written in larger font but the font of other words in the advertisement is small so that these words seem to appear more prominent and eye catching. These three words are also written in white color in order to make them more prominent. It is a unique residential-commercial project which is being speedily developed.

People in the advertisement look fresh and fashionable. The overall picture of the advertisement is western style. Men, women and kids all look fashionable. Advertisers, like the 3<sup>rd</sup> advertisement of 'Fazaia Housing Scheme', here also seem to commodify and sell the idea of living among nature and seem to highlight the idea of natural environment and landscape combined with elite exclusive living. Housing is a commodity of high utility value not only for shelter but also for the protection of privacy and the relative position of property and social life. It is of great importance to receive immense ideological importance in presenting needs in its fetishized form and to exclude any possible disjunction between realization of needs and their satisfaction. In other words, if people can be presented with a style that not only satisfies the basic need, but can also be used for active self-creation, they will not in any way challenge this way of living.

The overall environment of the project is eco-friendly and natural. It is the housing project of Karachi which seems to be the city of dirt and pollution. Advertisers want to attract the buyers by presenting this image. There is a beautiful lake presented by the advertiser. Around the lake there is greenery and trees. Date trees are also present while some small trees are also there. The environment of the advert is very calm and peaceful. Advertisers want to entrap the attention of consumers by portraying this peacefulness in the project, because everyone wants to have the peace of mind. A westernized villa and portico, a family busy in horse riding, children playing with ducks by the lake, a family busy in outdoor activities—all this shows the various images used by advertisers to attract potential buyers.

## Advertisement 8

The advertisement is a full-page spread. At the top, the title 'ایڈن گارڈنز ایکسٹینشن' (Eden Gardens Extension) is written in Urdu. Below the title, a woman in a light blue, long-sleeved, floor-length dress stands on the right side, smiling. The background shows a construction site with several large, arched metal structures under construction, and a yellow tractor is visible. The text in the middle of the advertisement provides details about the project, including a price of 110,000 rupees per square foot and a payment plan of 4 lakhs per installment. At the bottom, there are five small icons representing different facilities: a school, a hospital, a park, a shopping center, and a mosque. The bottom right corner contains the text 'EDEN GARDENS EXTENSION' and the phone number 'UAN: 042-111-64-65-65'.

Figure 8 Taken from 'The Daily Express', December 24, 2017

The advertisement of Eden Gardens Extension has been taken from 'The Daily Express' printed on December 24, 2017. In this advertisement, advertisers show the on-going process of the construction of society. Developers seem to try to convince their consumers by portraying an under-construction look of the society. Developers have chosen the name of the society as "EDEN GARDENS EXTENSION". The choice of name for this housing scheme is quite significant as it seems to evoke Eden like longing in the viewers/potential buyers. By naming this scheme Eden Gardens Extension, the advertisers have tried to construct parallels between the ideal Eden and this housing scheme.

Complete information regarding its infrastructure and facilities has also been added by the developers. The viewers are informed that the payment plan is flexible and it is extended for up to 3 years. Monthly installment is as low as 4000 rupees and total number of installments is 42. All this information has been given by the advertisers to better entice the viewers.

A beautiful lady presents the scene. Model looks fashionable without wearing dupatta. She wears sky color long frock with trouser. She has a beautiful smile on her face. Developers deliberately choose fair-skin models in their advertisements; no black skin model has been portrayed in the advertisements. This preference for fair/white complexion shows the Eurocentric bias of the advertisers in particular and of the society in general.

## Advertisement 9



Figure 9 Taken from 'The Dawn', February 22, 2018

This advertisement of Green Palms has been taken from 'The Dawn' printed on February 22, 2018. This advertisement presents the colorful beauty of the project. Advertisement suggests that GREEN PALMS GWADAR DEVELOPMENT is going to get a huge boost in coming days as Rafi Group—proprietors of the housing scheme—have published an advertisement in national dailies. Advertisers have mentioned in the advertisement that it is the "Land of Opportunities". They also emphasize that Baluchistan is the future growth engine of Pakistan and Green Palms would enable the reader/potential buyer to be the part of that future. Advertisers use convincing language to trap their buyers and the people who are interested in it.

Colors used in the advertisement are also very soft and serene—blue and aquamarine. These colours increase the beauty of advertisement. Such type of advertisements as this captures the attention of consumers by portraying tall buildings and urban development in their project. A big date tree is presented in the foreground by the advertisers. Huge buildings are also there to make the advertisement more interesting. It looks like DUBAI, because it is the land for tourists and of opportunities. Advertisers make the advertisement modern and try to enhance the beauty of the advertisement by portraying urban and/or developmental images in it. No male/female model has been pictured here.

