

Alluring Forces Of Housing Scheme Advertisements: A Critical Discourse Study

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Abstract

The aim of the present study is to figure out the alluring designs opted in different housing schemes advertisements while presenting them by effecting the global socio-cultural context. It includes the confirmation to the already prevailing ideological stances of the society, as people are more inclined towards giving preference to the modern living style than the simple ones. For the study purpose, three influential housing schemes (DHA, Bahria town, and Eden homes) were chosen. The data was analyzed by adopting the 3-dimensional framework of Critical Discourse Analysis, integrated with Systemic Functional Linguistics and grammar of visual design. SFL provides a good framework for the textual analysis of the advertisements in the form of transitivity analysis. Therefore, this study is significant to highlight the stance of public exploitation by the advertisements, taking advertisements as an elusive tool to convince the public to buy the properties at high rates. Moreover, it also paves the way for the further exploration of the power endorsing tools, which control the public opinions related to housing schemes.

Keywords: Critical Discourse Analysis (CDA), Systemic Functional Analysis (SFL).

تلخیص

موجودہ مطالعے کا مقصد ہاؤسنگ اسکیموں کے مختلف منتخب کردہ اشتہارات میں جاذب نظر خاکوں کا مطالعہ کرنا ہے اور عالمی معاشرتی اور ثقافتی سیاق و سباق کو متاثر کرتے ہوئے انہیں پیش کرنا ہے۔ اس میں معاشرے کے پہلے سے مروجہ نظریاتی موقف کی تصدیق بھی شامل ہے، کیونکہ لوگ جدید طرز زندگی کو عام زندگی کی بجائے ترجیح دینے کی طرف زیادہ مائل ہیں۔ مطالعے کے مقصد کے لئے، تین بااثر ہاؤسنگ اسکیمیں (ڈی ایچ اے، بحریہ ٹاؤن، اور ایڈن ہومز) منتخب کی گئیں۔ سسٹمیک فنکشنل لسانیات اور بصری ڈیزائن کے گرائمر کے ساتھ مربوط، تنقیدی گفتگو تجزیہ کے تین جہتی فریم ورک کو اپنانے کے ذریعے اعداد و شمار کا تجزیہ کیا گیا۔ ٹرانزٹیوٹی تجزیہ کی شکل میں اشتہارات کے متنی تجزیہ کے لئے

ایس ایف ایل ایک اچھا فریم ورک مہیا کرتا ہے۔ لہذا ، یہ مطالعہ اشتہاروں کے ذریعہ عوامی استحصال کے موقف کو اجاگر کرنے کے لئے اہم ہے ، عوام کو اعلیٰ قیمتوں پر جائیدادیں خریدنے پر راضی کرنے کے لئے اشتہاروں کو ایک فریب کار آلے کے طور پر لیتے ہیں۔ مزید برآں ، اس سے طاقت کی توثیق کرنے والے ٹولوں کی مزید تلاش کے لئے بھی راہ ہموار ہوتی ہے ، جو ہاؤسنگ اسکیموں سے متعلق عوامی رائے پر قابو رکھتے ہیں۔

کلیدی الفاظ: تنقیدی گفتگو کا تجزیہ، سسٹمک فنکشنل لسانیات (ایس ایف ایل)

Introduction

In the present world, advertisements play a significant role in disseminating messages. Advertisement is considered a chief segment in everyday life. According to Goddard (1998), advertisement is derived from the Latin word “advertere” stands for “to turn towards”. In simple terms, according to Emodi (2011), it suggests to draw, inform or notify attention to something. For this purpose, language is regarded as a definite tool for communication. The main objective of using language illustrates that how the advertisers select figurative words, phrases, and syntactic expressions in order to captivate the attention of their audience. Language creates a powerful impact on people. So, the use of language is noticeable in various kinds of discourse including advertisements, newspapers, print media etc.

We can safely say that language has a very vital role in our lives and is used for the fulfilment of the basic human needs. However, with the evolving world, these needs have also changed and expanded which means that language has to take into account this fact and has to adjust accordingly in order to fulfil the demands of the upcoming trends and modes. The world in which we live nowadays is a cooperate world where everything is measured on the basis of profits and losses. Businessmen are producing products that are in accordance with the demands and needs of the people. One of the needs that have arisen in our business world is to advertise their products so that people may learn about them. That’s where language comes in between in order to fulfil the purpose of advertisement. Through advertising products, the sellers can attract more clients. During this process, they promise more than they can deliver and all just with the help of the language they use in the advertisements and commercials. Therefore, language is not only required for communication but also for other purposes which include interaction, expression, argumentation, directing and advertising.

As per the scope of study, the following research discusses the advertisements of housing schemes by interpreting what is being communicated and how it is communicated. The data is analyzed by adopting the 3-dimensional framework of Critical Discourse Analysis (Fairclough, 2000), integrated with Systemic Functional Linguistics, hereafter called SFL (Matthiessen, 1985) and Grammar of Visual Design

(Kress & Lueween, 1996). The study not only takes into account the internal text but also investigates several techniques to explore and conceal the reality.

