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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Ecolinguistics

Ecolinguistics is a field that investigates the complex interplay between language, community, and the environment. This interdisciplinary approach tries to understand how linguistic practices are adapted and affect the ecological context. Ecological linguistics has been pointed out by scientists such as Steffensen and Fill (2014), who have shown the importance of linguistic studies in addressing modern ecological problems. Stibbe (2015) also enlarges the core principles of ecological linguistics by suggesting a framework that revisits the detrimental environmental discourses and brings out sustainable alternatives.

The origin of Ecolinguistics can be traced to the works of cognitive linguists, including Lakoff and Johnson, who studied the bearing of metaphors on the manner in which human cognition is molded. Stibbe (2010) additionally provides insight into the role of global languages in environmental degradation and their alternatives that could be used to foster ecological sustainability. Alam and Ullah (2021) showcase the metaphoric role of advertisements through the lens of Ecolinguistics, demonstrating the power of this approach to unravel the hidden environmental connotations in everyday linguistic usage.

Central to Ecolinguistics is the examination of how language influences the systems that support life. This includes scrutinizing various discourses, such as those surrounding consumerism, advertising, and economic growth, which may not explicitly discuss the environment but nonetheless impact ecological balance. In particular, Ecolinguistics investigates harmful discourses like consumerism, which promote overconsumption,

resource depletion, and waste generation. By analyzing language patterns and discourse structures, Ecolinguistics aims to uncover how such narratives contribute to environmental degradation and shape human behavior towards unsustainable practices. Ecological linguistics transcends the boundaries of traditional linguistic analysis, incorporating ecological considerations into the study of language. This comprehensive approach recognizes that language is not just a collection of abstract symbols, but an integral part of the social and ecological fabric of life. As Penz and Fill (2022) assert, Ecolinguistics provides a key to understanding how language can be both a problem and a solution in the ecological context, thereby playing a crucial role in raising awareness about environmental issues and promoting the concept of sustainability.

## **1.2 Relevance of Ecolinguistics to Advertising**

Advertising is a major form of mass communication that seeks to persuade viewers to purchase products, adopt ideas, use services, or take desired actions. Its main goal is to evoke feelings, values, attitudes, desires, and other responses in the audience toward the advertised items. Effective commercials achieve their intended objectives and blend elements of expression and communication. “Advertisements do not just work in isolation, however. Lifestyle magazines and aspirational television programs are designed to encourage a ‘buying mood’, often by manufacturing dissatisfaction which can be addressed by the products in the advertisements” (Stibbe, 2015, p. 27).

Advertising significantly impacts how society values and behaves because it is a powerful form of mass communication. Advertisements accomplish this by strategically using language and visuals, thus forming perceptions and consumption patterns. Ecolinguistics acts as a tool to expose the unrecognized environmental consequences of

advertising discourses, which is often the case of propagating unsustainable behaviors.

Analyzing these discourses, Ecolinguistics seeks to dismantle and transform the narratives that create ecological harm, bringing about more environmentally conscious behaviors and perspectives.

### **1.3 Introduction to Stibbe's Model**

Arran Stibbe's Ecolinguistics analysis model, which is a complete framework, examines how language shapes how we perceive and act upon the ecological aspects. Stibbe (2015) draws on the expertise of linguistics, ecology, and critical discourse analysis to sketch the relationship between language use and environmental issues. In his view, language shapes our perception of the world, and, as a result, it affects our interaction with the natural environment.

#### **Explanation of the Eight Stories Identified by Stibbe**

Stibbe (2015) identifies eight key stories or discourses that permeate language and influence ecological consciousness:

1. **Ideology:** The underlying beliefs and values embedded in discourse.
2. **Framing:** The way information is presented and structured.
3. **Metaphor:** The use of figurative language to shape perceptions.
4. **Evaluation:** The judgments and values expressed through language.
5. **Identity:** The construction of self and group identities.
6. **Conviction:** The certainty and assertiveness with which ideas are presented.
7. **Erasure:** The omission or marginalization of certain aspects of reality.
8. **Salience:** The prominence given to certain ideas or elements over others.



These stories provide a structured way to analyze how language can either support or undermine ecological sustainability.

#### **1.4 Ambivalent Discourses**

Ambivalent discourses, characterized by conflicting or contradicting meanings, sentiments, or attitudes, are a complex and subtle aspect of language and communication. In today's world, ambivalence is everywhere, spanning politics, media, advertising, culture, and everyday interactions. The conflicts, ambiguities, and uncertainties inherent in these discourses reflect the intricacies of human experience and social interactions. Ambivalence in discourse can take various forms, from negotiating opposing ideas or values within a conversation to juxtaposing contradictory ideas or emotions within a single text.

Ambivalence may appear in different places, such as politics, media and advertising, where messages are designed to address and appease several values and beliefs that may be contradictory. For instance, advertising campaigns may promote both consumption and conservation, political speeches may send conflicting messages about policy priorities, and media coverage may swing between idealized narratives and harsh realities. Fairclough (2023) deals with technologization of discourses, emphasizing how the development of communication technologies leads to the complexity of present-day discourses. This complexity is one of the reasons for contradictory messages, where technological progress is both praised and criticized simultaneously.

According to Otto, Johnston, and Baumann (2022) taglines in food advertisements are somewhat ambiguous phrases that convey two different meanings that offer a wide variety of consumer values and preferences. These slogans are designed to attract health-conscious consumers and those who want to indulge in something delicious while offering the idea

of flexibility and variety. This duality also helps advertisers strike a chord with many audience segments while subtly promoting consumption.

### **1.5 Statement of the Problem**

In recent years, media advertisements have become a prevalent source of information influencing societal behaviours. Food Companies use various linguistic patterns in their taglines to promote their products and grab the consumers' attention. These linguistic patterns are generally shown as ambivalence discourse, which displays the products as beneficial for the consumers. However, it seems destructive for the consumers and the environment. Thus, a thorough Ecolinguistic analysis is required to comprehend the nature of ambivalent discourses in advertisements and their influence on consumer perceptions of the products.

### **1.6 Research Objectives**

1. To examine the type of discourses evident in the advertising of food products.
2. To analyze the linguistic strategies through which ambivalent discourses are constructed in the advertisements.
3. To investigate the ways through which the ideology of consumerism is promoted by ambivalent discourses.

### **1.7 Research Questions**

1. What type of discourses are evident in the taglines of various food advertisements?
2. What linguistic patterns are used to construct ambivalent discourses in the selected advertisements?
3. How do ambivalent discourses promote the ideology of consumerism in advertisements?

## **1.8 Significance of the Research**

The present study of ambivalent discourses in food advertisements is essential as it will help to understand how language influences our perceptions and actions. This study will create public awareness by exposing the tactics used by advertisers to influence consumer behaviour so that individuals can make more informed choices about their food consumption. Moreover, food companies could be informed about their marketing strategies by highlighting potential areas of concern and improvement.

## **1.9 Organization of thesis**

This thesis is organized into five main chapters. Chapter 1 introduces the study, outlining the background, and research objectives and significance. Chapter 2 presents a comprehensive literature review on Ecolinguistics and advertisement. Chapter 3 explains the methodology used in the study, data collection methods, and the application of Stibbe's Ecolinguistics model. Chapter 4 details the linguistic patterns and ambivalent discourses in selected Pakistani food advertisements, highlighting the ideological implications and ecological impacts. Chapter 5 discusses the findings and conclusion.

## **CHAPTER 2**

### **LITERATURE REVIEW**

The research, particularly the linguistic and rhetorical techniques used in Pakistani adverts, focuses on revealing Eco linguistic dimensions these techniques possibly contain. Furthermore, this review provides an exploratory investigation in advertising by probing into the language used in advertising and whether the behaviours it promotes are environmentally friendly or damaging.

#### **2.1 Language and Rhetoric in Advertising**

Language and rhetoric in advertising do not just communicate but are purposely designed to inform, persuade, and even shape consumer behaviour. In the subtleties of Pakistani advertising, the research by Tauqir (2021) thoroughly investigates brand slogans, clearly pointing out strategic and precise language choices. Such an analysis used a critical approach towards the stylistic issues in thirty different taglines by brands in order to identify the subtle yet important wording and structure nuances. The examination showed that these slogans are not just strings of words but rather those that utilize rhetorical techniques alongside culturally and socially pertinent themes to make them more appealing and powerful in their persuasive abilities.

It was proven even more through a survey with 150 Generation Z members known for their educated buying behaviour and vulnerability to digital marketing. The study results demonstrated that taglines hold a powerful position in consumer behaviour, with their apparent effect on decision-making. This suggests that the well-conceived taglines that make sense on the social-cultural level are not just noticed but are also persuasive enough to make

the consumers make specific purchase decisions. They do this by using the built-in power of language to reach individuals' ambitions, values, and identities to make the brand more relatable.

Moreover, considering this on a global scale, the results from Tauqir's study reflect in other areas that rhetorical strategies are the universal key to success in advertising. For example, Labrador et al. (2014) take the issue of the rhetorical structure and persuasive language in online advertisements. They are paying attention to the fact that the advertiser uses structured rhetorical frameworks to increase the effectiveness of the ads. This study shows that a successful advertising campaign often uses rhetorical configurations, such as appeals to ethos, pathos, and logos, in a way that can significantly boost the persuasive power of the advertisements.

However, regardless of the cultural and commercial differences, the ultimate goal behind all these configurations is to influence consumer perceptions and behaviours. Labrador et al. contend that strategic questions, imperatives, and exclamations, for example, will captivate the audience, causing them to think, feel, or act in a certain way. This is consistent with what Tauqir reported on the Pakistani setting, where linguistic creativity and rhetorical acumen are in the taglines that draw consumers' attention to a captivating narrative about the product. These two studies highlight the importance of refined and effective rhetorical techniques in designing messages that reach and stay with the audience, thus leading to the successful and positive spread of advertising campaigns worldwide.

JINGXIA and PINGTING (2014) dig deeper into how advertisements persuade by investigating the intertextuality of advertising. Their studies bring up an exciting point of view about how ads communicate and connect – by using elements from other texts, they

create a complex web of references and associations that only increase the persuasiveness of ads. Such a practice is an effective tool as it draws on the viewers' communal memory and cultural knowledge, allowing advertisers to develop messages rooted in the audience on a deeper and more personal level. This technique includes using literary, cinematic, or historical references that are familiar to the viewers and that support the message by using those points that are known and appreciated. This kind of intertextuality is aptly described by Tauqir (2021) in his research on Pakistani advertising, where the effectiveness of socially and culturally relevant taglines is significantly increased by their use in advertisements. Through the cultural and social narratives familiar to their audience, the advertisers can not only engage with them but also make the messages felt, thus increasing the impact and memorability of the advertisements.

Furthermore, the speaker analyzes the rhetorical figures used in fast food language, which is a component of the advertising language that helps capture consumers' attention of consumers, thus facilitating purchase decisions. His research spotlights the tactical use of figures of speech like metaphors, hyperboles, and alliterations, which become advertisements' main points of appeal and memorability. Such rhetorical devices make the advertising message more exciting, involving and persuasive by appealing to the audience's emotions and creating visual imagery. Tauqir's study on consumer goods in Pakistan mirrors the same idea of how such approaches are universal, which is the case with Tanto's research as well, suggesting that the universal principles of persuasion through rhetorical language still work no matter what the product is or which market sector it belongs to. This illustrates that the same principle of the artful use of language in advertising can be applied to various

contexts and ultimately sway consumer behaviour by making the products seem more desirable and necessary.

Chetia (2015) deals with the rhetorical devices standard in English advertisement texts throughout India, giving us tremendous insight into the linguistic strategies relevant to this rich cultural zone. In his work, he goes through the different rhetorical figures that are also present in the advertisements, such as metaphors, hyperboles, and alliterations, and analyses how they enhance the persuasiveness of the ads. This scrutiny of the Indian advertising dialects highlights the cultural and linguistic similarities between India and Pakistan. It adds to a deeper understanding of the comparative advertising rhetoric in South Asia. However, the finer details exposed in Chetia's (2021) study give a broader picture, which can be used to interpret how rhetorical devices work within similar but different market environments. Through a study of these standard and specific rhetorical techniques, Chetia's study implies that even though there are geographical boundaries, advertisers in the region follow a similar strategy of evoking emotions and gaining the engagement of the consumers. However, each is tailored to the local market's cultural sensibilities and consumer behaviours.

In her groundbreaking work, Fahnestock (2011) outlines an all-encompassing theory of language in persuasion that underpins the complex rhetorical style in ads. She starts with a simple understanding that rhetoric is not only a means of communication but also an essential tool in shaping the customers' perception and, in turn, influencing the decision-making process. Fahnestock's exposition stands out for its ability to break down the levels of meaning expressed in the choice of words, thus becoming a proper instrument to comprehend the implied nuances behind the Pakistani taglines, as Tauqir noted. The strategies of rhetorical means such as syntax manipulation, narrative creation, and ethos, pathos, and logos used in

strategic order to make audiences engaged and persuade them are highlighted in her study. This method calls attention to the fact that there are well-thought-out rhetorical strategies in advertising, and they are effective because they are applicable in different cultural contexts to change how people behave and make choices.

Kannan and Tyagi (2013) delve into the language nuances in advertising, presenting a comprehensive analysis of how various language styles focus on the psychological and social aspects of the customers. The study focuses on the strategic decisions of marketers regarding what words and structures they use that are related to the target audience's social norms and emotional triggers. This research is determinative in that it shows the role played by language as a medium of communication and as a tool for psychological engagement and social persuasion. It is brought to the foreground that the success of the advertising content greatly depends on how well it matches the consumers' personal and cultural stories. The research results of Kannan and Tyagi on rhetorically rich taglines in the Pakistani market are practically in line with the findings of Tauqir (2021) on the same topic. The two studies show that well-constructed words in advertisements are powerful enough to steer consumer behaviour. Hence, both cases strongly recommend that the choice and manipulation of text are the basis of an effective advertising strategy.

Hornikx et al. (2010) present a captivating argument on the linguistic options used in adverts, especially using English or a local language and its impact on the consumer response in a non-native English-speaking environment like the Netherlands. Through their research, the linguists can portray the complexity of slogans and how varied linguistic approaches can escalate or lower their appeal according to the audience's language proficiency and cultural background. This study is paired with the Pakistani advertising context examined by Asif,



whose multilingual landscape poses the same issues and opportunities as ours. The usage of language in Pakistani taglines, either Urdu, English or regional language, is prominent in their success, impacting how consumers react to the product. Hornikx et al. 's study calls into question the role of linguistic adaptability in global advertisements, which can be interpreted as the foundation of the campaign's success.

Kaur, Arumugam, and Yunus (2013) dive into the intricate interplay of language and visual rhetoric that constructs captivating stories in beauty product advertisements. This, in turn, powerfully shapes consumer views and identities. Through their critical discourse analysis, they describe how the advertiser creates subtly powerful messages that resonate with societal norms and individual aspirations. The study uncovers the power of language and visuals in advertising by breaking down the discourse of the adverts. It shows how these elements, in synergy, create persuasive narratives that sell products and define the cultural standards of beauty and desirability. The study enhances our knowledge of how rhetorical devices are used in various fields, including the food industry, which Tauqir illustrates. These rhetorical strategies are so transferable that it is easy to see how they can shape consumers' perceptions. The broader view of the relationship between language, visual rhetoric, and identity in advertising is now possible.

This salient academic consensus from diverse studies worldwide confirms the significance of rhetorical strategies in influencing consumer attitudes and behaviours across different markets and cultures. The article by Kaur, Arumugam, and Yunus (2013) shows us how the ads are globalized and how advertisers use locally and contextually appropriate rhetorical strategies to engage and persuade consumers. This comparison shows that all these strategies are valid and efficient because persuasion basics are still strong regardless of the

culture or context (appealing to emotions, credibility, and logic). Such a global view enhances the understanding of Tauqir's insights into how rhetoric is employed in Pakistani food advertising and shows how these findings are part of a larger international framework of advertising studies. This way, it is shown that there exists a sophisticated cross-cultural conversation on the power of rhetoric in determining what consumers will buy and do.

## **2.2 Role of Metaphors in Advertising**

Metaphorical usage in advertising is a strategically vital tool that serves as a decoration and actively helps form consumer attitudes and behaviours. In their in-depth analysis, Ahmed et al. (2021) shows that metaphors, which are viewed through an Ecolinguistics lens, not only captivate the audiences but also impressively and significantly enhance the perceived value and attractiveness of the products. This research rigorously studies the concept of metaphorical thinking, as described by Lakoff and Johnson (2008) in their influential theory of conceptual metaphors. The hypothesis postulates that metaphors are primary instruments of comprehension and experience, believing that metaphors do not only have an impact on language but also thinking and actions. This study by Ahmed et al. reveals that metaphors in advertising do more than serve as decorations to speech; they qualify products and thus reframe the perception of consumers by attributing desirable qualities to the products from other entities. Like an animal, a car can be metaphorically described as a "beast" that suggests power and roughness. Such symbolism makes a car more than a means of transportation by conveying freedom and might. The branding process of metaphoric use emphasizes the product's attractiveness. It creates a more profound emotional link between the consumer and the brand, leading to brand loyalty and influencing buying decisions.

Going further on the metaphorical influence, Burgers, Konijn, and Steen (2016) claim that figurative language is one of the critical elements of public discourse. They stress that metaphors, hyperbole, and irony not only make complex information more accessible to comprehend but also make it more relatable and digestible for the audience. It brings to light that metaphors make conversations more understandable and emotionally stimulating. This is where the power of metaphors in discourse framing comes in very handy, especially when the key objective is to use them as the instruments by which consumer perceptions and decision-making processes are influenced subtly yet effectively. Metaphors, by making complex product information easy to perceive and providing it with simple yet evocative images and associations, can contribute to the effectiveness of advertisements. To illustrate, a " lightning-fast " smartphone indicates high speed and effectiveness, precisely what the consumer wants in a device. Such a strategic positioning through metaphorical representation helps explain the product benefits better and builds a story that conforms to the consumer's aspirations, thereby creating interest and sales potential.

In their article, Krishna and Schwarz (2014) give a detailed analysis of the intersection between sensory marketing and the strategic use of metaphors in advertising. According to them, a significant effect on consumers' sensory perceptions is produced. Their research claims that metaphors serve as a linguistic device and are active agents that bring about vivid physical sensations and ultimately determine consumer experience. Using metaphor to mimic sensory effects, such as the softness of a premium towel or the crispness of fresh produce, advertisers can evoke a solid mental image of the product's qualities. This technique not only encourages the consumer's emotional engagement with the product but also closes the gap between intangible product descriptions and tangible benefits. For example, a skin cream

described as having a velvet touch will create an instant tactile sensation that enhances the likability of the product. This sensory elevation through figurative expressions is essential in a market where consumers are overwhelmed with options, and the direct experience before purchase is often rare. With the help of marketing language that evokes emotions and the product's benefits in a way that makes consumers feel them, advertisers can successfully affect customers' buying decisions and how they perceive and connect with the brand on a sensory level.