## Advertisement 10



Figure 30 Taken from 'The Nation', February 27, 2018

This last advertisement of Bahria Town Karachi has been taken from 'The Nation' printed on February 27, 2018. This advertisement presents the scenic urban view of the project. An image capturing the urban beauty of the project has been used by the advertisers to convince and attract buyers. Just like the previous advertisement, this advertisement also contains no male/female model, rather it highlights the idea of urban development that it seems to be capitalizing on.

Advertisers have presented the grand scenic view of the project. Green grassy plots on the sides are there to add to the beauty of the advert. Lighting system is also very good that enhances the quality of the advert. Six lane roads have been presented. There is big gate with wonderful lighting and a pretty fountain has also been shown in the image. No model has been presented in this advertisement to keep the focus specifically on the developmental aspect of this urban project. Developers try to present this model city to their consumers so that people would agree to buy homes in it. Developers do not want to divert the attention of their consumers away from the developmental nature of their project by portraying models in the advertisement.

### Discussion

In the light of analysis carried out in the preceding section, we will now try to answer the questions on which this research is premised. First, we will respond to the sub-questions and then move on to the over-arching question.



### **Sub-Question 1**

How do advertisers portray women to disseminate gender bias ideology veiled in the adverts?

Carter and Steiner (2004) opine that the portrayal of the gender roles in media has been incredibly low, as women often are only shown within the domestic sphere i.e. the private sphere. Most of the advertisements, as discussed in the analysis section of this study, merely tend to present women in family-oriented, domestic, marital roles and spheres. Advertisements 1, 2, 4, 5 and 6 present women in family-oriented setting accompanied by men and, in some cases, also by children. Very rarely women have been presented outside this traditional normative stereotype, for example, 1<sup>st</sup> advertisement shows a young lady in a scholarly gown holding a trophy. But, as already mentioned, this empowered portrayal is quite rare. Advertisers portray women in the images as merely seen objects – this portrayal is in accordance to patriarchal ideology according to which women are presented as weaker beings, bounded to the chains and domains of patriarchy. These advertisements implicitly further the patriarchal interpretation of ‘ideal woman’ who is family-oriented but also trendy and modern in attire – who is perfect in appearance as well as in chores. According to the semiotic analysis, women are presented according to their traditional gender roles which society has ascribed to them and which is expected from them. Moreover, in images where only woman has been presented, man is present as a non-represented participant. For example, in the 8<sup>th</sup> advertisement, one female model has been presented in the entire advertisement. A beautiful young lady in a fashionable dress without dupatta has been presented by the advertisers. The male gaze appears to be quite dominant in this portrayal. But, through the use of these attractive female models, developers also try to convince the women audience that by living in this project they will become fashionable and trendy which is, as the developers presume, what women desire. These housing projects present the elite class and their standards of living. Every woman wants to be fashionable and wants to adopt the style of models presented by the advertisers. As in the 5<sup>th</sup> advertisement of DHA Gujranwala, developers have presented a beautiful lady who has put on a pair of pants and shirt. She presents the whole environment of the society by her image. The 4<sup>th</sup> and 6<sup>th</sup> advertisements also present women in modern trendy attire and setting.

### **Sub-Question 2**

What sort of simulated privileged mode of existence based upon exclusivity has been emphasized by the housing scheme adverts in print media?

Visual images help decode messages in the advertisements. According to Messaris (1996), “The pictures in television commercials, magazine advertisements and other forms of advertising often convey meanings that cannot be expressed as well, or at all, through words or music.” McQuarrie and Phillips (2005) say: “Indirect persuasion attempts are common in magazine advertisements” (p. 7).