Kamila (2017) analyses the efficiency of the figures of speech in marketing everyday products, including drinking water, by looking at the taglines used in the advertisements. The study stresses that metaphors and other rhetorical devices are used as tactics to convey the same qualities, such as purity, refreshment, and naturalness, which the customers and their expectations highly value. For example, the tagline "water spring fresh" instantly invokes images of natural purity and crispness, so the product is associated with the consumers' desire for health and clean drinking water. Such language devices, as Kamila has already mentioned, are not only about describing the product, but they have to do with setting its evaluations higher through the words that appeal to the senses and emotions. Advertisers can gain a competitive edge in a crowded market and build a brand by crafting taglines that identify the unique attributes of their products. Advertisers, therefore, have to be strategic in their use of language that provides information and has a profound influence on consumers' perceptions, shaping their preferences and buying behaviour, eventually leading to brand loyalty.

Advertising, as shown in the film (2015), is a powerful tool to convey food through metaphors. This technique has a strong influence on consumers' views and choices. This work shows that metaphors not only add pictures and experience into advertisements but also

stimulate consumers viscerally stimulate consumers visceral experience, thus shaping their expectations and associations with food products. To illustrate, chocolate could be described as "sinfully delicious", conveying the mood of indulgence, luxury and even a hint of rebellion. This, in turn, can convert the consumer's attitude and make the product more appealing. It is the strategic employment of words that communicate and impress through positive connotations to make the food items more attractive. These metaphors are not just used to decorate the foreground; they actively create the culinary landscape in the minds of consumers, where they are not only choosing the food they buy but also how they feel about their food. Through Telibaşa's observations, we can see the importance of a metaphor in describing food and even in defining it. We can also infer that the fitting metaphor can turn a mundane ingredient into a coveted meal, influencing buyers' behaviour towards the brand and making them more loyal to it in the cut-throat competition in the food market.

Ali et al. (2023) discuss the broader implications of using metaphors in advertising in various sectors. They give robust evidence that metaphors lead to an increase in the memorability and persuasiveness of marketing messages. Their research reveals how these figurative expressions do more than enrich the language—they convey the product's specific benefits in a simple yet understandable way that is related to people's experiences in their daily lives. For example, an ad for a car can be aimed at "the athlete of the road," this statement will immediately spark images of speed, strength, and grace, and, therefore, fill the gap between abstract benefits that the products offer. The concrete needs that consumers crave result in more relatable products and more desirable ones. This is where the metaphors come in, as they help advertisers build adverts that draw and keep consumers' attention by putting their products within the narrative structures people encounter daily. Ali, Amir, and

Shaikh's research not only demonstrates the artistic significance of metaphors but also stresses their tactical significance in successful advertising, as they make advertising more effective by raising the level of communication, thus making advertisements more appealing and efficient.

Munthe and Lestari (2016) scrutinize the rhetorical tools employed in Wendy's advertising slogans. Consequently, the article reveals how the skillful use of words significantly impacts the brand's personality and consumer perception. Their study particularly examines how rhetorical devices, such as puns, alliteration, and metaphor, are tactically used to create an enjoyable story that resonates with the brand's core values and marketing objectives. Just as Wendy's comedic and witty tagline "Where is the beef?" grabs people's attention, it also appeals to the audience by portraying the brand as friendly and down-to-earth. This witty use of language is not just for fun; it is a powerful tool that creates a bond between the audience and the brand, enhances recall, and supports loyalty. The work of Munthe and Lestari clearly shows the importance of linguistic creativity in the effectiveness of brand communications, highlighting that a well-worded tagline can significantly impact customer perception and behaviour and reinforce the brand's desired image and messaging. The research brings to our attention the significance of every word in these few but strong lines of communication, where linguistic accuracy can determine the success of a memorable tagline versus one that fails to leave a lasting impression.

In their extensive research, Miller and Toman (2016) reveal the sophisticated use of rhetorical figures and linguistic devices throughout brand slogans, which they argue is imperative for creating a unique and robust brand identity. Their research explains that slogans are usually a succinct summary of a company's ethos, mission and market

proposition. The linguistic techniques, such as repetition, parallelism and rhetorical questions, are crucial to making messages stick with the audience. By analyzing the catchy slogans of some of the most famous brands, Miller and Toman show how these short sentences express the essential parts of brands' messages and build an emotional connection with consumers. Rhythmic and phonetic slogans are the most powerful, as they help ensure brand memorability and identity. This linguistic ability not only adds a distinctive value to the brand but also creates a strong bond with the consumers by crafting the brand's beliefs and principles in a manner that is easily comprehended and resonant with the consumers. The research done by Miller and Toman emphasizes the crucial role of strategic language use in corporate branding as well as gives valuable information regarding how brands can exploit linguistic devices to enhance consumers' recall and liking, which, in turn, strengthens the brand in the market and the consumer's perception.

Mohanty and Ratneshwar (2015) explore the exact mechanisms of visual metaphors in advertising, which is relevant to the cognitive processes of consumers when they face such images. Their research shows that visual metaphors dually exert their influence. On the one hand, they are powerful enough to create an ad's aesthetic and emotional attractiveness. On the other hand, the degree of how accurately these metaphors convey the intended messages depends on the viewer's ability to interpret them correctly. This interpretation is the most affected by factors like cultural background, personal experiences, and even educational level, which can alter how metaphors are decoded and grasped. For example, a visual metaphor that uses ice to symbolize purity could be interpreted differently in cultures where ice is scarce or has a different symbolic meaning. The research underlines the necessity to consider consumers' different interpretative frames when creating advertisements. This is

because the visual metaphor will only be effective when it creates a relationship between the consumer and the product. Through analyzing consumer reactions to the visual metaphors used in advertising, Mohanty and Ratneshwar present thought-provoking insights that can help advertisers more effectively apply these tools to engage and persuade broad audiences, thereby boosting the relevance and impact of their marketing campaigns.

The combined contributions of the numerous studies on metaphors and other rhetoric devices employed in advertising portray the critical role played by these in the marketing environment. These linguistic and visual tools are far from mere embellishments; they are powerful tools that can intimately manipulate perception, behaviour, and communication. Advertisers can tap into the power of metaphors to go beyond ordinary language and create a more powerful emotional impact, thus developing closer ties with their audience. Thus, this makes the advertisements more attractive and amplifies their persuasive power, enabling consumer engagement and decision-making. The tactical application of these instruments shows that they are essential and can reach consumers on a cognitive, emotional, and cultural level. As we see in these studies, not only does the ability to communicate effectively through metaphors and rhetorical devices add to advertising efforts, but it also helps build a successful brand in a highly competitive market.

### **2.3 Semantic Techniques in Advertising**

Another study by Noor et al. (2015) explores the semantic aspects of TV advertisement slogans through a qualitative-descriptive approach. Its primary aim is to examine the linguistic techniques utilized by copywriters to influence their target audience. The theoretical framework for this inquiry is based on Leech's (1981) concept of associative meaning and its various sub-types. The findings reveal a diverse range of tactics employed



by copywriters, emphasizing the connotations of keywords within the selected slogans in light of Leech's theory. This review contributes to the understanding of how copywriters use language to manipulate both researchers in semantics and TV viewers. (Noor et al., 2015).

Semantic analysis, inherent in advertising, is one of the most important ways of knowing how language affects consumer behaviour. Chysin's research (2011) explores the use of figures of speech in print advertising, especially in food product advertisements, and emphasizes the power of language to influence decisions. Chysin's research evidences that rhetorical tools like metaphors, similes, and personifications are used henceforth to create picturesque imagery and emotional appeal, increasing the memorability and appeal of the advertisements. Through analyzing food magazines, Chysin (2011) demonstrates how advertisers employ language to evoke a sense of smell and taste and to trigger positive feelings towards the advertised products.

Putri (2017) thereby complements the analysis of the beauty concept in cosmetics advertisements and the prior research. Using semantic analysis, the author reveals how the language in such ads creates and sustains the concepts of beauty. The paper stresses the strategic employing of sensory language and appealing imagery to influence consumers' view of beauty products. Another example is the words such as "radiant," "glowing", and "flawless", which are carefully selected to create a self-image of beauty and desire that is appealing to the target audience. Such semantic framing increases the product's attractiveness and aligns it with the societal values of beauty.

What Handayani (2019) does is provide a new perspective on the semantic techniques used in Nivea product labelling. Her doctoral dissertation is devoted to analyzing the language used on product labels and the efficiency of such language in providing consumers

with information on key product attributes and benefits. Handayani (2019) asserts that the semantic choices used by the firm, such as "nourishing," "hydrating," and "protective," are essential in communicating the product's value proposition. Through this analysis of the connotations and the associative implications of these words, Handayani emphasizes the significance of semantic precision in creating product descriptions that are persuasive and powerful enough to influence consumers' purchasing decisions.

The research highlights the importance of semantic analysis in the advertising sector. It displays how language is finely tuned to elicit specific emotions, generate desirable imagery, and link products with consumers' aspirations and cultural values. The work of Chaysin (2011), Putri (2017), and Handayani (2019) contribute to the understanding of how languages are used strategically in advertisements, which, in turn, determine the way consumers view the product and engage with it. Through semantic strategies, advertisers can connect their brand messages and make their products more appealing to potential customers, affecting their shopping behaviour.

## **2.4 Research Gap**

Despite extensive research on the rhetorical and semantic strategies in advertising, there is a notable gap in the literature regarding ambivalent discourses, messages conveying conflicting ideas within a single narrative. Existing studies have focused on using metaphors, intertextuality, and rhetorical figures to influence consumer behaviour. However, none of these studies address the complexity of ambivalent discourses. The current research aims to fill this gap by critically analyzing the linguistic strategies that construct these ambivalent discourses in Pakistani food advertisements. By focusing on the unexamined aspect of ambivalent discourses, this study contributes to a more comprehensive understanding of

advertising's impact on consumerism and environmental sustainability, thereby offering valuable insights into how linguistic practices in advertising can be realigned to promote more sustainable consumer behaviors.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Research Design**

This study applies a qualitative method to investigate the nature and extent of ambiguous expressions in food advertising and examine the effect such expression has on consumption and environmental sustainability. The qualitative approach to the proposed study is appropriate since it provides an opportunity for a thorough understanding of the language strategies employed in such advertisements. This approach can help to analyze the ambivalent meaning of discourses that contain two messages at the same time, promoting consumerism and hiding the ecological and health impacts caused by them.

#### **3.2 Epistemology**

The epistemology of this research is social constructionism, social constructionism is an approach in the social sciences that emphasizes the role of culture and context in constructing meaning and understanding. It views knowledge as a socially constructed product and sees truth as dependent on consensus within a given community or society, not on any universal or absolute definition.

Social constructivism is a field of science relevant to many different disciplines and their respective fields of study, from psychology to media studies. By exploring how knowledge is socially constructed, social constructivism encourages us to analyze the power relationships embedded in our societies, and how language, culture, and context shape our understanding of the world we live in.

### **3.3 Data Collection**

Data collection in this research involves certain vital steps that are to be kept in remembrance so that the study reflects the diversity as well as the representativeness of food advertisements.

#### **3.3.1 Identification of Sources**

Online platforms like social media sources and official websites of food brands are used to collect data for analysis for this study. The diversity of ad types promotes the inclusion of the most extensive number of ads coming from different consumer contexts and media channels.

#### **3.3.2 Sampling**

A purposive sampling method is used to come up with 10 taglines per category of food products. The categories are declassified: dairy products, frozen foods, beverages, and snacks, canned foods, and some items from general category. This way provides not only a cross-section of the overall diversity of the media used but also covers different strategies that food advertisers use to communicate with consumers.

#### **3.3.3 Data Compilation**

The created taglines are formatted into a dataset for analysis and are classified depending on the type of product.

### **3.4 Theoretical Framework**

#### **3.4.1 Critical Discourse Analysis**

Critical Discourse Analysis (CDA) is a critical methodological approach of this research, which is used to demonstrate how language in advertisements can put forth different outlooks and influence consumer behaviour. The basis of CDA is knowing language that is

much more than the surface appearance of individual words and phrases; instead, it is looking into the more significant social, cultural, and historical contexts in which language operates. Paltridge (2006) focuses on the fact that CDA is a thorough analysis of language patterns across different texts to determine how these patterns act as a mirror and a mold of social realities and relationships.

CDA is a central part of this study as it can expose the ads' hidden ideologies and power relations. Advertising is a type of discourse that serves not only to deliver information about products but also to create and maintain a particular view of the world and image of the consumer. This research aims to do that by examining the language used in the ads and, thus, to reveal how the texts encourage people to follow certain values, behaviours, and lifestyles, which in most cases are closely connected with consumerism.

One of the critical features of CDA is that it treats the link between language and society as the core thing. Taylor (2013) points out that language and social structures are interconnected – language does not only reflect but also reinforces social norms, practices, and power relations. In the context of advertising, it means that the language used in advertisements not only mirrors the dominant consumer culture but also helps to form consumer perceptions and behaviours, which tend to be similar to those patterns and values accepted in society.

### **3.4.2 Application to Food Advertisements**

In CDA research on food advertisements, the use of linguistic strategies to create ambiguous discourses is also considered. At the same time, this propaganda is promoted by positive things about the products, such as health and naturalness, and the negative things are hidden, like the environment and health risks. This research reveals how advertisements

promote and sustain consumerist ideologies by studying linguistic strategies. These ideas usually inspire people to buy more by showing products as desirable and leaving the negative impacts on the environment and health out of the picture. The CDA is a tool to scrutinize the mixed-up messages and contradictions inherent in food advertisements.

### **3.5 Theoretical Model Applied**

#### **3.5.1 Stibbe's Ecolinguistic Analysis Model**

Arran Stibbe's (2015) is a multilevel Ecolinguistics analysis model developed to investigate, in detail, the role played by language in revealing the dynamic nature of the relationship between people and their environment. Stibbe identifies eight forms of stories or discourses that permeate language and influence ecological consciousness: meanings, sources, psychological warfare, truth, graphic art, description, production, or text. The main objective of this study is to explore the 'ideology' story where food advertisements are laden with particular ideas about what is assumed to be virtuous.

#### **3.5.2 The Ideology Story**

'The ideology' story is crucial in the way that it pictures a particular view of society and the values that accompany it. Ideology is the core of Ecolinguistics that encompasses the views and the values that are embedded into the discourse, how people see and determine what is going on in the world. Stibbe (2015) claims that problems in Ecolinguistics analysis are when it is hard to tell or determine whether the ideology shown in the discourse supports or denies ecological sustainability. It can be done by analyzing whether the discourse creates a total decline in intake and helps to redistribute resources to alleviate poverty due to the overall decrease in the input of consumption (Stibbe, 2015).

The ideology content in the context of food advertisements usually entails consumerist tendencies that give preference to hedonistic consumption, convenience, and short-term self-gratification over long-term nature preservation and ecological sustainability. This research seeks to disentangle whether the discursive content of advertisements boosts pro-sustainable practices or instills consumerist tendencies through supporting analysis of the ideological content of the advertisements.



## CHAPTER 4

### ANALYSIS

In this chapter, a comprehensive analysis of the linguistic strategies employed in Pakistani food advertisements is conducted, focusing on understanding the ambivalent discourses that pervade these advertisements. Utilizing Critical Discourse Analysis (CDA) and Stibbe's Ecolinguistics framework, this chapter aims to unravel how these discourses simultaneously promote consumerism and obscure the environmental and health impacts of the advertised products. By dissecting the language used in various taglines and slogans, this analysis seeks to reveal the subtle yet powerful ways advertisements shape consumer perceptions and behaviors, perpetuating ideologies prioritizing consumption over ecological sustainability.

#### 4.1 Category A: Dairy Products

##### 4.1.1 Category A: Product 1



*Figure 1. 4.1.1 Category A: Product 1*

##### 4.1.1.1 Linguistic Patterns and Ambivalent Discourse

The Product 1 Flavoured Milk ad with the tagline "Taste the goodness" has a discourse different from the others. It is concerned with health and lifestyle. The tagline "The goodness

in you" sets the campaign's tone and delivers a double-fold message. It connotes the quality of goodness to denote the flavored milk as healthy, and at the same time, it addresses the sensory appeal by stressing the taste. This language usage hints at a hidden correlation between consumer appeal and product benefits, which are the main features of the ambivalent discourse in advertising.

The language used in the tagline combines abstract and emotionally uplifting words. The word "goodness" is a natural hybrid, meshing taste pleasure, good health, and possibly moral value into one appealing tone. This ambiguity of the product's benefit opens up its interpretation for a broad audience of consumers. Such linguistic strategies are used to conceal the details of the product, like the sugar content or the environmental impact of the production.

#### **4.1.1.2 Ideological Analysis**

From the viewpoint of Ecolinguistics, the ideology communicated through the advertisement does not call for a decrease in consumption or imply environmentally friendly behaviors. On the other hand, the epidemic has become a victim of consumerist ideologies that view shopping and consumption as a measure of personal health and happiness. The ad focuses on consumer engagement by creating an emotional connection with the product and drawing the consumer's attention to the product's immediate sensory and emotional benefits. It avoids all the environmental issues related to dairy production, including resource consumption and environmental degradation. Thus, it aligns with consumerism ideologies that put consumption before ecological health.

Adopting Stibbe's ecological framework, especially the "ideology" story, indicates that the ad promotes consumerist patterns that are potentially in conflict with the broader

ecological sustainability goals. It serves as a platform for a cultural system in which consumption is equated to positive personal and ethical characteristics, which can hide the absolute need for a more environmentally friendly consumption.

#### **4.1.2 Category A: Product 2**



*Figure 2. 4.1.2 Category A: Product 2*

##### **4.1.2.1 Linguistic Pattern and Ambivalent Discourse**

Product 2 Butter's ad campaign, which has the tagline "It is Naturally Good," is designed using words that suggest the idea of naturalness and quality. The word "naturally" indicates that the product is produced with natural processes or ingredients, which meets the current demand for food products that are healthy and not overly processed. The word "good" is generic and open to interpretations; it could mean good taste, good for health or morally good, as seen from the consumer's view.

The linguistic strategy in this tagline aims to improve the adjective "good" by adding the adverb "naturally". "The dual discourse is created because the product's good properties come from its natural origins, a claim that encourages trust and satisfaction in ecological and health-conscious values. Nevertheless, this does not always reflect the whole reality of the production process and may be too simple to present the actual health and environmental effects. The conclusion is that the product can be described as safer, healthier, and more ethical due to its natural properties.

#### 4.1.2.2 Ideological Analysis

From an ecolinguistic standpoint, the tagline argues that choosing "natural" products is a way of making both a personal and an ecological choice. This ideology is powerful since it encourages consumers to buy the product and allows them to do so under the belief that they are contributing positively to their health and the environment. Nevertheless, it is possible that the carbon footprint of dairy production, including resources and emissions, is being concealed, and it does not matter whether the consumption is reduced or alternative practices are used.

Through the "Naturally Good" butter image, the advertisement capitalizes on ecological and health-centered consumer values to possibly ignore the broader ecological impacts. Instead, it focuses the consumer's attention on the benefits perceived by the product that it is natural so it is good for them. This strategy manifests itself as a means through which consumerist values are reinforced and perpetuated through the narrative of natural goodness, which encourages more consumption without necessarily addressing the sustainability of the consumption patterns.

#### 4.1.3 Category A: Product 3



Figure 3. 4.1.3 Category A: Product 3

#### 4.1.3.1 Linguistic Patterns and Ambivalent Discourse

The Product 3 milk ad with the tagline "Bring the sweetness home" uses emblematic language to build an emotional bond with the audience. The imagery, comprising a traditional lantern, rosary beads, and a bowl of milk, helps to link the product with the concepts of warmth, tradition, and family reunion, which are the most well-known in the cultural context where family is the heart of social life.

The linguistic means employed here is the metaphorical use of "sweetness, " which is traditionally understood as pleasant, enjoyable, and happy. With the phrase "Bring the Sweetness Home," one can understand that this product will enhance the emotional and physical well-being of the family through direct purchase. This ambiguous discourse cleverly combines the traditional family value theme with the actual taste and quality of the food, resulting in a persuasive message that resonates at multiple levels.

The discourse is about family and cultural values, drawing sweetness in the literal sense and figurative language, suggesting that the product brings joy, comfort, and harmony to the house. This type of language can do great work in marketing as it builds on the people's deep-rooted cultural norms and values to create a strong emotional appeal.

#### **4.1.3.2 Ideological Analysis**

Ecolinguistics-wise, the tagline depicts a system of ideas that ties consumerism to positive family values. This phrase "Bring the sweetness home" implies that consumption of the product makes families happier. It could cause more product consumption because of emotional rather than nutritional or ecological needs. This approach is based on consumer desires for peace and harmony in the family and happiness, and it associates the entire purchasing process with the act of getting.

The tagline is an excellent way of creating a positive product image. However, it fails to mention the health or environmental implications related to the production and consumption of the product. The emotional and cultural advantages are highlighted, indicating that other important issues, like the sustainability of dairy practices or the health effects of drinking milk products, are overlooked. By disseminating a belief system where happiness and family welfare are only attainable through consumption, it covertly upholds consumerist behaviours that may not align with sustainable or healthy lifestyle choices.

#### 4.1.4 Category A: Product 4



Figure 4. 4.1.4 Category A: Product 4

##### 4.1.4.1 Linguistic Patterns and Ambivalent Discourse

The linguistic approach affirms timelessness and continuity through the phrase, “Some Traditions Are Forever”. This creates a sense of being reliable, superior and unchanged values over time, associated with positive aspects of tradition such as authenticity and purity. This ambiguity is built in by the contrast between the old and the new, where modern packaging and branding are used, but the product is still based on the core cultural practices.

The "Some Traditions are Forever" ad tagline for the Product 4 milk brand establishes a link between the product and the traditions and values that outlast generations. The creative and the components used in the ad, like a traditional graphic and the figure of a cow, strengthen the fact that the brand is targeting consumers who seek tradition and heritage in the new product presentation.

##### 4.1.4.2 Discourse Strategies

The discourse propagated by this ad is not far from tradition and heritage. Through the line "Some Traditions are Forever", the advertisement affirms the product's connection with time-tested values and customs and implies that the milk is not just a product but also a part of the cultural legacy that upholds and pays tribute to such eternal values.

#### **4.1.4.3 Ideological Analysis**

Ecolinguistically, the ideology implied through this tagline is that the value is to be found in respecting the old, traditional way of life. Thus, the new one is being questioned, and the disposability of modern consumer culture is being denied. Nevertheless, the ad is also intelligent enough to bring in tradition to promote a packaged, commercial item so that the buying culture is combined with buying culture is combined with preserving the culture. In this way, it targets consumers who believe in preserving traditions while loving mass-produced goods' convenience and quality characteristics.

This tagline does not address the environmental or health problems associated with dairy farming. Instead, it relies on the cultural and emotional reasons for keeping traditions by the consumer of this good. The strategy aims to create an ideology that buying and using Nurpur milk contributes to preserving and spreading valuable cultural practices, thus leading to customer loyalty and increasing milk sales on emotional and cultural grounds rather than explicit environmental and health issues.

#### **4.1.5 Category A: Product 5**



*Figure 5. 4.1.5 Category A: Product 5*

#### **4.1.5.1 Linguistic Patterns and Ambivalent Discourse**



The ad for Product 5 milk with the claim "Bring Purity Back to Your Life" uses the concept of purity, a highly evocative and valued attribute in food products. On the other hand, the image of a spilling carton of milk highlights this message, signifying freshness and cleanliness.

"Bring Purity Back to Your Life" is a language construction where purity once existed and was lost, so it can make a powerful impression on consumers who feel overwhelmed by modern food processing and commercialization. The word "back" can induce a feeling of recovery and revival; hence, buying and consuming this product can be regarded as a way to move to a more natural and pure way of life again. This, therefore, brings about a more ambiguous language where the product is given as a remedy to the problems of artificial or less natural alternatives, possibly understating its benefits or simplifying its complexities.

The central theme here is purity, closely linked to safety, healthfulness, and naturalness. In a sense, the ad conveys that their product can restore purity. Thus, it creates an emotional bond with consumers concerned about food safety, additives, or the authenticity of their food sources.

#### **4.1.5.2 Ideological Analysis**

From an Ecolinguistic perspective, the notion of purity, promoted by the tagline, encourages consumerism by suggesting that purchasing this product is equivalent to choosing a healthier and more authentic lifestyle. This ideology may drive consumers to choose the specific brand over other brands, as the benefits of health and purity are not necessarily supported by the product's actual qualities or production methods.

There is a lack of mention in the tagline about the environmental impact of dairy production, although it raises emotional and health-related issues. It is not, as the

advertisements portray, a health-driven decision but a way of achieving an idealized view of consumption. The tactic efficiently addresses consumer concerns about food quality to spur sales, matching the consumerist behaviour that sees purchasing a particular brand as a means to end personal and family health.

#### **4.1.6 Category A: Product 6**



*Figure 6. 4.1.6 Category A: Product 6*

##### **4.1.6.1 Linguistic Patterns and Ambivalent Discourse**

The product 6 advertisement with the tagline "Doodh with An Attitude" tries to give an impression of their variety of flavored milk vibrantly and briskly. "Doodh with Attitude" is a phrase that means these are not just plain milk products, but the ones that are exceptional due to the rich flavors and stylish appearance, as seen in the image with different flavors like chocolate, pistachio, and strawberry.

The slogan "Doodh with Attitude" is an example of personification and metaphorical use of the word "attitude," which is usually attributed to human qualities, to endow the product with the notions of modernity and rebellion. The selected language thus creates a discourse that is hard to decipher with its suggestion that this milk is not only a health choice but a lifestyle statement, which might cause consumers to see the product as a fashion or status symbol rather than as something that they need to consume for their health.

This advertisement strongly connects to the talk of modern and innovative consumer goods that go against the old ways. "Doodh with Attitude" is a play on words to point out the change from the usual perception of milk as a plain, regular commodity into a trendy, stylish drink that young, trendy consumers will appreciate.

#### **4.1.6.2 Ideological Analysis**

The slogan promotes the ideology of consuming product 6 flavored milk to demonstrate individuality and align with the contemporary way of life. It makes the product a mandatory purchase for those who choose to express their contemporary, daring ideas through the choices they make in their life, including the food they eat. This tactic effectively entices consumers to buy a product to stand out and look trendy.

This campaign brilliantly combines trendy packaging and a cool slogan to appeal to potential consumers, especially the younger ones who usually choose the products that manifest their personalities and aspirations. On the one hand, it also complicates the connection between a beverage and one's identity, which often leads to a consumer culture that values a product for its power to communicate a particular image or way of life. Such a strategy boosts the market attractiveness of the brand; however, in some cases, it may lead to a consumption pattern that is more image than health and nutrition concerned.

#### **4.1.7 Category A: Product 7**



*Figure 7. 4.1.7 Category A: Product 7*

#### **4.1.7.1 Linguistic Patterns and Ambivalent Discourse**

The product 7 commercial, which says "A Taste of Heaven," indicates the company's milk products as pure and delicious. Pictures that show green pastures and fresh air and water, which are related to the idea of heavenly freshness and quality, are used in the ad. The use of "heaven" directly implies that the milk has an extraordinary taste and purity, similar to the state of utopia.

The phrase "A Taste of Heaven" is a metaphor that attempts to raise the bar on milk quality, and therefore, it signals a near-divine purity and flavor. This will result in an ambiguous discourse by making people have high expectations that may make them associate the product with high-quality and spiritual or sublime experiences. By doing so, consumer expectations may rise where emotional satisfaction is equally important to physical nourishment.

The commercial uses the rhetoric of purity and high quality to describe the dairy product. By equating the milk with "a taste of heaven," product 7 reveals that it is not just nourishing but transcendently pleasurable and clean, and this is something that consumers who value natural and high-quality food products will find appealing and appealing.

#### **4.1.7.2 Ideological Analysis**

The slogan 'the Pure Milk' represents the ideology that sales of product 7 milk will be associated with shopping for a product that symbolizes purity and excellence, which consumers often desire for food quality. It places the milk in a position that is necessary for those looking to have the best health and sensory experience. This ultimately drives sales among consumers whose buying decisions are based on high-purity and high-quality ingredients.

This campaign employs straightforward and pure imagery with a solid slogan to appeal to consumers, especially those who are health-conscious and care about their food's quality and origin. Meanwhile, its simplicity in the relationship between consumption and overall well-being builds a consumer culture that values products to represent and deliver an idealized experience of perfection and purity. The strategy enables the brand to gain a wider audience by linking it with higher quality values and standards.

#### **4.1.8 Category A: Product 8**



*Figure 8. 4.1.8 Category A: Product 8*

##### **4.1.8 .1 Linguistic Patterns and Ambivalent Discourse**

As product 8 Milk ad displays a slogan, "Power Up Your Life with Adam's Milk," it uses fitness-related visuals like a dumbbell to highlight the product's nutritional and energy-boosting aspects. The total of the presentation is that this milk is not just a source of nourishment but also a stimulant of vitality and physical performance.

The words "Power Up Your Life" are a dynamic, action-oriented language most likely to captivate the attention of people fascinated by fitness and health. This caption gives the feeling of product 8 Milk being able to provide energy to one's life. Thus, the slogan creates a dualistic discourse that connects daily sustenance with physical and possibly mental enhancement. The consequence could be that the shopping public sees it as a vital part of a

health and fitness plan, which could raise it from a dietary staple to a performance-enhancing product.

This commercial discusses health, energy, and vigor within everyday nutrition. "Power Up Your Life" suggests that the product contains significant nutrients that provide energy and enhance overall health, making it suitable for people who are health conscious and those with active lifestyles.

#### **4.1.8 .2 Ideological Analysis**

This tagline, which is embedded in the ideology, is a way to promote consumerism. It connects the consumption of product 8 Milk to the rise of energy levels and a more vibrant life. This implies that this milk in the diet is not just a matter of health preservation but can boost one's performance in daily activities or workout programs.

This campaign is remarkably impactful, combining powerful messages and impactful imagery, which is especially attractive to those who perceive their nutrition choices as controlling their well-being and energy levels. On the other hand, such a perception may also cause a simplification in the relationship between nutrition and energy, hence allowing the products to be evaluated for their immediate functional benefits rather than for overall nutritional balance. This strategy makes the brand more attractive by connecting it with super life-enriching qualities.

#### **4.1.9 Category A: Product 9**



#### **4.1.9 .1 Linguistic Patterns and Ambivalent Discourse**

The Product 9 commercial utilizes the "Milawat Se Pak" catchphrase, which means "Free from Adulteration." The slogan, set in a bright and inviting background, highlights the quality and purity of their dairy products. It implies that Product 9 provides a pure and authentic product and gives you trust in something you buy.

The phrase "Milawat Se Pak" is simple, direct, and vital to ensure the product is original. Incorporating the word "Pak" (clean or purity) demonstrates the brand's dedication to quality and purity. The result is that the discourse gets ambiguous by focusing on the brand's commitment to safety and health, which could make the consumers view Product 9 as a mainly responsible choice that might overshadow their perception of the taste or the nutritional values.

This commercial is a part of the food safety and integrity discourse, which is very important to today's consumers. By mentioning that their products are "Milawat Se Pak," product 9 is trying to answer a consumer concern about food adulteration, and in this way, it is presenting itself as a brand that provides clean, safe, and wholesome dairy products.

#### **4.1.9.2 Ideological Analysis**

This tagline ideology is seen as a means of consumerism through buying product 9 products, which is connected to health and ethical consumption. This implies that the consumer should buy dairy products from product 9 and choose products that are produced in a safe, clean, and unpolluted way.

Such a campaign with a message of "purity" and "safety" prevails in the regions where food adulteration is a serious issue and attracts consumers. Nevertheless, it creates an artificial link between our food and our health, promoting a culture of consumption in which

purity is the main criterion for picking food products. The brand's image is further boosted by the fact that it builds trust and reliability among consumers who look for high-quality products.

#### 4.1.10 Category A: Product 10



Figure 10. 4.1.10 Category A: Product 10

##### 4.1.10.1 Linguistic Patterns and Ambivalent Discourse

The Product 10 advert with the tagline "Great Taste, Great Start" emphasizes their margarine spread as the ideal first-choice product for the day. This imagery of a smiling child enjoying toast and eggs with the brand front and center conveys that Blue Band is not only tasty but also an essential part of a balanced and nutritious breakfast.

The phrase "Great Taste, Great Start" is one of the examples of the parallel structure meant for emphasis and memorability. This may mean that the more delicious your morning is, the better your day will be. This implies that their cereal should be a part of your breakfast daily. This two-sided discourse connects the feeling of having a tasty breakfast with having a good morning, which might cause consumers to perceive Blue Band as necessary for a good morning, overlooking other nutritious breakfast options.

The advertisement engages in a discourse on a healthy and fun breakfast. The slogan "Great Taste, Great Start" defines product 10 as not only tasty but also as a product that can make the morning great, in the sense that it can improve the mood and make the day start well, with good flavor and nutritional benefits.



#### 4.1.10.2 Ideological Analysis

This slogan's ideology aligns with society's culture of consumerism by implying that consumers will buy Product 10 margarine to start their day nicely and healthily. It puts Blue Band in the center of a positive, happy, healthy morning routine, thus motivating the consumers to choose it while seeking a great breakfast.

By using a clear but compelling message, the campaign successfully catches the attention of parents with children, and it does so by pointing to the product's taste and its role in a healthy breakfast. On the one hand, it makes the linkage between a particular food product and morning wellness easier, promoting the consumer culture where wellness and satisfaction are closely associated with the branded food choices. The brand can impact the market through this strategy by linking it to positive daily routines and family health.

### 4.2 Category B: Taglines for Frozen Foods

#### 4.2.1 Category B, Product 1



Figure 11. 4.2.1 Category B, Product 1

#### 4.2.1.1 Linguistic Patterns and Ambivalent Discourse

The product 1 ad that uses the phrase "Safe and Healthy Chicken" illustrates safety and health as the main attributes of food, which is the primary concern of consumers when buying food, especially meat products in the current context.

Using the adjectives "Safe and Healthy" serves multiple purposes: it reassures consumers that they are at low risk of getting diseases if they consume the product, and thus, the product is a health benefit. The linguistic choice highlights the dual concentration on the safety side (elimination of negatives) and the health benefits side (promotion of positives), which is a factor that contributes to the ambivalent discourse. This type of discourse implies that the product has more comprehensive health benefits or higher safety measures than its rival products, appealing to the consumers' desire for health and safety to drive their purchase decisions.

This ad exploits the debate about health and safety, which is popular in the food industry, especially in the meat section. Product 1 declares the chicken "Safe and Healthy" and deals with consumers' common safety concerns about foodborne illnesses, antibiotics, and hormones often found in poultry farming. Besides, it not only comforts but also helps to build up the brand as a credible source of poultry products.

#### **4.2.1.2 Ideological Analysis**

This Ecolinguistic ideology has its roots in the tagline that health and safety are crucial to consumption. The advertisement suggests that buying product 1 chicken is a choice and a responsible action by people and families in the direction of personal health. This can increase consumption levels about health benefit perceptions and safety guarantees.

However, the tagline that successfully emphasizes health and safety concerns may also deflect attention from the severe environmental and ethical issues of poultry farming. The advert will only address the product's safety and health without considering other important issues like the sustainability of production processes or animal welfare. This approach draws on the strong buying power of consumers about health and safety to

strengthen brand loyalty and market share. However, it may come at the expense of the more comprehensive approach that involves food ethics and sustainability.

#### **4.2.2 Category B, Product 2**



*Figure 12. 4.2.2 Category B, Product 2*

##### **4.2.2.1 Linguistic Patterns and Ambivalent Discourse**

The advertisement for product 2 fries that uses the tagline "Love & Fries Together" in a witty manner connects the product with happy feelings and a social bond. The picture of the fries served with a dip and ketchup in a cozy and comfortable setting ultimately makes this association clear.

Combining the words "Love & Fries" in the advertising tagline, the brand implies that eating Opa fries is analogous to having love, whether romantic, familial, or friendly. The tagline integrates the idea of emotional connection with eating, thus letting the product not only be a snack but an integral part of the precious social interactions. This bond can result when the consumer sees the product as an imperative and unforgettable part of the memorable and joyful experiences.

This advertisement resonates with the pleasure and socializing aspect associated with food consumption. The tagline "Love Fries" together with product 2 is implied as a food item and a way of communicating happiness and bringing people together. The emotional and relational discourse is thus directed to consumers' experiences of social events, making a statement that the product is a tool for improving such moments.

#### 4.2.2.2 Ideological Analysis

From the ecolinguistic viewpoint, the philosophy in the tagline is to suggest that happiness and the sense of emotional completion can be enhanced or facilitated by buying the right products or devices. This philosophy really causes consumerism to rise by implying that people can make their personal and social experiences richer by purchasing product 2. The tagline does not mention any nutritional elements or how the product can be a friend to the environment. However, it refers to the product's ability to improve social and emotional experiences.

Through the feature of the fun and social bonding love of fries, the advertisement appeals to the universal needs of people for connections and pleasure, possibly resulting in more consumer engagement and loyalty. Thus, it makes the relationship between food and emotional needs easier, which may lead to overeating, where emotional satisfaction is preferred over fulfilling nutritional needs. This tactic employs the most influential consumer emotions to push sales with a chance of overwhelming more useful decision-making factors like health and sustainability.

#### 4.2.3 Category B, Product 3



Figure 13. 4.2.3 Category B, Product 3

#### 4.2.3.1 Linguistic Patterns and Ambivalent Discourse

The ad for product 3 "Ready-to-eat" products targets quickness and promptness. The tagline "Ready to Eat" directly conveys the product's key features and benefits, such as ease and speed of preparation.

The expression "Ready to Eat" is direct and functional; it declares the product's readiness, and there is no doubt about what it is meant for. This strategy is perfect for pragmatism-minded consumers with no time or cooking equipment. Nevertheless, the message is clear and to the point. However, it also creates uncertainty by not mentioning the quality and healthiness of the food, instead emphasizing the convenience of the product. The consumer may be inclined to associate this product with practicality, which may, in turn, overshadow any nutritional qualities.

This advertisement addresses the discussions about modern lifestyles where time is limited, and convenience is essential. The tagline "Ready-to-eat" and the display of different quick meal options target consumers looking for fast, easy meal solutions without the usual cooking or preparation time needed for a similar meal.

#### **4.2.3.3 Ideological Analysis**

The ideology promoted in this context is such that it results in consumerism as buying product 3 is presented as the key to more efficient and convenient living. According to the consumerist ideology, people must buy ready-to-eat meals frequently, which they consider an essential tool of modern life. This allows them to save time on cooking that they can use in their hectic schedules.