They further assert that if consumers are provided with an indirect metaphorical claim, they become more receptive to the idea of advertised brand. Kress and van Leeuwen (2006) presented their principle of social semiotic approach for reading visual imagery which provides an easy way to decode multiple meanings of the same image. Advertisers use multiple strategies to convince their consumers. Language and images used by the advertisers in the advertisements analyzed in this research seem to emphasize an exclusive elite mode of existence, not inclusive. Advertiser use exclusive language to convince their consumers. It targets a specific class, and the others are left with a sense of lack. Pictures also depict people from a certain exclusive class, not the ordinary masses. Hence, these adverts promote a life style based upon exclusive elite class. In 1<sup>st</sup> advertisement, advertisers have presented an elite class environment which shows exclusiveness. In 7<sup>th</sup> advertisement, western lifestyle has been shown. The use of western images shows the Eurocentric colonial heritage still prevalent in Pakistani society. In 5<sup>th</sup> advertisement, exclusivity has been shown by the advertisers through the portrayal of the elite class of society which promotes a sense of lack in the people who cannot afford this project. Fashionable people with stylish dresses have been shown to present the class difference. In 8<sup>th</sup> advertisement of 'Eden Gardens', advertisers try to depict the edenic qualities within their project. They want to convince the people that their project has exclusive heavenly qualities and features which are necessary to have stylish life style.

Moreover, urban elite style of living also seems to be privileged by the developers in these advertisements. Advertisements 9 and 10, for example, focus primarily on urban life style with high rise buildings in the 9<sup>th</sup> advertisement's background and wide well-lighted six-lane roads in the 10<sup>th</sup> advertisement. It shows a shift from human to urban upscale life style in housing scheme advertisements.

### **Sub-Question 3**

How is the youth being commodified by the advertisers in housing project adverts in print media?

Our youth is being commodified by the advertisers in housing project advertisements by showing beautiful representations in the adverts. Advertisers use their strategies to trap the young customers; for example, in 1<sup>st</sup> advertisement, advertisers have presented a beautiful girl in a scholarly gown and a scholar's cap on her head. She also has a trophy in her hand. She looks so fresh and happy with her parents and family. In this advertisement, there is a picture of London Eye which is also the source of inspiration for youth. Nowadays, the youth wants to go to foreign countries for higher studies. Developers have shown the western culture in their adverts because they know that this is the culture desired by the youth and advertisers promise to give this living style to them. They show that by living in their housing project one can achieve his/her goals in life. The environment of the

society is so calm and peaceful that one can attain top positions in studies like the girl presented by the advertisers.

In 5<sup>th</sup> advertisement, developers have presented the fashionable young people living in the society. Nowadays, youth dreams to live in western style houses and to have the elite class status. That is why developers have chosen the strategy to present this type of images in their adverts to get the attention of young generation.

### **Over-Arching Question**

What linguistic and semiotic choices in the housing schemes adverts have been employed by the advertisers of the print media to attract the consumers?

Kress and Leeuwen (2010) state that the way we are communicating is changing day by day. Along with language as a source of communication, visuals are also used for interaction among people. Images, they believe, are the linguistic forms. Kress and Leeuwen (1996) state:

Visual communication is always coded. It seems transparent only because we know the code, at least implicitly (pp. 32-33).

Advertisers have used many semiotic devices in the advertisements to attract the consumers. Advertisers choose some codes and signs in the advertisement just to trap the attention of the interested people. In 3<sup>rd</sup> advertisement, advertisers have chosen the image of 'Falcon' to emphasize the lush natural outlook of the project and to tell their consumers that living in this society means living among falcons and to live in sky in a sublime way—above and beyond the ordinary way of living.

Interesting linguistic choices have also been employed by the advertisers in these advertisements. In 1<sup>st</sup> advertisement, advertisers have used the phrase 'Majestically Futuristic'. Advertisers have added this slogan to add to the beauty of their advert and to convey the message that their society is future-oriented. In 4<sup>th</sup> advertisement, they have written the statement 'Turning Your Dreams into an Address'. This means that when one would live in this society their dreams will become true and change into reality. In 9<sup>th</sup> advertisement, advertisers have added 'Land Of Opportunities' to imply that if one would live in this housing project, s/he will get opportunities in life to excel. Advertisers try to highlight the qualities and capacities of their project by using such phrases and try to attract the attention of potential consumers.

Developers have presented huge buildings, greenery, wide roads, western style houses, palaces, natural green environment in the advertisements to capture the attention of the customers. In 1<sup>st</sup> advertisement, developers have presented the beautiful image of Noor Mahal, London Eye and western style houses to get the public's attention. In 2<sup>nd</sup> advertisement of OPF Housing scheme, developers have

presented the image of Minar-e-Pakistan to enhance patriotism among the people. They also have presented Badshahi Mosque in the image to evoke the religious sentiment among the consumers and to trap their attention. Advertisements 9 and 10 focus on the urban idea of development. The use of images like these shows that advertising is strongly related to religion, patriotism, urban development and the social milieu in which the product is created, sold, and bought.

Advertisers have portrayed women on the basis of patriarchal ideology. Media, mostly, presents the role of women as domestic, sexual and marital to the exclusion of all other roles. In these advertisements, women very rarely have been portrayed outside the domestic family-oriented sphere.

Advertisers use convincing strategies to trap their consumers. Advertisers use exclusive language which targets the specific class. Youth is the main target of the advertisers because young generation is usually more inspired by the colorful beauty of the adverts and wants to adopt modern living style.

### **Conclusion**

On the whole, this study highlights the evolving and multi-faceted nature of housing projects advertisements in Pakistani print media – the combination of western and local/national architectural symbols and modes of living, the portrayal of ambitious youth, patriarchal portrayal of stereotypical gender roles, and the ideological manipulation to highlight or superimpose an elite class consciousness based upon the notion of exclusion, not inclusion.

## References

- Althusser, L. (1969). *For Marx* (2nd ed.). London: Allen Lane.
- Baldry, A., & Thibault, P. (2006). *Multimodal Transcription and Text Analysis: A Multimodal Toolkit and Course Book with Associated On-line Course (Equinox Textbooks and Surveys in Linguistics)*. London: Equinox.
- Bearne, E., & Wolstencroft, H. (2007). *Visual Approaches to Teaching Writing: Multimodal Literacy*. London and California: Paul Chapman and Sage.
- Bell, P., & Milic, M. (2002). Goffman's gender advertisements revisited: Combining content analysis with semiotic analysis. *Visual Communication*, 1(2), 203-222.
- Boggs, C. (1976). *Gramsci's Marxism*. Michigan: Pluto Press.
- Carter, C., & Steiner, L. (2004). *Critical Readings: Media and Gender*. Maidenhead: Open University Press.
- Eyles, J., & Evans, M. (1987). Popular consciousness, moral ideology and locality. *Society and Space*, 5(1), 39-71.
- Goffman, E. (1974). *Frame Analysis: An Essay on the Organization of Experience*. New York: Harper and Row.
- Goffman, E. (1979). *Gender Advertisements*. New York: Harper & Row.
- Gramsci, A. (1971). *Selections from the Prison Notebooks of Antonio Gramsci*. New York: International Publishers.
- Hall, S. (1977). *Culture, the media and the 'ideological effect'*, In J. Curran (Ed.) *Mass Communication and Society*. London: Arnold.
- Halliday, M., & Matthiessen, M. (1985). *Halliday's Introduction to Functional Grammar*. New York: Routledge.
- Jhally, S. (1990). *The Codes of Advertising: Fetishism and the Political Economy of Meaning in the Consumer Society*. New York: Routledge.
- Kaplan, M., & Miller, C. (1987). Group decision making and normative versus informational influence: Effects of type of issue and assigned decision rule. *Journal of Personality and Social Psychology*, 53(2), 306-313.
- Kress, G., & Van Leeuwen, T. (2010). *Multimodality, Literacy and School English. The Routledge International Handbook of English Language and Literacy Teaching*. London and New York: Routledge.

- Kress, G., & Van Leeuwen, T. (1996). *Reading Images: The Grammar of Visual Design*. London and New York: Routledge.
- Kress, G., & Van Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design* (2nd ed.). London: Routledge.
- Marchand, R. (1985). *Advertising the American Dream: Making Way for Modernity, 1920-1940* (1st ed.). California: University of California Press.
- Marx, K. (1970). *Capital, Vol 1*. London: Lawrence & Wishart.
- McGregor, I. (2010). Dimensions of perfectionism, behavioral inhibition and rumination. *Personality and Individual Differences, 49*(2), 83-87.
- McQuarrie, E., & Phillips, B. (2005). Indirect persuasion in advertising: How consumers process metaphors presented in pictures and words. *Journal of Advertising, 34*(2), 7-20.
- Messaris, P. (1996). Video ergo cogito: Visual education and analogical thinking. *Young, 4*(2), 46-59.
- Motschenbacher, H. (2009). Speaking the gendered body: The performative construction of commercial femininities and masculinities via body-part vocabulary. *Language in Society, 38*(1), 1-22.
- Parkin, F. (1971). *Class Inequality and Political Order*. St. Albans: Paladin.
- Snyder, C. (2009). *Handbook of Positive Psychology*. USA: Oxford University Press.
- Walker, R. (1981). *A theory of suburbanisation*, In M. Dear & A. Scott (Eds.) *Urbanisation and Planning in Capitalist Society*. London: Methuen.