The tagline "Ready-to-Eat" does it perfectly as it describes the product's main feature and is in accordance with the fast-paced lifestyle of modern consumers. This could also lead to developing a culture centered around convenience that could put ease of use before other

factors like sustainable production practices or nutritional content. Through the emphasis on the convenience of the food, there is a risk that the advertisement will be perceived as promoting such a fast and convenient mindset, which, in turn, may lead to unhealthy dietary habits and environmental problems.

#### **4.2.4 Category B, Product 4**



*Figure 14. 4.2.4 Category B, Product 4*

##### **4.2.4.1 Linguistic Patterns and Ambivalent Discourse**

The advertisement for product 4, which has the tagline "Let's Munch every day," promotes regular consumption of their snack products. The bright, attractive colours and the product price display are the primary tools for attracting consumers looking for cheap, everyday snack options.

The expression "Let's Munch every day" is a casual and inclusive language that makes consumers feel like they are part of a community. They can share the same experience. The imperative "Let's" encourages the customers to join in on a daily ritual. Thus, it is a communal and enjoyable activity. This linguistic strategy is both positive and negative as it encourages frequent snacking, which, although it looks good, may not be by healthy eating habits. The relaxed tone hides the health issues that may be caused by eating snacks every day, and instead, it emphasizes the product's enjoyment and cheapness.

This advertisement uses the casual snacking discourse to make the consumers believe that these products are suitable for daily snacking and daily consumption. The tagline "Let's

Munch every day" conveys a relaxed and enjoyable lifestyle; thus, it is trying to make the product a usual part of the consumer's diet. It gives the impression that having this snack is not only allowed but also suggested to be done daily.

#### 4.2.4.2 Ideological Analysis

A *catchphrase* is a tool used to support the ideology that the regular consumption of snacks can be a harmless and enjoyable part of daily life. This way, consumerism is promoted by the notion that daily life will be improved through the purchase and consumption of the product and that it will also be a source of social and personal satisfaction. The stress on the low price ("Rs. 105") also contributes to this story. Thus, the product is presented as cheap and affordable and can be used even for daily activities.

The advertisement does not deal with the nutritional aspects of the product or its environmental effects; instead, it is all about the taste, the cost of the product, and the way to consume it frequently. This strategy is based on the fact that people are attracted to the convenience and pleasure that come with the purchase of a product. Thus, it may lead to increased consumption patterns based on the product's taste and cost rather than health and sustainability.

#### 4.2.5 Category B, Product 5



Figure 15. 4.2.5 Category B, Product 5

#### 4.2.5 .1 Linguistic Patterns and Ambivalent Discourse

The advertisement for product 5, which has the tagline "Morning Breakfast Made Easier," concentrates on the product's convenience and efficiency, which is especially attractive to customers looking for fast breakfast ideas. The picture of a simple, ready-to-eat breakfast meal emphasizes the ease of preparation, and the goal is to attract busy individuals or families.

The expression "Made Easier" stresses the simplicity and ease that comes with the often tricky task of meal preparation. This language gives an ambiguous talk by hinting that the product saves time and reduces the stress of preparing nutritious and satisfying breakfasts. The message emphasizing the ease and convenience of the breakfast may hide the more profound thoughts about the nutritional value and quality of the breakfast. Thus, the consumers may give more importance to convenience and less to other healthful aspects.

This advertisement is connected with the language of convenience in meal preparation, especially for the morning routines, which are usually fast. The tagline "Morning Breakfast Made Easier" is a direct answer to the problem of preparing breakfast in the morning rush, which means these are the products that help you have a quick and easy breakfast.

#### **4.2.5.2 Ideological Analysis**

The ecolinguistic approach shows that the ideology of convenience here boosts consumerism by connecting the purchase of product 5 with the easy, stress-free morning routine. This caters to the contemporary consumer's need for fast solutions that fit a hectic lifestyle. Thus, it promotes the daily purchase of ready-to-eat meals as a vital aspect of efficient daily life management.



The tagline precisely describes the product's principal value, which aligns with the present lifestyle needs. On the other hand, it also implies a consumer culture that may prioritize convenience, which can affect dietary habits and environmental impact. The focus on the ease of eating can lead to the frequent consumption of processed foods. Thus, the eating habits will be disregarded, and the more sustainable or health-conscious eating practices will not be considered.

#### **4.2.6 Category B, Product 6**



*Figure 16. 4.2.6 Category B, Product 6*

##### **4.2.6.1 Linguistic Patterns and Ambivalent Discourse**

The product 6 ad for their "Crispy Chicken Strips" with the tagline "Nothing Beats the Best" is always the favorite. The tagline "nothing Beats the Best Crispy Chicken Strips", along with the image of mouthwatering chicken strips, is a clear message that the brand offers a quality and taste that cannot be matched in the market. Packaging is at the forefront, and thus, it is clear that the company emphasizes quality and customer satisfaction.

The tagline "Nothing Beats the Best" with an absolute superlative of "the Best" is a tool to highlight the outstanding quality of the product and to set a very high standard that the competitors have to follow. Using such a statement, the language creates an ambiguous discourse, indicating that these chicken strips taste good and are the best ones, which can cause very high expectations and comparisons with similar products.

This ad is part of the discourse on excellence and superiority in food products. The company advertises its crispy chicken strips as the best and the only choice in their category, attracting consumers who have high standards when choosing food.

#### **4.2.6.2 Ideological Analysis**

The slogan reflects the ideology of the tagline, which is aimed at boosting consumerism by telling customers that buying product 6 chicken strips is the way to obtain the best quality and most satisfying product in the market. It is one of the brand's critical advantages, resulting in consumers choosing the product when they need assuredly tasty and higher-quality meal options.

This campaign will be perfect, using a confident and bold message to attract people who are very sensitive in terms of the taste and quality of their food. At the same time, it shortens the association between the product and the quality of cuisine, creating a consumer culture where the decisions are primarily based on a brand's perceived superiority and prestige. This strategy boosts the brand's market attractiveness, which is linked to top quality and end consumer satisfaction.

#### **4.2.7 Category B, Product 7**



*Figure 17. 4.2.7 Category B, Product 7*

#### **4.2.7.1 Linguistic Patterns and Ambivalent Discourse**

The ad from product 7 employing the slogan "Bring Taste to Your Life" utilizes bright and vivid images with a cartoon chef, which signifies the need to ensure that the meals are tasty and fun. This slogan suggests that product 6 is not just for flavor but also to add a little zing and zest to your everyday cooking.

The slogan "Bring Taste to Life" highlights a metaphor that portrays taste as something that can be woken or improved. This implies that the product 7 is a must-have item for anyone who wishes to upgrade his or her cooking. Such a stance of the brand can create a two-edged discourse as it portrays the products as the indispensable part of the kitchen for achieving culinary pleasure, which may make the customers think that without these products, they cannot enjoy the food and the simple fact of using fresh and essential ingredients can be lost.

This ad connects with discussing creativity in the kitchen and culinary pleasure. With the sentence "Bring Taste to Life," product 6 is branding its products as tools to make ordinary dishes into the extraordinary adventures of culinary art that people who love cooking and cannot do without good taste in their dishes would appreciate.

#### **4.2.7.2 Ideological Analysis**

This catchphrase thus promotes ideology, which in turn helps consumerism by associating the purchase of products with improving one's life through delicious food. This call-to-action strategy implies that their products are the main ingredients for a more delicious and colorful culinary experience. Thus, customers will pick the company's products for their meals when they want to treat themselves or introduce some flavor into their food.

The campaign's message of bringing out the freshness and flavor from the ingredients is a very effective way of getting the customers, particularly those who view cooking as

adding their personal touch. However, at the same time, it also simplifies the relationship between the quality of food and life quality, which, to a great extent, is based on a consumer culture where the pleasure and success of culinary experiences are highly dependent on branded products. Such a strategy lifts the brand's market value by aligning it with the happiness and enrichment of daily cooking.

#### **4.2.8 Category B, Product 8**



*Figure 18. 4.2.8 Category B, Product 8*

##### **4.2.8.1 Linguistic Patterns and Ambivalent Discourse**

The TV commercial for product 8 with the tagline "The Flavor of the Country" displays various products against the background of the most recognizable national monuments. In conjunction with the slogan, the visuals stress the brand's link to national cooking tradition and stir the consumers' curiosity regarding the availability of authentic local tastes on their tables.

The slogan "Flavors of the Nation" has a patriotic appeal because it correlates the pleasure of the company's brand with experiencing and appreciating the country's national heritage. It enables the generation of an ambivalent discourse implying that consuming these products is not only about nourishment or flavor but also about identity and tradition. It establishes the brand's identity as a protector and core bearer of national cuisine, which may result in consumers viewing company's products as a must-have for their heritage preservation and celebration.

The advertisement capitalizes on the nation's national pride and cultural identity through food. "Flavors of the Nation" is a slogan that implies that the company is a brand that provides products that bear the essence of the nation in their flavor, appealing to consumers who are proud of their local heritage and cuisine.

#### **4.2.8.2 Ideological Analysis**

The tagline's motto is designed to arouse consumerism by linking purchasing products to belonging to a common national identity. It is implied that the consumers, by opting for product 8, are not only able to enjoy the best quality meats and foods but are also able to celebrate and support the country's cultural heritage.

Through this campaign, authenticity and cultural pride are used as a message to appeal to consumers, especially those who give great value to traditional flavors and local production. However, this process also reduces the complexity of national identity and food consumption. Thus, a consumer culture where food selection is seen as an expression of patriotism and cultural loyalty is promoted. This approach widens the brand's audience by identifying it with celebrating national heritage and tastes.

#### **4.2.9 Category B, Product 9**



*Figure 19. 4.2.9 Category B, Product 9*

##### **4.2.9.1 Linguistic Patterns and Ambivalent Discourse**

The product 9 ad campaign "Eat Well, Live Well" reflects a comprehensive view of nutrition and well-being. The brand's logo is outstandingly visible, and the slogan is

consistent with a philosophy that links good eating with a healthy lifestyle. The simplicity and sleek design show that the company has a clear and straightforward message and a straightforward product offering.

"Eat Well, Live Well" is paired with a phrase for emphasis and easy recall. It encapsulates a simple yet powerful philosophy: consuming balanced and nutritious foods is one of the most important factors for leading a healthy life. Thus, this discourse is highly ambivalent due to its tendency to advertise a straightforward and almost formulaic solution to health and wellness, which might sometimes disregard the complexities of nutrition and lifestyle.

This commercial successfully exploits the discourse of health and well-being, mainly because people believe that a good life starts with a proper diet. "Eat Well, Live Well" is a statement that implies that Big Bird products are not only healthful but also promote overall health and wellness, which is essential for consumers who pay attention to what they eat and how it affects their health.

#### **4.2.9.2 Ideological Analysis**

This slogan's ideology sets up consumerism as it relates to buying product 9 to a healthier life and higher quality of life achievement. It lays a foundation for the brand as the central player in the consumer's health journey, whereby the consumer's choice of product 9 symbolizes a step towards a healthier lifestyle.

Through this campaign, a message of health and simplicity has been used to catch consumers' interest, especially those who want to improve their overall health and diet. On the other hand, it also simplifies the link between diet and health, fostering a consumer culture where health is usually turned into a commodity and is presented as directly attainable

through product choices. The strategy strengthens the brand's image by linking it with the idea of better lives and the idea of the brand being health-oriented.

#### **4.2.10 Category B, Product 10**



*Figure 20. 4.2.10 Category B, Product 10*

##### **4.2.10.1 Linguistic Patterns and Ambivalent Discourse**

The advertisement for product 10 "Crispy Fried Chicken" brings the product directly to the viewer's attention through an image of mouth-watering, crispy chicken pieces, thus highlighting the product's taste and quality. Although there is no explicit slogan apart from the product's description, the visual presentation aims to entice customers by showcasing the product's draw through its crisp and inviting look.

The absence of a traditional slogan here is compensated with the phrase "Crispy Fried Chicken," which, using plain language, stresses an essential quality feature—crispiness—that is one of the most desired traits in fried foods. This focus promotes a simple and direct message: the chicken is just as the ad claims it is: crispy and presumably tasty. This two-way communication results in an ambivalent discourse marketed by its sensory attributes. It might be the only consideration taken, thus overlooking other broad nutritional and ethical considerations associated with such food products.

This advertisement uses the discourse of indulgence and satisfaction in fast food, which is the most common. Product 10, through its carefully made, crispy fried chicken,

emphasizes the sensory aspect and instant gratification that the product offers to those who prefer the comfort of classic and well-made food.

#### **4.2.10.2 Ideological Analysis**

The idea preached here is consuming essential foods to get the best pleasure. It is a marketing strategy aimed at encouraging consumerism by appealing to the simple sensory pleasures of eating fried chicken, positioning it as an irresistible treat that can be used for satisfying cravings or adding enjoyment to the meal.

This ad campaign successfully uses visual effects to catch consumers' attention, especially for those who want to find simple and tasty meals. On the other hand, it also oversimplifies the connection between food consumption and nutritional balance by promoting a consumer culture where the sensory rewards of eating are the main focus. In contrast, other factors, such as nutritional content or health effects, are left aside. This approach creates the brand's image as one that is at the forefront of the quality and appeal of its products without implying that it is the best choice for health or lifestyle.

### **4.3 Category C: Taglines of Beverages Brand**

#### **4.3.1 Category C, Product 1**



*Figure 21. 4.3.1 Category C, Product 1*

##### **4.3.1.1 Linguistic Patterns and Ambivalent Discourse**

The advertisement for product 1 with the tagline "Taste the Feeling" connects the act of drinking product 1 with positive emotions and experiences. This tagline suggests that



consuming product 1 is not just about tasting a beverage but about experiencing a range of positive feelings, potentially including happiness, nostalgia, or excitement.

The expression "Taste the Feeling" is a witty use of language. The word taste, usually a verb or noun that refers to the sense of flavour, is used figuratively to mean the feeling of emotions. This results in a mixed discussion as it confuses the boundary between the physical act of drinking and the emotions that it can bring up. The ambiguity of "feeling" makes it possible to interpret it in many ways, from the physical pleasure of the taste to the emotional joy of the shared moments, which is why the advertisement becomes more appealing.

The main argument of this ad is about emotional satisfaction and lifestyle improvement. By linking the beverage with "feeling," product 1 becomes more than just a soft drink; it is a source of emotional experiences and unforgettable memories. This way of thinking is perfect in branding because it transforms the product from a merely practical item to a vital element of enjoyable life experiences.

#### **4.3.1.2 Ideological Analysis**

According to the Ecolinguistic point of view, the ideology behind this links the consumer products and the person's personal happiness and social well-being. The tagline is a consumerist one as it implies that the purchase and consumption of product 1 is the way to get positive experiences and feelings. This compelling concept persuades people to consume frequently as they are promised emotional rewards.

The "Taste the Feeling" campaign is an excellent example of emotional branding that boosts consumer engagement with product 1. Nevertheless, it also reduces the complexity of the connection between consumption and happiness. Thus, it may be why consumers are urged to seek emotional satisfaction from the products. This method increases sales and

creates brand loyalty by putting product 1 into the cultural fabric of social and emotional life even though the health problems of drinking sugary drinks are the worry.

### **4.3.2 Category C, Product 2**



*Figure 22. 4.3.2 Category C, Product 2*

#### **4.3.2.1 Linguistic Patterns and Ambivalent Discourse**

The product 2 advertisement with the tagline "That is What I Like" personalizes the experience of drinking product 2, directly expressing individual preferences and tastes. The product 2 can is depicted vividly against a striking blue background, highlighting the product as the center of attention and the consumer's choice.

The way the phrase "That is What I Like" is constructed shows that it is a personal preference; thus, choosing product 2 is not only about the drink's taste but also about the affirmation of one's personal choices and identity. The first-person point of view emphasizes this message. Hence, it looks more personal, and the reader can easily relate to it. Thus, it generates a mixed conversation by indicating that Pepsi is a way of expressing one's individuality and personal preference, which can, in turn, be a reason for ignoring broader issues such as health or nutrition.

This advertisement uses the language of individualism and personal satisfaction to connect with that discourse. The tagline "That is What I Like" is used by product 2 to make the brand appear as one that is designed for the personal tastes and preferences of the consumer. Thus, the product is linked to the consumer's identity and lifestyle choices. This strategy establishes a deep personal bond between the consumer and the brand.

#### 4.3.2.2 Ideological Analysis

The ideology of this tagline promotes consumerism by making buying product 2 an expression of personal taste and lifestyle. This implies that picking product 2 is a way to express and meet one's desires, which, in turn, will result in repeated purchases and brand loyalty. The tagline aptly motivates consumers to consider product 2 a necessary element of their personal and social expression, which, in turn, is how they identify themselves.

The campaign, which subtly concentrates on the tastes and preferences of the individual, creates a personal bond with the brand that can increase consumer engagement and loyalty. Nevertheless, it also connects consumption and personal identity, hence, the consumer culture where brand choices are seen as extensions of oneself. However, the possible health impacts of regular consumption of sugary beverages are ignored.

#### 4.3.3 Category C, Product 3



Figure 23. 4.3.3 Category C, Product 3

##### 4.3.3.1 Linguistic Patterns and Ambivalent Discourse

The advertisement for product 3 with the tagline "It is All Things Pakola" presents a range of beverage flavors, using colorful visuals and a fun font to underline the variety and the appeal. This tagline strengthens the brand's identity by implying that Pakola has something for everyone; thus, in a nutshell, it encapsulates the wide range of flavours and experiences that are in its product line.

The phrase "It is All Things Pakola" employs a linguistic pattern that is comprehensive and inclusive, thereby implying that the brand has vast options and experiences. This can confuse the conversation about the drink by saying that whatever people are looking for in a beverage, they can get it from the product 3 brand—whether they want to refresh themselves, taste variety, or have a culturally resonant drinking experience.

This advertisement uses the language of diversity and choice in consumer products, which is a topic of discussion. Through the tagline "It is All Things Pakola," the ad highlights the brand's broad range. Thus, it appeals to the different tastes and preferences of the customers. This approach aligns with the consumer's need for customization and diversity in food and beverage choices.

#### **4.3.3.2 Ideological Analysis**

The ideology of this place makes consumers buy product 3 through the concept of consuming as a way of embracing the whole range of experiences and tastes. This method promotes experiments with different flavours within the brand and creates brand loyalty by making product 3 a provider of complete beverage solutions. The catchphrase motivates the consumers to regard product 3 as an indispensable thing in various social and personal events; thereby, the consumers will buy product 3 again and again, and product 3 consumption will be diverse.

This campaign uses the brand's variety to attract a broad audience and thus keeps the brand engaged by offering different products and services to the customers. On the contrary, it also makes the connection between consumer choice and identity easier because it boosts the consumer culture, where brand loyalty is related to having a full range of experiences.

This method smartly utilizes the attraction of diversity to improve the consumer-brand interaction. Thus, it can even overshadow the health effects of sugary beverages.

#### 4.3.4 Category C, Product 4



*Figure 24. 4.3.4 Category C, Product 4*

##### 4.3.4.1 Linguistic Patterns and Ambivalent Discourse

The product 4 advertisement with the famous tagline "Red Bull Gives You Wings" uses a metaphorical phrase to show the energizing effect of the drink. The imagery is usually connected with product 4, which is the dynamic visuals and the can design that is unique to the brand, going well with the message of vitality and the performance of the person.

The saying "Gives You Wings" employs metaphors to portray feeling empowered and accessible, which goes beyond the regular energy boosts. This kind of language sets up a contradictory discussion by making the drink seem like a trigger for super special events and accomplishments. Although the tagline is beautiful and makes the person excited about the possibility that the drink can be a magic potion, it may also create the expectations that the drink can be a miracle medicine and that it can change the person's abilities, which can be a source of misunderstanding about the real effects of the drink.

The advertisement goes along with the talk about energy improvement and increased performance. The tagline "Gives You Wings" is a metaphor that means that by drinking product 4, a person can feel like they are flying and enhance their physical and mental capabilities. Thus, they can do tasks better and with more energy.

#### 4.3.4.2 Ideological Analysis

The ideology of "Red Bull Gives You Wings" from the Ecolinguistic point of view promotes consumerism by making the consumption of product 4 related to performance and exceptional experiences. This tagline can catch the consumer's needs for products that are not only basic needs but also the ones that help them to be able to experience more. This implies that realizing a higher level of personal performance is possible through product 4 buying and consumption.

The tagline is a potent weapon for creating brand loyalty and frequent drink consumption with personal empowerment and achievement. Nevertheless, it reduces the complexity of the energy-performance-beverage consumption relationship. Thus, it can be a reason for the overdependence on the product for the sake of the high energy and activity. This approach, therefore, successfully sells the drink as the must-have for those who want to achieve their full potential, even though the more detailed truth is different.

#### 4.3.5 Category C, Product 5



Figure 25. 4.3.5 Category C, Product 5

##### 4.3.5.1 Linguistic Patterns and Ambivalent Discourse

The product 5 advertisement with the tagline "Make the World Go Aaaah!" uses vivid visuals and dynamic text effects to create a feeling of thrill and refreshment. The tagline and the upbeat background are designed to show the intense and satisfying taste experience that product 5 provides.

The tagline "Aaaah!" is an onomatopoeic representation that imitates the sound of a relieved or happy person, effectively used here to personify the drink as a refreshing break or a pleasant escape. This linguistic pattern produces a double-meaning discourse by stating that the product 5 drink not only quenches thirst but also brings emotional gratification and a momentary pause from the world's hustle. Thus, it makes everyday moments more enjoyable.

This advertisement is the manifestation of the pleasure and enjoyment connected to product 5 consumption. The saying "Make the World Go Aaaah!" means the drink has a universal appeal. Thus, a drink gives a universal feeling of satisfaction or relief, a deeply satisfying and refreshing experience.

#### **4.3.5.2 Ideological Analysis**

The ideology conveyed by this tagline boosts consumerism by making consumers believe that product 5 consumption is an emotional and physical refreshment. It implies that buying and consuming product 5 can change the usual moments into more thrilling and fun experiences. This method creates a consumer's craving for the thrill of activity. Thus, the beverage is presented as a critical part of fun, leisure, and social activities.

Through the emphasis on the sensory pleasure and emotional uplift that the drink brings, the campaign makes the consumption of product 5 become a habit that is done automatically when one needs pleasure or a break in routine. Nevertheless, this method might be more than just a way to get people to buy the product, and it will not be the best thing for them to do because of the health problems of the people who drink these sugary drinks regularly.

### 4.3.6 Category C, Product 6



Figure 26. 4.3.6 Category C, Product 6

#### 4.3.6.1 Linguistic Patterns and Ambivalent Discourse

The "Do the Dew" slogan in product 6 advertisement captures the brand's central idea - fun, excitement, and youthful spirit. The captivating green background and the fast-paced, alluring portrayal of the beverage create a feeling of motion and high energy that syncs with the brand's target audience of young and adventurous individuals.

The slogan "Do the Dew" is a rhyming, catchy, and contagious call to action, which implies that the audience participates in the campaign. This slogan, which is action-oriented, focuses on the products and the brand's identity. This makes the discourse ambiguous so that you can feel like you are adopting product 6 taste with its energy and adventurous lifestyle, which can be equated to personal identity and culture, instead of just tasting the drink or feeling refreshed.

This ad joins the ongoing conversation on youth culture and extreme sports. "Do the Dew" is about drinking the soda, living life to the fullest, and winning at whatever you do. It implies that product 6 is the drink preferred by people either already living adventurously or striving to live adventurously.

#### 4.3.6.2 Ideological Analysis

The slogan 'Dew It. Do It.' product 6 is the ideology that the brand endorses and encourages consumerism by associating the brand with an exciting and full-of-action



lifestyle. It places the drink as a must-have for those looking for an image of being brave and bold, encouraging purchase among those who see themselves as active and vibrant.

The campaign is highly effective, utilizing a robust and memorable message targeted at the thrill-seekers youth group. This, however, also makes the connection between a beverage and lifestyle more straightforward, which runs the risk of turning consumers into those who identify their personality with the products they consume. However, this strategy will also popularize the brand among youth audiences fascinated by the youth's energy and the lure of a risky life.

#### **4.3.7 Category C, Product 7**



*Figure 27. 4.3.7 Category C, Product 7*

##### **4.3.7.1 Linguistic Patterns and Ambivalent Discourse**

The product 7 ad with the slogan "Obey Your Thirst" appeals to the audience in a simple yet impactful way, telling them to quench their thirst by drinking product 7. The case of a sparkling product 7 being poured, with a transparent and clean background, highlights the drink's refreshing nature.

The phrase "Obey Your Thirst" is used directly to meet the consumer's immediate needs. This slogan puts it across in a way that calls for personal empowerment by persuading people to listen to their bodies and use Sprite as a trustworthy source of happiness. This makes the discussion ambiguous because the consumption of product 7 is being treated as a natural

order of things, which might be taken as obeying one's primal needs. Hence, drinking soda becomes an act to fulfill a more profound, almost instinctive craving.

These ads use authenticity and immediate satisfaction as their discourse. "Obey Your Thirst" can be interpreted as product 7 being a beverage and a command to satisfy natural urges and impulses. This correlates with the customers who prefer easy and straightforward products that deliver what they promise.

#### **4.3.7.2 Ideological Analysis**

The slogan tells the consumer to quench their thirst with product 7. It relates the purchase of product 7 to the satisfaction of a basic human need—hydration. It is conveniently placed as a prime solution for those moments when one is in dire need of a refreshing drink that not only quenches thirst but is also delicious.

This campaign is an example of a message that appeals to consumers who want instant gratification and are keen on simple and effective solutions for their needs. Nonetheless, it also presents a simplified relationship between beverage consumption and thirst satisfaction, which is likely to develop a consumer culture where quick-fix solutions are preferred. This strategy brings a sense of personality to the brand, positioning it as a must-have drink during thirst-quenching moments.

#### **4.3.8 Category C, Product 8**



*Figure 28. 4.3.8 Category C, Product 8*

#### **4.3.8.1 Linguistic Patterns and Ambivalent Discourse**

The product 8 advertisement highlighting the brand's slogan, "Pure Water, Perfect Taste," represents the brand's commitment to purity and quality. The slogan is concise and straight to the point, which conveys the most critical features of the product—that it is clean and tastes great. The tagline of this positioning is aimed at consumers who are very concerned about water purity and taste when choosing bottled water brands.

The phrase "Pure Water, Perfect Taste" uses alliteration and a balanced structure that makes the message more memorable. It is a dual-discourse because water is made to be the simplest thing that can achieve an optimal level of perfection without being impure or having a distinct taste. Product 8's "life-giving purity" slogan places the brand in a privileged position as one of the best in the market for daily hydration, a factor that may make consumers see it as the ultimate hydration alternative compared to tap water or other brands.

The ad builds on the health and purity dialogue that has long been a critical theme in consumer products, especially in the bottled water sector. "Pure Water, Tasteful and Pure" implies that product 8 serves a perfect drinking experience by offering water that not only tastes good but is also accessible from impurities in the marketplace, which is what health-conscious customers are looking for.

#### **4.3.8.2 Ideological Analysis**

The ideology of this slogan brings consumers to a state where they think purchasing product 8's company products is a way to achieve health through purity and taste satisfaction. This advertisement seems to reflect that drinking product 8 is not just a simple hydration procedure but rather a way to improve personal health and well-being by drinking a carefully designed product.

Such a strategy artfully employs the message of purity and perfection among buyers, mainly when the market is dominated by worries and concerns about water quality, where purity plays the most crucial role during the purchase-making process. Nevertheless, it makes the connection between water intake and health seem more straightforward. Thus, it nourishes the consumer culture in which the premiumization of basic needs, such as drinking, is considered standard. This strategy enhances the brand's market appeal by associating it with essential qualities valued by consumers: balancing taste and purity.

#### **4.3.9 Category C, Product 9**



*Figure 29. 4.3.9 Category C, Product 9*

##### **4.3.9.1 Linguistic Patterns and Ambivalent Discourse**

The product 9 Pure Life ad, with the tagline "Your health journey begins with Pure Life," becomes an attention-grabbing theme about embarking on an adventure towards health and wellness with their pure bottled water. A clean, sparkling water bottle against the backdrop of a calm scene reflects the purity and freshness of the water, which fits the brand's message of health and hydration.

The sentence "Pure Life Begins Now" expresses aspiration used to inspire action and simultaneously implies urgency. The ad conveys an ambiguous voice, as it associates the act of drinking product 9 water with a life of purity and health, which might make consumers see the brand as essential to a lifestyle transformation. This makes the product not just water but the catalyst for personal health.

This ad addresses the conversation around the issues of health, well-being, wellbeing, and a new beginning. "Pure Life Begins Now" means that choosing product 9 is the first step in a healthy lifestyle, which is relevant to consumers who value purity and are mindful of their choices.

#### **4.3.9.2 Ideological Analysis**

The idea of the tagline "The beginning of a healthier, purer life" promotes consumerism by linking the purchase of product 9 with the beginning of a healthy, pure life. It points at water as an essential element of a health-conscious way of life, making consumers select product 9 as part of their daily routine to reach their health and wellbeing goals.

The marketing campaign of this product is based on a transformation and purity message aimed at consumers who are interested in health routines and want to make positive changes. However, it simplifies the connection between hydration and health in general, leading to a consumer culture where lifestyle aspirations are directly connected to the products used. This strategy increases the brand's attractiveness by linking it to the fundamental values that consumers seek as they continue to pursue healthier lives.

#### **4.3.10 Category C, Product 10**



*Figure 30. 4.3.10 Category C, Product 10*

##### **4.3.10.1 Linguistic Patterns and Ambivalent Discourse**

The product 10 ad campaign with the slogan "The Sign of Good Taste" highlights the brand's status as the taste and quality leader in the tea industry. The logo, which is simple in

the foreground on the vivid background, means a traditional and classy brand image; it is, therefore, a choice of many tea lovers who trust Lipton.

The slogan "The Sign of Good Taste" is a metaphor that asserts that drinking product 10 is a sign of good taste in flavors and life choices. This kind of discourse is ambivalent because it suggests that choosing product 10 is the same as having good taste and beauty. This can lead consumers to see the brand as indispensable to a tasteful and quality lifestyle.

This adremlin is a part of a discussion on quality and high-end consumer choice. "The Sign of Good Taste" suggests that selecting product 10 is a sign of a consumer's cultivated sense of taste and appreciation for quality tea, and therefore, the consumers who hold tea as an expression of their taste and lifestyle.

#### **4.3.10.2 Ideological Analysis**

The ideology promulgated through this slogan is centered on consumerism by linking the product 10 purchase to the self-improvement of the individual and society. It places the brand in a spot where consumers with such good taste and high standards look up to, leading to sales increases among those who want to portray such images.

A campaign articulated with the message of quality and class can attract consumers, especially those who value heritage, tradition, and the standard of excellence in their beverage choices. On the positive side, it simplifies the connection between a beverage and self-identity, leading to a consumerism culture where brand choice is strongly associated with both social and personal image. This approach promotes the brand's attractiveness by linking it with meaningful cultural and social values.

## 4.4 Category D: Taglines of Snacks

### 4.4.1 Category D, Product 1



Figure 31. 4.4.1 Category D, Product 1

#### 4.4.1.1 Linguistic Patterns and Ambivalent Discourse

The product 1 advertisement with the tagline "Betcha Cannot Eat Just One!" uses the irresistibility and addictive quality of the chips. This old-fashioned tagline has been the essential element of product 1 marketing for many years, stressing the deliciousness and attractiveness of their product.

The informal bet or challenge, "Betcha Cannot Eat Just One," is used to create a playful and engaging message that is the same as the consumers' experiences of snacking as a pleasurable, often uncontrollable activity. This expression suggests a fun challenge while, at the same time, it also subtly recognizes the product's high palatability and maybe, in a hidden way, even its addictive nature. The inner conflict here is the celebration of the compulsive consumption of the product, which might lead to overeating, and at the same time, it is viewed as a fun part of the snacking experience.

This advertisement uses the language of overindulgence and temptation in snack eating. The tagline "Betcha Cannot Eat Just One!" directly challenges the consumers, implying that product 1 are so tasty that after a single chip, you cannot stop. This discourse is based on the sensory satisfaction and the instant pleasure of eating product 1.

#### 4.4.1.2 Ideological Analysis

On the Ecolinguistic level, the ideology advocated here is unrestricted consumption. The tagline motivates people to buy and eat product 1 as a food choice and a fun challenge and social event. It is based on the idea that absolute pleasure is obtained from giving in to temptation, which can lead to more consumption and repeatedly buying the same product.

This campaign is good at creating brand loyalty and boosting sales by making product 1 the ultimate impossible-to-resist snack. Nevertheless, it also makes the connection between eating and satisfaction more simple. It promotes a consumer culture that may lead to habitual overeating based on emotional appeal rather than nutritional balance. This scheme is smartly based on consumer engagement through a challenge. Thus, the brand's market presence is increased, and at the same time, it can be the reason for people to buy things even if they are unhealthy.

#### 4.4.2 Category D, Product 2



Figure 32. 4.4.2 Category D, Product 2

##### 4.4.2.1 Linguistic Patterns and Ambivalent Discourse

The product 2 advertisement with the tagline "Once You Pop, The Fun Don't Stop" stresses the amusing and exciting experience linked to the consumption of product 2. The picture shows chips flying out of the famous product 2 can, proving you can still enjoy them after the package is opened.



The "Once You Pop, The Fun Do not Stop" phrase uses a rhythmic and catchy pattern, which makes it easy to remember and repeat, thus increasing the tagline's stickiness and appeal. This linguistic choice generates the feeling of never-ending pleasure. Thus, the product 2 eating experience can go on forever. The paradox here is the fact that the snack is presented as a fun thing to eat, but at the same time, it implies that the consumption should be unlimited, which promotes a light-hearted view of indulgence and, at the same time, it is encouraging overeating by presenting the snack as irresistibly engaging.

This advertisement is based on the idea of fun and the pleasure of eating snacks, a topic of discussion in the discourse on snack consumption. The tagline implies that opening a can of product 2 is the beginning of an activity that will last forever. Thus, the can of product 2 is associated with non-stop entertainment and sociability.

#### **4.4.2.2 Ideological Analysis**

Through the lens of Ecolinguistics, the tagline supports the idea of unstoppable pleasure associated with consumer behaviour. Through the positioning of the purchase of product 2 as a never-ending fun activity it motivates continuous buying and consumption. Thus, eating becomes associated with positive feelings and social activities. The tagline makes the product look like the key to keeping high spirits and happiness for the people in the gatherings or who are all alone.

This campaign successfully creates brand loyalty and increases consumer engagement by making product 2 a part of the story of fun and the continuation of activity. Nevertheless, it also makes the connection between consumption and pleasure, leading to continuous snacking habits that are not good for healthy eating. The strategy uses a fun

challenge to boost the product's popularity while promoting the nutritional need based on emotional satisfaction rather than the habit of consumption.

#### **4.4.3 Category D, Product 3**



*Figure 33. 4.4.3 Category D, Product 3*

##### **4.4.3.1 Linguistic Patterns and Ambivalent Discourse**

In product 3 "Flamin' Hot Tangy Cheese" ad, the design is very loud and all about the spicy and flavorful snack. Incorporating the "Flamin' Hot" in the product naming is a powerful message that communicates bold and spicy taste experiences targeted towards adventurous consumers looking for bold flavours.

"Flamin' Hot" is a sensational and vivid language that suggests the taste's heat and excitement. This language is created to produce a physical and emotional reaction in the audience, and they are prompted to think that eating this product 3 is not just eating but rather a feeling to be experienced. The ambiguity in this dialogue concerns the excitement and the yummy of the heat, which may overshadow any concerns about the health consequences of snacking on highly spiced and flavoured fish crisps.

This ad campaign uses the discourse of intensity along with the excitement associated with eating spicy snacks. The epithet "Flamin' Hot" indicates an all-around sensory experience intended to be extreme and challenging for the consumer. This strategy attracts

those who like to try something new and want to experience bold, creative flavours that are popular among young consumers and those with daring tastes.

#### 4.4.3.2 Ideological Analysis

The philosophy of this place, which celebrates consumerism, is reinforced by the product being associated with adventurous and bold eating. This marketing strategy of product 3, "Flamin' Hot", reinforces how the snack is a vital part of the pleasurable, memorable experience, especially in social contexts. The packaging and marketing are designed to make the consumers buy the product repeatedly, as few people can resist going for the second round of this intense flavour experience.

By concentrating on the uncommon sensation and the adventure it promises, the campaign tries to attract a group of consumers looking for snacks that offer more than just food but a sensory experience. Nevertheless, this tactic will be a part of a more significant cultural movement that glorifies adrenaline-based experiences, which, in turn, may lead to a pattern of consumption based on newness and intensity rather than nutritional value.

#### 4.4.4 Category D, Product 4



Figure 34. 4.4.4 Category D, Product 4

##### 4.4.4.1 Linguistic Patterns and Ambivalent Discourse

The commercial for product 4 aired with the tagline "It is a Cheetos Thing" portrays a feeling of exclusivity and identity which can be associated with product 4 only. The tagline

and the exciting, energetic pictures of the snack with its popping taste prove that product 4 is a brand that has a unique and almost cult following among its fans.

The "It is a Cheetos Thing" slogan implies a sense of exclusivity and in-group language, reinforcing consumers' feelings of belonging. This type of language may create ambivalence in discourse by suggesting that one should consume product 4 to participate in a particular social or cultural experience. It focuses on the emotional and experiential sides of the product, making it possible that other more practical aspects like health and nutritional value will get overlooked.

This advertisement is a part of the broader discourse unique to the snack food market and involves uniqueness and personal identity. The phrase "It is a Cheetos Thing" signifies that product 4's joy is not something everyone can understand unless they consume it themselves. This means that product 4 will be seen not merely as a snack but as something unique that is a part of the consumer's lifestyle and identity, which sets it apart from other snacks.

#### **4.4.4.2 Ideological Analysis**

This ideology, promoted by this tagline, makes consumerism even stronger by linking eating product 4 to the consumer's cultural or social identity. This implies that buying and eating product 4 is a way to satisfy your taste and show that you belong to a special group or even a unique experience. This method works in a way that encourages repeated purchases and brand loyalty because the customer is not only buying a snack but is also buying into an experience and a specific identity.

This marketing strategy is brilliant since it captures the consumers' attention and gives product 4 a lifestyle status. On the other hand, it simplifies the relationship between

consumption and identity, fostering a consumerism culture where personal and social identities are predominantly attached to the chosen products. In order to achieve this objective, the narrative is created with an emphasis on emotional engagement and brand loyalty, which may ultimately lead to consumption patterns that favour the brand over the nutritional balance.

#### **4.4.5 Category D, Product 5**



*Figure 35. 4.4.5 Category D, Product 5*

##### **4.4.5.1 Linguistic Patterns and Ambivalent Discourse**

The product 5 advertisement featuring the tagline "Have a Break, Have a Kit Kat" is an excellent example of the product being associated with a universally relatable idea—having a rest. This slogan, which includes pausing, also makes product 5 an integral part of this relaxing moment.

The slogan's clever use of the word 'break' refers to taking a pause and breaking off of a piece of product 5, employing a creative wordplay that lingers in the mind. This linguistic mode of expression initiates a discourse with the ambiguity that pleasure and relaxation can be achieved simply by consuming. It suggests that eating a product 5 enhances the enjoyment of a break, a playful twist that intrigues the audience.

The ad taps into the universally understood and appreciated concept of taking a break for relaxation and leisure, akin to a spa visit. This idea of 'me time' transcends cultural boundaries, making product 5 a global companion for such moments. The slogan 'Take a

break, have a Kit Kat' implies that it is not just about eating a chocolate bar but about your time of rejuvenation amidst the daily grind, a sentiment that resonates with everyone.

Linguistic

#### 4.4.5.2 Ideological Analysis

In the context of Ecolinguistics, it is evident that this ideology finds a way to make consumers buy product 5 by linking the act of enjoying product 5 with taking a break. Therefore, the product is integrated as a part of daily routines in the form of self-care or as a reward. This method is thus the one that encourages the consumption of the chocolate bar by linking it to a pleasant, recovering experience in ordinary life.

The campaign aims to emphasize product 5 as a break-time partner that will lead to a strong bond between the brand and consumers, encouraging more frequent consumption and brand loyalty. On the one hand, it reduces the link between consumption and relaxation, which is the focus of the consumer culture. In contrast, the rest is commercialized and closely associated with a product. It does increase sales but may develop a habit where the relaxation act is tied to consumer behaviour without considering the other non-commercial forms of relaxation.

#### 4.4.6 Category D, Product 6



Figure 36. 4.4.6 Category D, Product 6

##### 4.4.6.1 Linguistic Patterns and Ambivalent Discourse

The product 6 ad with the tagline "Kuch Meetha Ho Jae" (meaning Let us have something sweet) associates consuming chocolate with the deeply rooted habit of indulging in sweets during festivities, celebrations, or even regular moments of joy in the South Asian setting.

The phrase "Kuch Meetha Ho Jaye", which is a common phrase that is used in most South Asian households to mean that one should indulge in a sweet treat either after a meal or during a special occasion, translates to "Let us have something sweet" literally. This slogan sets up a detached conversation by proposing that chocolate is a way to add colour and celebration to everyday moments, to be associated with feelings of happiness and community.

This ad leans into the cultural norms that sweets are essential to hospitality, festivity, and joy and love in South Asian cultures. The expression "Kuch Meetha Ho Jae" connotes that product 6 chocolate is not just chocolate but a significant part of life's ups and downs.

#### **4.4.6.2 Ideological Analysis**

The philosophy described here amplifies consumerism by drawing a link between the product 6 and the cultural practices of sharing and celebration. The tagline alludes to the fact that product 6 can be part of every sweet moment, and this way, it will lead to repeated purchases, where the chocolate is not just about taste but also about emotional and cultural association.

This campaign is an example of a successful strategy to help consumers develop a deep emotional and cultural connection to the brand and integrate product 6 into many social and family traditions. Nevertheless, it also turns the act of celebration and enjoyment into a commercial process that may lead to the excessive consumption of sweets disguised under cultural expression and happiness labels. This particular strategy is brilliant because it uses

cultural norms to unleash the potential for consumer engagement, consequently making the brand more visible and emotionally appealing to the market.

#### **4.4.7 Category D, Product 7**



*Figure 37. 4.4.7 Category D, Product 7*

##### **4.4.7.1 Linguistic Patterns and Ambivalent Discourse**

The product 7 commercial using the slogan, "You are not you when you are hungry", is very good because it is about the idea that hunger can change our mood and personality. The slogan sticks in mind and carries the message that Snickers is not just a candy bar; it is a very convenient way to reinstate your true self by getting rid of hunger effectively.

The phrase "You are Not You When You are Hungry" uses a straightforward linguistic pattern that communicates the product's benefit: Product 7 will fix the real you when hunger strikes. This message is not a direct suggestion but an ambivalent dialogue which indicates that a product 7 bar is not just a sweet to be eaten during a break but a tool to cope with personal changes that occur with hunger. This indicates that the product is not just a snack but an almost medicinal remedy for mood swings caused by hunger.

Using this notice, the discourse of hunger influencing behaviour and mood, a topic everyone can relate to, is being used. The caption is also designed to imply that Snickers can fix the disrupted condition; therefore, the tagline is the product that people need to keep their hunger in check so that they stay in character or at the top of their performance in their daily activities.



#### 4.4.7.2 Ideological Analysis

This tagline communicates an ideology that fosters consumerism by promoting product 7 as a problem-solving object that cures hunger and its effect on mood and personality. Having product 7 become a part of your daily life is entirely understandable and necessary to keep you functioning at your best throughout the day. This promotes the product as a need, leading to its frequent use and embedding it into customers' lifestyles.

The campaign of product 7 enhances the brand's market penetration by giving its audience an emotional connection with the product, which is seen as a hero product that 'rescues' individuals from their hunger-altered selves. On the other hand, it also complicates the connection between snacking and hunger control, which could be a way of promoting sugar-rich snacks over other options. This strategy, however, not only stimulates sales but also increases brand loyalty; conversely, it may promote unhealthy eating habits by suggesting that candy bars should be used to manage hunger regularly.

#### 4.4.8 Category D, Product 8



Figure 38. 4.4.8 Category D, Product 8

##### 4.4.8.1 Linguistic Patterns and Ambivalent Discourse

The product 8 advertisement with the slogan "Milk's Favorite Cookie" is a smart move as it does not just position product 8 as a tasty snack but also as the perfect partner for milk, which is at the centre of many families. This slogan has become a significant part of the Oreo

brand's identity and implies that product 8 are not just a snack to eat but also a drink to accompany.

The statement "Milk's Favorite Cookie" is an example of personification. Milk is portrayed as having its tastes and preferences, resulting in a fun and creative story about the product. The linguistic approach not only helps the product to be loved by consumers familiar with the context of milk and cookies but also creates a double-edged discourse by suggesting that if milk could choose, it would choose Oreos. This additionally increases the perceived natural union between them, which results in the consumption of both.

The ad is crafted around the dialogue of coupling, implying that product 8 and milk, one are of the most common snack time pairings in many countries, will go hand in hand. product 8's tagline, "Milk's Favorite Cookie", highlights that it is the ideal accompaniment to a sweet milk drink, which many people love to eat with it, thus creating a feeling of comfort and nostalgia.

#### **4.4.8.2 Ideological Analysis**

The idea suggested here is that by consuming product 8 cookies in conjunction with drinking milk, one can relate to the consumer's everyday life and, thus, promote consumerism. Through this, the advertiser can imply that milk and product 8 cookies are the perfect combination to be taken during a break, leading to high cookie consumption as part of a traditional snack ritual. This drives sales and makes product 8 an essential part of snacking.

The campaign appeals to culture and sensory pleasure, leading to higher brand loyalty and market share with the product 8 milk made so simple and enjoyable. Nevertheless, it simplifies the link between snacks and drinks. It may be the starting point of a habit involving

pairing cookies with milk as an unavoidable snacking experience, though it may not always be a healthy practice. This tactic is so intelligent that it transforms Oreos from a treat to a must-have ingredient for enjoying milk. This instigates continued customer engagement with the brand.

#### **4.4.9 Category D, Product 9**



*Figure 39. 4.4.9 Category D, Product 9*

##### **4.4.9.1 Linguistic Patterns and Ambivalent Discourse**

The product 10 biscuit commercial with the slogan "Bigger Biscuit, Bigger Adventure" inserts energetic and entertaining visuals that include animated characters to emphasize the fun and excitement of the process of eating the product. The tagline "Adventure awaits in every bite" promises the same experience and a more satisfying snacking experience.

Such a phrase as "Bigger Biscuit, Bigger Adventure" uses parallelism to highlight that the biscuit's size and the experience's intensity are directly proportional. The fact that the size of the biscuit is increasing is a statement that the more you enjoy it, the more adventures you will experience, as the biscuit will serve as a springboard. The use of the word "adventure" in a food advertisement is a crucial factor which creates a conflicting discourse by assigning to the eating process the characteristics of an adventurous activity, which might be interpreted as a suggestion that the consumer of the biscuit can turn any ordinary moment into something exciting and enjoyable.

The ad is now in conversation with the discourse of action and excitement, which may benefit young people or those looking for more than just a snack to satisfy their hunger. Through the link between the biscuit and the adventure, the brand positions itself as offering more than taste; it allows having an exciting and fun experience beyond just a simple act of eating the biscuit.

#### **4.4.9.2 Ideological Analysis**

This shop's philosophy increases consumerism by advising people that more extensive, substantial products will bring them happiness and satisfaction. It can effectively create a consumer bias towards buying bigger sizes, deceiving them into believing they get more value or a better experience. By associating the consumption of a giant biscuit with a metaphoric trip, the brand promotes the product's consumption and emotional bond as a source of fun and excitement.

This campaign is an intelligent use of excitement and adventure to sell the cookie, and it effectively appeals to children and young individuals. On the other hand, it also makes the connection between product size and consumer pleasure simple, leading to a culture where bigger is better and extreme overconsumption is expected, based on the belief that the more substantial emotional rewards are linked to the more oversized products.

#### **4.4.10 Category D, Product 10**



*Figure 40. 4.4.10 Category D, Product 10*

#### **4.4.10.1 Linguistic Patterns and Ambivalent Discourse**

With its catchphrase "The Best Crunch for Your Taste Buds", the product 10 ad focuses on the sensory aspect of eating the snack, which involves a satisfying crunch and listening to it. The graphics of the design have bright colours and moving text, which are accompanied by onomatopoeic "CRUNCH" effects that enrich the sensory appeal of the snack.

The statement "The Best Crunch for Your Taste Buds" employs superlative language ("The Best") to portray this product as being the one that gives the most sensory pleasure and one that outshines the competitors in that regard. "Crunch" in the headline indicates the snack's textural quality, a critical element of the overall enjoyment. This shows that a snack's crunchiness significantly enhances the flavour. This language structure gives rise to an ambivalent discourse focusing on the pleasure of eating, which could easily override other aspects like nutritional content or ingredients' quality.

This ad is based on the discourse of sensory marketing, which concentrates on the impression of the product created by the visual and audio effects. Using the slogan "The Best Crunch," product 10 is portrayed as the leader in the market of giving a higher-quality experience in texture, which is expected to target the consumer's sense of sound and taste directly.

#### **4.4.10.2 Ideological Analysis**

The ideology promoting that tagline invites consumers to appreciate snacks better by providing better sensory experiences. The act of buying product 10 is not only about satisfying a craving but also about making sure the most exquisite experience is achieved. This is why consumers go for product 10 snacks instead of others because of the taste of the crunch, which is more memorable.

This activity, therefore, exploits sensory appeal to draw in consumers, especially those who consider the physical sensation of eating as a part of their choice criteria for a healthy snack. Therefore, it can be said that the same technology that may be used for promoting a healthy lifestyle can also be used for promoting a consumer culture that emphasizes sensory gratification, which might lead to consumption based on taste and texture alone, potentially at the expense of more balanced dietary choices. This approach thus enhances the product's appearance and market position but may also promote purchasing behaviours that mainly focus on instant sensory pleasure.

#### **4.5 Category E: Taglines of Canned Foods**

##### **4.5.1 Category E, Product 1**



*Figure 41. 4.5.1 Category E, Product 1*

##### **4.5.1.1 Linguistic Patterns and Ambivalent Discourse**

Product 1 ad with the tagline "The Richest in Cream" tries to show the quality and creaminess of the product by using this slogan. The traditional design of the ad with the old-timey fonts and the image of the condensed milk will undoubtedly strengthen the idea of the product's traditional quality.

The phrase "The Richest in Cream" is a superlative expression meaning beyond or above the best to communicate a feeling of ultimate quality and indulgence. Through this language, consumers can identify with others who appreciate the best in category products.

Therefore, this condensed milk will be the creamiest and richest they have ever tasted. While emphasising a luxurious product is a significant source of ambivalence in this discourse, it can also divert consumers' attention from other nutritional or ethical issues involved in its production.

It is based on the conversation about the quality and luxury connected with dairy goods. The name "The Richest in Cream" highlights that Product 1 has a distinct creamy texture that stands out from the others. This also aligns with consumer tastes, which prefer natural and nutritious ingredients to make their cooking delightful.

#### **4.5.1.2 Ideological Analysis**

This slogan epitomizes the company's philosophy that calls on people to buy Product 1 to obtain the luxury and quality they desire in their cuisine. This implies that this product will become the main ingredient for foods and recipes to make the dining experience more enjoyable. Hence, this brand becomes the consumer's choice when they need condensed milk due to its taste and texture, which are superior to its competitors.

The campaign successfully uses an old-fashion and quality message to capture people who value these qualities in their cooking ingredients. On the other hand, it also simplifies the connection between quality and customer satisfaction. It creates a consumer culture that associates richness and creaminess with culinary achievement, which may sometimes be regarded as a luxury and lead people to prefer riches over holistic nutritional value.

#### **4.5.2 Category E, Product 2**



#### **4.5.2.1 Linguistic Patterns and Ambivalent Discourse**

The product 2 advertisement, with the tagline "The Perfect Start to Your Every Day!" encourages its corned beef as a perfect breakfast choice. The picture showing a breakfast meal of corned beef with rice implies that the brand provides a tasty and nutritious way to start the morning, highlighting its convenience and flavour.

The expression "The Perfect Start to Your Every Day" is very optimistic and absolute in its wording, indicating that this product can consistently give you high satisfaction and energy every morning. This sort of certainty can lead to a discourse of ambiguity, as it communicates that the product is not only convenient but also the closest thing to perfect nutrition for breakfast, perhaps preventing the adoption of variety or balance in a healthy breakfast routine.

This ad campaign resonates with convenience and nutritional adequacy in daily meals, especially breakfast. The idea that their corned beef is "The First Step to a Successful Every Day" is how product 2 creates the image of their product as a must-have for a great beginning of the day, which is necessary for a productive day.

#### **4.5.2.2 Ideological Analysis**

Product 2 corned beef is here, connected with the fulfilment of the perfect start of the day through purchase and consumption. This suggests the constant consumption of the product by making it look indispensable and that it is a must-have for the morning routine that will lead to an optimized day. This strategy is effective in two ways: First, it appeals to the fast-paced and on-the-go consumer who wants a healthy and easy breakfast.

Through the message of convenience and a balanced diet, this campaign appeals to time-pressed consumers who prefer a quick and nourishing meal, especially in busy



families. On the one hand, it simplifies the relationship between just one product and the broader purpose of nutrition, which might encourage people to rely on processed meat for breakfast, which may not align with the recommended diverse, balanced dietary guidelines.

### 4.5.3 Category E, Product 3



Figure 43. 4.5.3 Category E, Product 3

#### 4.5.3.1 Linguistic Patterns and Ambivalent Discourse

The product 3 advertisement, with the tagline "Freshness in Every Tin", illustrates the quality of freshness and the preservation of their canned products, including various vegetables and fruits. The contrast between colourful and lively fresh produce in cans and canned products shows that it is evident that these products preserve their natural taste and goodness.

The slogan "Freshness in Every Tin" uses the absolute term to mean that consistency and reliability are guaranteed. This branding strategy ensures that every product of this brand is at the top of the freshness standard. The use of this language produces a paradoxical narrative by implying the possibility of a product in a can that can outdo the natural freshness of a non-processed product. Such consumers may then start perceiving canned foods as direct substitutes for fresh produce, which might make them ignore the differences between fresh and processed foods in terms of taste, texture, and even nutritional content.

This advertisement gets into the argument of health and natural quality in the case of packaged foods. Moreover, product 3's slogan, "Freshness in Every Tin," tells consumers that their canning process guarantees the preservation of the freshness and nutritional value of the produce, which is an essential factor for health-conscious consumers when selecting canned products.

#### **4.5.3.2 Ideological Analysis**

The belief system behind this tagline aims to grow consumerism by equating buying product 3's canned goods to having fresh and healthy foods. It implies that such products are, therefore, good everyday staples that are trustworthy and can be taken in the meals regularly, hence encouraging regular buying and eating as part of a healthy diet. This technique successfully stimulates sales by attracting health-oriented consumers who otherwise might be hesitant when choosing a canned product instead of a fresh one.

Through this promotion, the brand demonstrates the message of freshness retained. It thus attracts health-conscious consumers who put a premium on natural food quality and enjoy canned products' convenience. While this creates the illusion of equivalence between canned foods and freshness, it could lead to excessive reliance on processed food, which, due to the same belief, is perceived to offer the same benefits as fresh produce. It enhances the product's market attractiveness but also poses the risk of developing consumption patterns based on perceived rather than actual product attributes.

#### 4.5.4 Category E, Product 4



Figure 44. 4.5.4 Category E, Product 4

##### 4.5.4.1 Linguistic Patterns and Ambivalent Discourse

In its ad for product 4 tomatoes with the slogan "The Best Tomatoes Naturally Grown," the company emphasizes the quality and natural growth of the tomatoes in its canned products. The vivid picture gives the impression of natural farming methods and healthy eating through the tomatoes and the rustic background.

The tagline "The Best Tomatoes Naturally Grown" uses a superlative ("The Best") and an emphasis on the natural growth processes to highlight the superiority of the product as a result of ethical and sustainable cultivation practices. This linguistic choice creates a dual discourse, as it emphasizes the natural way of growing tomatoes as the direct cause of their quality and taste, thus potentially hushing the canning process, which might affect the nutritional value.

The advertisement refers to the organic and natural farming standards. Therefore, the tomatoes are free from synthetic additives or pesticides. The advertisement uses the tagline "The Best Tomatoes Naturally Grown" to connect with health-conscious consumers who believe that organically grown and naturally sourced foods have higher quality and are suitable for health.

##### 4.5.4.2 Ideological Analysis

The ideology promoted here strengthens consumerism by inculcating the notion that buying product 4 Tomatoes is a way of promoting sustainable and ethical farming practices. It motivates consumers to buy these canned products for health benefits and moral or ethical consumption choices. They express their attitudes toward the environment and natural health through their purchasing habits.

The operation of this campaign is based on the message of quality and sustainability, attracting consumers who might be sceptical about canned products. By emphasising natural and organic certifications, the brand addresses an emerging market segment that cares about food origins and productivity transparency. Nevertheless, it simplifies the connection between "natural" and "quality" significantly simplified, " and maybe it would lead the consumers to believe that the canned fruits and vegetables are definitely more delicious and healthier without critical thinking about the actual nutritional content of the canned product.

#### **4.5.5 Category E, Product 5**



*Figure 45. 4.5.5 Category E, Product 5*

##### **4.5.5.1 Linguistic Patterns and Ambivalent Discourse**

The ad for product 5 with the slogan "The Only Cheese" strongly emphasizes the brand's uniqueness and supremacy in the cheese market. The visual presentation shows the product occupying a prominent spot against a colourful background, with a view of just the cheese to highlight its role.

It is the advertisement that exploits the language of exclusivity and superiority. With its tagline "The Only Cheese," product 5 suggests to the market that it is the most sought-after product in this category and that no other cheese can match its quality, taste, or value. The consumers looking for the best product can be attracted through this. It is a promise of the unmatched cheese experience.

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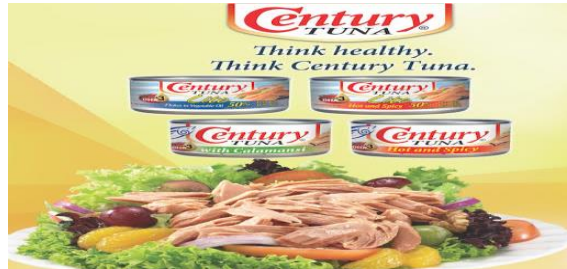
#### **4.5.5.2 Ideological Analysis**

The ideology of this tagline appeals to consumerism by uplifting the product to a position above just another cheese—it becomes a category classifier. This will make customers buy product 5 for its features and as a mark of culinary proficiency. It shows that to have the best cooking and dining experience, customers should go for product 5, which will create demand and make the brand famous for being superior.

This campaign does it with the message of exclusivity and premium quality, and it is the popular consumers looking for prestige and high-quality products in their food choices. On the one hand, this eliminates the need to consider various factors when deciding. However, on the other hand, it facilitates a consumer culture where a single brand is perceived as a distinctive choice, which may result in a lack of exploration and comparison within the category. This approach expands the product's appeal and market presence, but, at the same

time, it may also stimulate consumption patterns based on perceived exclusivity rather than the actual product quality or the consumer's preference.

#### **4.5.6 Category E, Product 6**



*Figure 46. 4.5.6 Category E, Product 6*

##### **4.5.6.1 Linguistic Patterns and Ambivalent Discourse**

The product 6 ad that proposes the slogan "Think Healthy, Think Century Tuna" is successfully linked with a healthy lifestyle. The visual of a salad plate with tuna and a can of product 6 next to it will underscore the message that this product is a vital ingredient of a healthy diet.

The anaphora device of the slogan "Think Healthy, Think Century Tuna" is used to underscore that the brand and health are one. This linguistic scheme reinforces the link between the product and the health concept and the idea that Health-aware individuals will not find it challenging to choose product 6. This, in turn, will make tuna the primary healthy food choice, which may eventually lead consumers to give tuna more credit than it is due to other foods rich in different nutrients that are vital in a balanced diet.

This commercial connects product 6 with the health and wellness discussion by emphasizing its role in a balanced diet. The tagline "Think Healthy, Think Century Tuna" not only suggests that the product is a healthy choice but should also be on the minds of people looking to achieve or maintain good health through diet.

##### **4.5.6.2 Ideological Analysis**

This idea is presented in the ad's tagline, which suggests that buying product 6 is a way to obtain health objectives. It implies that the product is essential for all those committed to health and may be recommended as an item for health-conscious customers. This improves sales and helps position the brand as a forerunner in health foods in the market.

This campaign is flourishing as it promotes attractive health-related information to consumers, especially those who want to maintain their health through their dietary choices. On the other hand, the product may overemphasize the cause-and-effect relationship between health and the one product type, which could lead to the consumers' reliance on product 6 as a health solution, which could be a more critical factor than the balanced diet. This strategy proved to be a potent means of boosting the product's appeal. However, it may have led to the development of consumption patterns that are more focused on health claims than holistic nutritional science.

#### **4.5.7 Category E, Product 7**



*Figure 47. 4.5.7 Category E, Product 7*

##### **4.5.7.1 Linguistic Patterns and Ambivalent Discourse**

The product 7 ad with a jolly tagline, "Beanz Meanz More", is smartly created through a pun that stresses that the beans are not just for the taste but also the other benefits such as nutritional value and total gratification. The slogan and the picture of the can with the iconic design perfectly convey the product's reputation and versatility.

The tagline "Beanz Meanz More" uses rhyme and repetition for memorability, which is a tribute to the old slogan "Beanz Meanz Heinz" and a way of showing the brand's continuity and identity. The word "More" in the sentence alludes to the fact that these beans are not just ordinary beans; they offer more quality, utility or health benefits. This opens up an ambivalent debate about some products being better than others. At the same time, the quality or value may not be quantifiable but feels more significant because of branding.

The ad campaign utilizes value-driven and multifunctional talk. The phrase "Beanz Meanz More" implies that Heinz beans are not just a tasty item but also have some additional advantages like the meals' convenience, nutritious value, and versatility. This parallels customer demand for tasteful food products, beneficial to health and easily adaptable to different kitchen uses.

#### **4.5.7.2 Ideological Analysis**

This slogan promotes ideology and consumerism by associating the purchase of product 7 with an upgraded lifestyle where, rather than just having more meals, product 7 gives you more out of your meals. It makes them perceive product 7 as a vital ingredient of their kitchen cupboard, which everybody caring about the quality of their food, health, and meal creativity should have.

This campaign is based on the brand's old reputation, thereby enhancing customer loyalty and the newly born buyers who are hoping to get more than just beans. Nevertheless, it also simplifies the connection between food consumption and lifestyle improvement, which, in turn, might lead to a sort of dependency on brand perception rather than on the attributes of specific products or the overall dietary balance. The approach creatively



emphasizes that product 7 is a better option that is not only of higher quality but also fills the customers with satisfaction.

#### **4.5.8 Category E, Product 8**



*Figure 48. 4.5.8 Category E, Product 8*

##### **4.5.8.1 Linguistic Patterns and Ambivalent Discourse**

The product 8 advertisement featuring "Pineapple Slices: The "Your Tropical Getaway in a Can!" is built on vivid imagery and a magnetic slogan to imply that their canned pineapple slices are a yummy treat and a journey. Including fresh pineapples on the label, in addition to the product, creates a clear image of the freshness and exotism of the fruit.

The play on words, "Your Tropical Getaway in a Can," effectively underscores the sense of convenience and pleasure found in a single can. This implies that the process of opening a can of product 8 Pineapple Slices can be compared to the experience of travelling across the tropics. This linguistic strategy ambles the conversation by placing a canned food product as a pathway to an emotional or sensory escape. Thus, the consumer expectations about the product may be increased in terms of the experiential value instead of its use as a food item.

This commercial utilizes the debate of escape and sensation as its central theme. This tagline, which says "tropical getaway," promises that by consuming Morton Pineapple Slices,

the consumer can have a tropical vacation, including the images of relaxation and enjoyment associated with going on vacation in exotic places.

#### **4.5.8.2 Ideological Analysis**

This ideology is propagated by making consumers believe that purchasing product 8 Pineapple Slices brings pleasure, like living an expensive life. The brand uses this experience to lure consumers to buy the product for consumption and as a one-time ticket to an escape while enjoying a sensory experience. This approach to sales is thriving because people tend to love the unique things in life, which is what this strategy offers.

This campaign is remarkable for its bright imagery and catchy phrases that help create the mood of a tropical vacation, which is associated with the canned pineapple slices. On the other hand, it makes the connection between eating a food product and experiencing a vacation-like escape effortless, thus allowing consumers to satisfy their routine needs by consuming unique or exotic products that advertise themselves as exotic. The brand's strategy cleverly lifts the product to a superior market position by enriching it with emotional and experiential value, which is nutritional and beyond.

#### **4.5.9 Category E, Product 9**



*Figure 49. 4.5.9 Category E, Product 9*

#### **4.5.9.1 Linguistic Patterns and Ambivalent Discourse**

The product 9 commercial that carries the tagline "Tantalize Your Taste Buds with Real Freshness" is the one that is used to market the canned fruits of the company, which include

pineapple and fruit cocktails. These products are claimed to be fresh and appealing. The visual display of the cans and the prepared fruit cocktail dish intends to show how delicious and enticing the fruits inside are.

The phrase "Tantalize Your Taste Buds with Real Freshness" is written in a way that offers an appetizing and sensory experience. This is a technique used to draw in consumers. This "Tantalize" implies sensory pleasure and excitement; in other words, the experience of eating product 9's fruits is not only enjoyable but also stimulating. The tagline creates a duality of the message by portraying the canned fruits to be both a convenient option and a posh treat, which perhaps may give the consumers a perception that one will be having a sensory experience similar to eating fresh fruits, despite the apparent distinctions that arise due to the scanning process.

This ad tries to get the conversation about freshness going in a canned product context. It is challenging because canned products are typically not perceived as fresh as their counterparts. Through the "Real Freshness" slogan, product 9 aims for a total re-evaluation of canned fruit as a category, persuading customers that canned fruit still has the taste and quality of fresh fruit.

#### **4.5.9.2 Ideological Analysis**

A sort of ideology promoted in product 9 canned fruits emphasizes consumerism by linking the purchase of product 9 canned fruits to sensory pleasure and freshness. It is a tool that pushes customers to opt for product 9 when they long for the taste and pleasure of fresh fruits and the ease of the canned product. This method is highly viable because of its ability to move units by tapping into health-conscious consumers who may not be used to canned fruits as being on par with their fresh counterparts in terms of taste and quality.

This campaign connected the convenience of canned food to the quality expectations of fresh produce through a message emphasising freshness. This simplifies the connection between the freshness of fruits and the reality of canned foods that promote a consumer culture that may prefer freshness, which is implied by marketing claims over the actual attributes of the products. This strategy is quite intelligent as it improves the product's market value but can also create an awareness that is not based on facts but illusions.

#### 4.5.10 Category E, Product 10



Figure 50. 4.5.10 Category E, Product 10

##### 4.5.10.1 Linguistic Patterns and Ambivalent Discourse

The product 10 brand ad with the slogan "The Fresh Garden Experience" is based on various products, such as dressings, sauces, and candies. It encourages using the products to get the same freshness and natural taste in a garden. Creating a visual of various products on a bright green background strengthens the idea of natural and fresh ingredients.

The words "The Fresh Garden Experience" paint a visual picture of a garden symbolizing purity, health, and vitality. This implies that the products are not only about the satisfaction of consuming but also about the enjoyment of freshness often associated with farm-grown or natural food. This leads to ambiguous discourse because it claims that packaged products can deliver a similar experience as consuming fresh garden produce,

which facilitates consumers to ignore the differences between natural fresh foods and manufactured products that attempt to mimic this freshness.

This advertisement is a part of the discourse used to emphasize the naturalness of food products and their fresh quality garden. Through the "The Fresh Garden Experience" tagline, product 10's Company implies that its products are as fresh and natural as those picked straight from a garden. Accordingly, freshness and natural ingredients are the most critical factors for such consumers.

#### **4.5.10.2 Ideological Analysis**

The slogan used to convey this ideology is why consumerism is promoted, as it connects the purchase of product 10 to being healthy and fresh. The implication is that the items become an inseparable part of every health-conscious consumer's diet; hence, the sales will be driven by people who care about their health.

Such a campaign thus appropriately utilizes the naturalness of the garden produce to improve the product's perception by the consumers. This, nonetheless, leads to the simplification of the connection between natural gardening and processed food production, developing a consumer culture in which the consumer may value the appearance of freshness over the actual nutritional content and the quality of the food. This strategy is clever marketing of the products and may also promote consumption based on those unrealistic connotations of natural ingredients.

## 4.6 Category F: Taglines for General Category

### 4.6.1 Category F, Product 1



Figure 51. 4.6.1 Category F, Product 1

#### 4.6.1.1 Linguistic Patterns and Ambivalent Discourse

The product 1 ad with the famous slogan "You know it is Finger-Lickin' Good" is based on the sensual and physical pleasure of fried chicken. The visual, in which the colours are often bright, and the logo of Colonel Sanders is famous, highlights the pleasure and satisfaction associated with their product.

The slogan "It is Finger-Lickin' Good" employs a common and juicy phrase to suggest the physical bliss of eating so we can lick our fingers after enjoying the dish. This statement is ambiguous because it suggests an immoral image of an affluent lifestyle, which can lead to overeating by emphasizing the difficulty of resisting the temptation of delicious food, which, in turn, can be detrimental to a healthy lifestyle.

This ad interacts with the discourse of sensory pleasure and the casual meal experience. With the use of the slogan "It is Finger-Lickin' Good," product 1 stresses not only the high quality of their chicken but also the blissful, informal way it is often consumed—evoking the message that it is so good, you would want to take your time and relish every bite.

#### 4.6.1.2 Ideological Analysis

The ideology presented in this video promotes consumerism by linking the purchase of product chicken to a guaranteed, enjoyable and satisfying eating experience. It makes

product 1 the consumer's first choice when they want to experience a comfort zone, find a satisfying meal, and taste guaranteed quality food. This increases sales and helps to develop strong brand loyalty among consumers who recognize product 1 as a brand that delivers excellent dining experiences.

This campaign does its job by appealing to the senses and guaranteeing consumer satisfaction, achieving brand recognition and loyalty. Nevertheless, it also makes consuming things easier and associating eating with satisfaction. This leads to a culture where the pleasure of having a product of a particular brand is the first thing that comes to mind. This approach is an effective way to increase the product's market attractiveness. However, at the same time, it may also favour the consumption behaviours that are based on decadence and instant sensory pleasure.

#### **4.6.2 Category F, Product 2**



*Figure 52. 4.6.2 Category F, Product 2*

##### **4.6.2.1 Linguistic Patterns and Ambivalent Discourse**

The advertising slogan of the product 2 restaurant, "I am lovin' it", represents what the brand stands for a provider of tasty and satisfying food. The memorable and meaningful slogan, often paired with the distinctive golden arches of the brand on a bright red background, is meant to convey a positive emotional link with the brand.

The slogan "I am lovin' it" is practical and conversational, enormously appealing to many people, making the brand seem relaxed and friendly. The present continuous

tense "lovin'" rather than "loving" is used, which makes it contemporary and informal, making it an attractive choice for the masses, especially youths. This, in turn, results in the creation of a vague discourse in which fast food consumption is viewed as a generally pleasurable experience that everyone can enjoy. This may lead to fast food consumption being seen as an everyday experience, thus overshadowing health concerns associated with regularly consuming fast food.

The ad talks about the pleasure of fast food dining and its joy and satisfaction. "I am lovin' it" implies a personal and emotional attitude to product 2's food, which suggests that the fast-food brand offers a warm and fulfilling dining experience. This feature makes product 2's a food joint and a place where people can find joy and comfort.

#### **4.6.2.2 Ideological Analysis**

In this slogan, the message is that this fast food giant is associated with the daily experiences of happiness and satisfaction. This implies that product 2's meals are on the fast track to achieving a better mood and high spirits, driving more frequent visits, and developing brand loyalty. Through being intertwined with everyday life, product 2's is increasing sales and creating a cultural reputation as a leader in how we define and experience food.

This campaign is wildly successful as it sends users a message of universal pleasure and contentment that will make them more involved with the brand. On the other hand, it also tends to make the association between fast food and happiness much more straightforward, thus creating a consumer culture where the consumption of certain products strongly determines happiness. This tactic can boost product 2's position and appeal. However, it may also lead to the development of consumer behaviour based on eating patterns focused on emotional satisfaction rather than on nutritional balance.



### 4.6.3 Category F, Product 3



Figure 53. 4.6.3 Category F, Product 3

#### 4.6.3.1 Linguistic Patterns and Ambivalent Discourse

The product 3 ad showcases a unique and innovative approach by transforming the original slogan "Have it your way" into the intriguing and unexpected "Eat Somewhere Else". This unpredictability and audacity challenge the norm and playfully engage the audience, demonstrating confidence in their product quality. It suggests that their food is so delicious that the only way to replicate the experience is by dining elsewhere.

The use of "Have it your way: The "Eat Somewhere Else" campaign uses irony and a somewhat uncharacteristic cheeky tone that is not frequently used in traditional marketing. This is made possible by using the established belief of customer customization ("Have it your way") and then subverting it with a significant challenge. This, in turn, can be viewed as humorous and confident, attracting customers who value brands that can put themselves in a playful position without being audacious.

This ad taps into the conversation of the fast food industry about being confident and unique. If product 3 were to parody their slogan and add "Eat Somewhere Else" instead, they would be setting up a storyline that they are so confident in their product's appeal and ability to satisfy that they are ready to make a provocative statement and encourage customers to compare their dining experience with other places.

#### 4.6.3.2 Ideological Analysis

This slogan thus puts forth the ideology of allowing consumers to view product 3 as the number one fast food chain in the market such that the consumers are confident enough to go out and find better satisfaction elsewhere. It might reference the fact that product 3 is a marker of quality and customer satisfaction in the industry, which can make people return or try Burger King just for fun.

Despite adopting a controversial marketing strategy, this campaign proves to be highly effective. It leverages reverse psychology and humour to increase brand loyalty and attract attention in a crowded market. Moreover, it establishes a clear link between consumer choice and brand quality, making a solid statement that enhances the brand's perceived worth and uniqueness. This boosts visibility and stimulates competitive discussions among consumers about fast food preferences, thanks to the unconventional and effective promotional method.

#### **4.6.4 Category F, Product 4**



*Figure 54. 4.6.4 Category F, Product 4*

##### **4.6.4.1 Linguistic Patterns and Ambivalent Discourse**

In the product 4 International ad, which bears the slogan "Taste of Happiness," the brand depicts a wide array of products it offers through a brilliant visual to imply that these products can provide joy and contentment. The slogan and the energetic, sunny branding project the enjoyment and satisfaction that product 4 will likely bring.

"The Taste of Happiness" is a metaphorical phrase which uses the direct link between a sense and the emotional state — happiness. This results in an ambiguous conversation by suggesting that happiness can be attained through consuming product 4, which might raise consumers' expectations regarding the emotional rewards they may get from consuming or drinking these products. Such an association might persuade consumers to consider product 4 as a means of a better quality of life and happiness.

This advertisement connects with the discussions of emotions and senses that people usually associate with food consumption. Product 4's company International seeks to derive the essence of its products as "Taste of Happiness," meaning that these products nourish you, make you happy, and enhance your emotional well-being.

#### **4.6.4.2 Ideological Analysis**

Such a tagline by the company is designed to promote the idea of consumption, which is linked to the achievement of happiness through the purchase of product 4. The slogan 'product 4 is your source of happiness' implies you can enjoy some joyful moments by consuming product 4's company wide range of food products. This efficiently convinces consumers to buy such products because they taste great and improve their emotional states.

This campaign applies clever, emotional branding to appeal to consumers and create a deeper engagement by associating the products with happiness and well-being. On the other hand, it also makes the connection between diet and emotional health more straightforward. This may lead to a consumer culture that values emotional fulfilment through food instead of a moderated dietary and life approach. This approach boosts the product's selling potential by relating it to the story of joy and fulfilment.

#### 4.6.5 Category F, Product 5



*Figure 55. 4.6.5 Category F, Product 5*

##### 4.6.5.1 Linguistic Patterns and Ambivalent Discourse

Product 5 ad with the tagline "Eat Like You Mean It" resonates with people as it portrays a feeling of devotion and passion toward eating. The slogan suggests that diners experience not only the gratification of their hunger but also an unparalleled delight and appreciation of food.

The phrase 'Eat Like You Mean It' employs an imperative tone, compelling consumers to approach food with seriousness and enthusiasm. This linguistic strategy is a clever way to create ambivalence, highlighting the passion and purposefulness of consumption. However, it also risks encouraging overindulgence, as consumers may interpret the message as a license to overeat in the name of passion and enjoyment.

The advertorial speaks of the authenticity of the service it provides. Through the "Eat Like You Mean It" slogan, Product 5 conveys the message that their food is meant to be enjoyed deeply and with great enthusiasm, which is especially appealing to those who see eating not only as a requirement but as a pleasure and a happening.

##### 4.6.5.2 Ideological analysis

The ideology linguistically expressed in this slogan increases consumerism by linking eating at product 5's with an energetic and almost aggressive search for fulfilment. This slogan suggests Hardee's as a place for those who enjoy and crave dishes; hence, consumers will choose Hardee's to create a memorable dining experience.

The product 5 campaign delivers a strong and dynamic message, targeting consumers who crave a hearty, satisfying meal. While it simplifies eating, it also diminishes the connection between eating and satisfaction, potentially creating a culture where eating is a competitive, intense experience. This approach enhances the brand's appeal to a specific customer segment and may lead to the perception of eating as a luxury rather than a necessity, influencing consumer behaviour.

#### **4.6.6 Category F, Product 6**



*Figure 56. 4.6.6 Category F, Product 6*

##### **4.6.6.1 Linguistic Patterns and Ambivalent Discourse**

The product 6 commercial that goes "No One Out Pizza The Hut" clearly states the brand's superiority in the pizza market. The slogan is a strong statement of uncontested quality and flavour that product 6 gives, surpassing its competitors in a very competitive food industry.

The expression "No One Out Pizzas The Hut" has a verb that is a coinage, one factor that creates a sensation because of its novelty and daring. This linguistic approach produces an ambivalent discourse by implying that the pizzas delivered by product 6's company are so extraordinary that they cross the typical pizza-making stage. Therefore, they can be perceived to be superior to their pizzas' specific qualities or features.

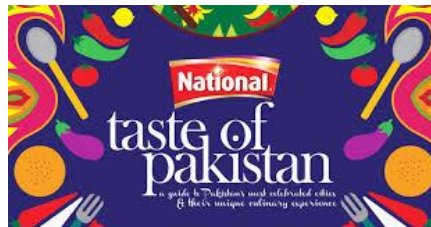
The ad is participating in the discourse of competitive excellence and brand superiority. With the phrase "No One OutPizzas the Hut," product 6 indicates that they are the head company in the pizza market, implying that no other organization can equal the quality, taste, and overall pizza experience they offer.

#### **4.6.6.2 Ideological Analysis**

This statement is an excellent example of a slogan that promotes the ideology of consumerism by asserting that the best pizza can be enjoyed by eating at product 6. It makes people choose product 6 and creates a choice for experiencing the world's best pizza. This strategy, therefore, drives brand loyalty and consumer preference, making product 6 pizzeria number one.

The campaign here is straightforward and to the point but still very effective in engaging the consumers and boosting their loyalty. It is also taking advantage of the competitive nature of the fast-food industry to enhance its brand identity. On the other hand, it is true that it also makes the relationship between brand choice and dining quality simpler, thus leading to a culture where brand superiority is given more weight compared to specific product qualities or consumer tastes. This strategy not only increases the number of people who are aware of product 6 and the market share but can also change the way consumers prioritize brand reputation over the variety of cuisines.

#### **4.6.7 Category F, Product 7**



*Figure 57. 4.6.7 Category F, Product 7*

#### **4.6.7.1 Linguistic Patterns and Ambivalent Discourse**

The product 7 advertisement with the catchphrase "Taste of Pakistan" depicts Pakistan's culinary heritage with a pictorial presentation that is colourful and vibrant and, at the same time, a reflection of the diversity and robustness of Pakistani cuisine. The imagery, the picture of fruits, vegetables and cultural motifs, shows the brand's dedication to giving consumers the genuine taste of Pakistani food.

The tagline "Taste of Pakistan" is expressed in simple words, effectively making a specific association between the brand's products and the national cuisine. It also creates an ambivalent discourse by suggesting that the products of the company are similar to having a taste of Pakistani culture and cuisine. Therefore, the products may get the status of food items and symbols of national heritage and pride.

This advertisement capitalizes on the ways food can be used to express national pride and cultural identity. The phrase "National Foods for Taste of Pakistan" clearly conveys that the company is an ambassador of Pakistani cuisine, and the products are the gateway to experience the essence of the country's diverse and rich culinary traditions.

#### **4.6.7.2 Ideological Analysis**

This tagline is the ideology that encourages consumerism by saying that if you buy company's products, you are participating in and appreciating the Pakistani culture. The slogan indicates that with the purchase and consumption of these goods, there is a chance of connecting with or maintaining a connection to the country's gastronomic traditions, which will appeal to both domestic consumers and the Pakistani diaspora.

This campaign is successful in its message of priding and originality that helps improve consumer engagement and loyalty, particularly among those who consider cultural representation and heritage important in their food choices. Nevertheless, it reduces the complexity of the connection between national identity and cuisine. Thus, a culture of consumerism has evolved where the heritage and authenticity of the culture are commodified. This strategy efficiently improves the brand's market share by linking its products with national identity and pride, thus, a stronger bond with the consumer base.

#### **4.6.8 Category F, Product 8**



*Figure 58. 4.6.8 Category F, Product 8*

##### **4.6.8.1 Linguistic Patterns and Ambivalent Discourse**

The product 8 ad, featuring the tagline "Gloriously Good Coffee," is all about promoting their coffee as not just good but as something incredibly tantalizing. The picture of a customer with a cup of coffee and a smile is meant to convey that product 8's coffee is of higher quality and provides an enjoyable experience.

The word "Gloriously" placed in the tagline is a tool used to emphasize the quality of the coffee, thus creating a level of perfection that can arouse strong positive feelings in its drinkers. The wording formulates an ambivalent discourse by implying that drinking product 8's coffee is not a part of that day's routine but an event worth noting, even celebrating. In the end, the coffee can be elevated to the point where it becomes the element that people anticipate to have a wonderful day.



This ad jumps on the trend of the exceptional quality and client satisfaction typical of the coffee business. "Gloriously Good Coffee" means that product 8 is more than just an average coffee shop; it tries to be the coffee destination for lovers who appreciate a high standard of coffee.

#### **4.6.8.2 Ideological Analysis**

The ideology symbolized by this slogan encourages one to make purchases. In this case, product 8's coffee is associated with happiness and quality satisfaction. It brands coffee as a premium one that can transform moments of relaxation and pleasure into something memorable, making product 8 its superior coffee experience.

This campaign is based on a message that promises consumers the best quality and maximum satisfaction. It will likely be effective among people who consider coffee essential and a beloved routine. However, on the other hand, this representation makes the coffee and happiness relationship more straightforward, which leads to a culture where daily satisfaction is almost exclusively connected to the usage of some products, which are praised for their "wonderful" quality. Such a tactic is meant to make the product more attractive by linking it to positive feelings and a high level of enjoyment.

#### **4.6.9 Category F, Product 9**



*Figure 59. 4.6.9 Category F, Product 9*

##### **4.6.9.1 Linguistic Pattern and Ambivalent Discourse**

The ad of Product 9 (One Potato, Two Potato) uses a brand name that is creative and catchy. It is a word game based on the counting rhyme for children. This branding communicates a spirit of fun and informality, which is probably why younger demographics and families would want to try their potato-based products.

The chosen brand name and implied tagline, "One Potato, Two Potato", will employ repetition and a popular cultural reference to create a brand identity that is both memorable and engaging. This recurring theme is intended to impart an easy-going, welcoming character to the brand, which can make the customers join in on the fun of enjoying potatoes in different forms. Ambivalence is brought up using a childlike rhyme, which can mean simplicity and the times gone by while suggesting a light-hearted space in the culinary market.

This ad touches upon the social discourse of enjoyment, ease, and nostalgia. Using a playful name like "One Potato, Two Potato," Product 9 makes an emotional connection with consumers who are reminded of a familiar rhyme, suggesting that their products are both simple and pleasurable, thus ideal for casual dining and snacking.

#### **4.6.9.2 Ideological Analysis**

This branding type is based on the ideology that consumerism results from the link between eating OPTP potato products and feelings of joy and nostalgia. This highlights that OPTP is not only about picking a food product but also about involvement in a shared cultural experience that positively affects social connections and personal pleasure.

The campaign employs the message of fun and simplicity to draw customers, particularly families and young adults, who tend to have a playful attitude towards food. Though it makes the relationship between food and emotional engagement less complex, it also promotes a consumer culture where eating becomes an activity deeply associated with

personal and cultural memories. This method is designed to build the brand's reputation by creating strong emotional bonds between consumers and the brand, thus increasing brand loyalty and consumer's customer's repetitive visits

#### **4.6.10 Category F, Product 10**



*Figure 60. 4.6.10 Category F, Product 10*

##### **4.6.10.1 Linguistic Patterns and Ambivalent Discourse**

The commercial with the tagline "Khushiyan Chak Lo," meaning "Taste the Happiness," depicts the lovely experience of eating the food prepared with their spice mixes. The logo and the dark, expressive background express a feeling of a rich and genuine culinary experience and correspond to the brand image of bringing traditional tastes to modern kitchens.

The phrase "Khushiyan Chak Lo" refers to a culturally relatable saying used to capture the joy and satisfaction felt after having a good meal. Using "taste happiness" as a tagline, the brand aims to connect the consumption of Shan Masala's products and the attainment of happy emotions. This generates a complex discourse by saying that this simple act of using spices can make dull ones joyful and place emotional expectations on the culinary outcomes.

This advertisement plays on the cultural heritage of family cooking and eating together, often discussed in these contexts. "Khushiyan Chak Lo" encourages consumers not only to make meals but also to have moments of fun, and this way, it highlights that meals

prepared with Product 10 are not just food. Instead, they are a wonderful experience that one should enjoy.

#### **4.6.10.2 Ideological Analysis**

This marketing strategy speaks to consumerism, embedded in the idea that purchasing Product 10 is a path to a better life regarding food flavor and quality of life. This tells us that by using the company's spices, we can enjoy the joy in everyday meals. Moreover, this is why consumers go for their products, hoping to relive the joyful experience.

In this way, the campaign includes a message of happiness and cultural belonging in its communication strategy to target consumers, especially those who value the emotional and cultural aspects of cooking and dining. Nevertheless, it also reduces the complexity of the relationship between food and emotional well-being, leading to a consumer culture based on the idea that food and its consumption can bring happiness and family relations. This strategy creates brand appeal by interacting the products with deeply held values and traditions, which fosters the emotional solid and cultural association with the consumer base.

## Chapter 5

### DISCUSSION

#### 5.1 Discussion

This study's analysis applied the CDA theory and the Stibbe Model to unravel the notions and ideas underlying the linguistic tactics used in food advertisements. The CDA framework was essential in breaking down the language in the taglines and recognizing that they were heavily leaning on emotional and sensory appeals to sell products. As noted by Van Dijk (1993), such strategies are key in influencing consumer behavior through the manipulation of social beliefs and values embedded in language. The Stibbe Model drew attention to the Ecolinguistics aspect of the advertisements, stressing the ecological aspects of the ads. This integrated approach aims to understand how ads create consumer behaviour and societal values that promote consumption rather than sustainability for the ecosystem (Stibbe, 2015). These results show that the ads frequently portray products as healthy, natural, and beneficial, while at the same time, they hide the environmental and health impact of the production of these products.

The analysis for the first research question explains that food ads mostly employ ambivalent discourses to influence customers' attitudes and behaviors. These discourses seem beneficial for the consumers but are destructive both for the consumers and for the environment. In most cases, these discourses are multi-themed and multi-valued, resulting in very complex narratives that may resonate with different consumer groups (Lemer, 1999).

For example, category A, product 2 statement "Bring the Sweetness Home" employs an ambivalent discourse that intertwines the literal sweetness of the product and the emotional

warmth and comfort of home and family. The tagline implies that after buying category A, product 2's milk, a family will have many happy moments and be in good health. Thus, family values and sensory pleasures are associated with the product (Mooji, and Hofstede, 2010). The emotional appeal is powerful, so consumers feel that the category A, product 2 milk is the source of joy and harmony when they bring it home.

Likewise, the slogan "Some Traditions Are Forever" of the Category A, product 5 is used based on the ideological appeal of tradition and heritage. Such a statement gives a sense of modernity and, at the same time, has a long-lasting, valued tradition. The ad that ties the product to values that have been enduring for years will undoubtedly connect with consumers who value tradition and authenticity. This narrative, in a sense, implies that milk from Category A, product 5 is a way to be loyal to cultural heritage and emotionally attached to it, and as a consequence, the brand is loved and well known. The old imagery used in the advertisement strengthens this ideological message and, therefore, creates a strong connection between the product and the consumer's national identity as stated by Ivanova et al (2022).

The ambiguous discourses of such marketing techniques confuse the minds of consumers and can result in irrational behaviour. These taglines integrate the emotional, cultural, and sensory elements, thus creating a multifaceted narrative that persuades the consumers to see the products as an essential part of their lives. Besides giving the brand a better appeal, it also propagates the consumerist ideology, where people are made to believe that acquiring these products is an inseparable part of personal and family well-being

The analysis for the second question of the research work focuses on the discourses in food advertisement taglines showed that these discourses are created through strategic

linguistic choices. According to Rabab'ah and Khawaldeh (2016) narratives are commonly woven around health, nature, tradition, and emotional well-being, making them multilayered and appealing to the audience through certain linguistic choices.

For example, category A product 1 tagline carry positive connotation as "Taste the Goodness" which mainly connotes the twofold discourse of health and sensory pleasure. It is implied that the slogan is intended to draw attention to the fact that the product is nutritious and tasty and is meant to appeal to the growing desire for healthy but tasty options. Here, a twofold approach is used where the promising prospect of health and pleasant tastes is blended and presented as the best choice (Stibbe, 2015).

Likewise, the tagline "Naturally Good" of category D product 1 is taking advantage of the trend in the market where natural products are preferred. The phrase "naturally" connotes that the product is organic and void of artificial additives, whereas "good" is an open-ended, positive lexical term that can be interpreted as tasteful and healthy. This vagueness translates to a tagline that appeals to a broad audience, as it is relevant to people who are either health conscious or want to consume delicious quality products.

Both slogans are of the positive and uplifting kind, built on the idea that these products are an integral part of a healthy and enjoyable life. These discursive strategies, which only focus on the advantages of the products but do not acknowledge the drawbacks like high sugar content or environmental impact, are used to achieve their object. By emphasizing positive features and using emotionally engaging language, these ads create a sense of optimism and joy as stated by Rossiter and Percy (1991), making people associate the products with desirable qualities and thereby increasing consumer engagement and loyalty.

To answer the third research question, the identified ambivalent discourses in food advertisements promote the ideology of consumerism and how they contradict to ecological sustainability.

The tagline "Milawat Se Pak" (Free from Adulteration) from Category A, product 9 signifies purity and security, saying it is a clean choice. Indeed, this slogan can be considered a reflection of the consumers' concerns about food security, but, at the same time, it does not mention the environmental problems related to dairy production. The high priority of the dairy industry to ensure its pure products also discourages environmental concerns, like greenhouse gas emissions, water consumption, and land usage. The advertisement, which emphasizes only the short-term benefit of purity, helps consumerist ideologies grow undisturbedly, not ecological awareness or sustainability.

Likewise, the phrase "Bring Purity Back to Your Life" in Category A, product 6 tagline signifies purity and is aimed at health-oriented consumers. This line implies restoring a more natural condition, where one is far from the evils of the contemporary world. While this storyline conceals the environmental truth about large-scale dairy production, it is still a reality. The slogan, emphasizing the personal health and purity of the product, may give consumers a false impression that it is environmentally friendly. However, the dairy industry has a surprisingly large environmental footprint. The product is given a positive image in this discourse, though the environmental impact is never mentioned.

Ecolinguistics sheds light on these hidden realities by doing a language analysis on how language constructs the world. These taglines are the key to the success of these brands as they not only support consumerism but also play a role in nurturing ecological responsibility. The storyline, built around individual health and sensory experience rather



than environmental sustainability, continues to generate consumption patterns different from the ecological goals (Forde, 2018). These illustrations show that taglines can synchronize with the consumers' aspiration for purity and health but can also conflict with ecological sustainability by not disclosing all environmental costs.

### **Examples of Discursive Strategies and Their Implications:**

#### **1. Emotional Appeals:**

Taglines like "Morning Breakfast Made Easier" use emotional language to create a sense of warmth and family bonding, positioning the product as essential for emotional well-being. This strategy reinforces the ideology that happiness and family harmony can be achieved through consumption which aligns with Van Dijk's (2015) observations on the manipulative power of language in shaping social practices.

#### **2. Cultural Appeals:**

"Kuch Meetha Ho Jae" tagline is a cultural heritage and tradition-based slogan which implies that buying the Category D product 6 is a way to maintain and enhance cultural values. This strategy helps to create a social belief that traditional products are inherently worthwhile and trustworthy, thereby strengthening consumer allegiance to the brand through cultural resonance.

#### **3. Health and Purity Appeals:**

Slogans like "Milawat Se Pak" highlight purity and safety, placing the product in a place that matches consumers' wishes for healthy and unprocessed food. This strategy equates purity with health, driving preference for these products over potentially more sustainable alternatives, while also sidestepping the environmental costs of production.

In the final analysis, CDA and the Stibbe Model are essential regarding language in food advertisements as they reveal how they shape consumer ideologies and ecological perceptions. By profoundly analyzing these discourse strategies, we can understand the intricate interplay between consumer behaviour, societal values, and environmental sustainability. The paper demonstrates the importance of more transparent and environmentally friendly advertising practices that consider the welfare of consumers and the environmental impact.

## **5.2 Recommendations**

Future researchers can employ detail visual analysis techniques to study food advertisements with respect to ecology. Furthermore, other stories like metaphors, facticity patters, framing, identities can also be analyzed in food advertisements.

## **5.3 Conclusion**

This study has critically analyzed the ambivalent discourses in selected Pakistani food advertisements through the lens of Ecolinguistics, with a specific focus on the ideology story outlined by Stibbe (2015). The research has explored how linguistic strategies in these advertisements construct dual messages that are created according to consumer values and preferences while simultaneously promoting consumerism and concealing negative environmental and health impacts.

The findings reveal that food advertisements in Pakistan often utilize certain linguistic techniques and rhetorical devices to create appealing yet ambivalent discourses. Taglines such as "Taste the Goodness", "It is Naturally Good", and "Bring Purity Back to Your Life"

exemplify how advertisements blend positive attributes like health, naturalness, and purity with the sensory appeal of taste and convenience.

The ambivalent nature of these discourses is particularly evident in their ability to mask the negative impacts associated with dairy production, such as carbon emissions, resource depletion, and potential health risks. These advertisements effectively promote consumerism and reinforce ideologies prioritizing consumption over ecological sustainability by focusing on immediate sensory and emotional benefits.

Moreover, the study underscores the significant role of language in shaping consumer perceptions and behaviours. The strategic use of metaphors, personifications, and emotionally charged language creates a compelling narrative that encourages consumers to associate positive values with the act of consumption. This, in turn, perpetuates consumerist ideologies that align with the interests of advertisers and corporations.

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