The tools of this framework allow the researchers to commemorate the manipulative strategies tacitly portrayed in the ads, which influence the psychology of the viewers to tempt them to buy. Hence, the language implied for the convincingly efficacious demonstration of housing schemes is highlighted through Fairclough (2000) by taking SFL into consideration. Likewise, the tools from Kress and Lueween (1996) provides critical insights of prudent employment of graphics and designing in housing scheme ads.

Critical discourse analysis is an interdisciplinary approach that takes into account the context of the language while considering it a social practice. The researchers of this field hold the view that how people use language in order to dominate others and control them. Therefore, it will not be wrong to say that language is a powerful tool with the help of which people or on a broader level society can be controlled. In addition, which words have been chosen, the way of their utterance and their contextual use is also very much significant in determining how the language impacts people. Therefore, in order to determine how power is being exercised or people are being controlled, we must take into account all these aspects of language.

However, the study is significant to highlight the stance of public exploitation by the advertisements, taking advertisements as an illusive tool to convince the public to buy the properties at high rates. Moreover, it also suggests that there is thoughtful construction engrossing manipulative fields inspired through socio-cultural context, implied to appeal, convince and sell without causing any turbulence.

Statement of Working Hypothesis

The study is based on the hypothesis that the representation of language and visual designs consisting of a variety of tools through which advertisements successfully elude the readers from promising more than they offer.

Background of Study

Advertisements are the promotional platforms of the entities. Therefore, the language as well as the pictorial description of it is not only eye-catching and attention grabbing but convincing and motivating as well. With the ever changing world and the ever evolving needs of the people, language can be studied from different lenses and for different purposes. Moreover, the researcher had always been interested in how power is being exercised by the use of language. In this particular domain, how people are being allured by these advertisements due to the language that has been used in them or how they are presented. Therefore, the

data taken for the analysis consists of the following backgrounds. Jinnah Avenue Commercial Bahria Town, Karachi is a project of Malik Riaz that is a privately owned area currently under construction. This suburb is located near Karachi, Pakistan and consists of almost 40k acres. Eden Abad Lahore is another housing estate located in Lahore that provides houses for sale or even for rent. The housing estate is owned and administered by Amjad family including Dr. Amjad, Mustafa Amjad, Murtaza Amjad and Anum Amjad. Fazaia Housing Scheme, Karachi is a mega project of housing consisting of two plans for luxury and standard apartments. The project is owned by Pakistan Air Force. DHA City Karachi is a housing land that is located in Gadap Town, situated in the peripheries of Karachi. The housing scheme covers almost 12k acres of land area. It is actually a Defense Officers Housing Authority with the President Lt. Gen Humayun Aziz and other members.

Review of Literature

Shaheen, Khan and Aziz (2016) have construed manipulative power present in Pakistani advertisements related to real estate. They have done a critical discourse analysis of real estate advertisements by using an eclectic approach which makes this study excessively interesting. They have integrated the approaches of CDA formulated by Norman Fairclough, Systemic Functional Grammar by Halliday, Schrank's Language of Advertising claims and Kress and van Leeuwen's Grammar of Visual Design. They have analyzed seventeen advertisements and focused on highlighting the fact that how real estate agencies exploit people by their advertisements as they control the minds of people through the choice of language and visual graphics in their ads. Furthermore, how these agencies employ different tactics in order to influence people's minds.

Langeling & Pablo (2012) have done a critical discourse analysis of advertisements in which they have pondered upon how we come across these advertisements. This sparked their interest leading to a study of the discourse and graphical images used in advertisements and documents of EFL professionals, thereby giving insights into what these documents mean for the profession of ELF. This study also focuses on the use of the language or discourse used in these advertisements in portraying an image of their profession i.e. how the language affects the profession in a positive or a negative way.

Beangstrom & Adendroff (2013) have done an appraisal analysis of linguistic choices that are being made by the real estate agencies in their advertisements of houses. They have done a comparative analysis of language used in advertisements of two real estate agencies in South Africa. They have selected and analyzed eighty advertisements from different perspectives based on attitude, graduation and engagement. Moreover, they have analyzed the interpersonal

relationships between the agencies and their customers while highlighting the manipulative use of language used in advertisements.

Jianyong (2006) has conducted a study based on manipulation through advertisements. The study uses the approach of critical discourse analysis in order to understand the manipulation of teenagers. This study sheds light on the use of different tactics and strategies that advertisers use which force teenagers to do something. They feel compelled to buy products and these ads induce an artificial necessity in the individuals, thereby indicating that advertisements affect their behaviour and overall health. Three magazine advertisements have been used in order to highlight how these ads affect the choices made by the individuals.

Danciu (2014) has done a study on how advertisements manipulate people and how it has become a problem because advertising and advertising has become a business of deception and manipulation as it has widened the gulf between the company and the consumers as it moves the company away from their real goal of marketing i.e. to fulfil the needs of the consumers. These advertisements manipulate people by persuading and manipulating people into doing something they do not actually want. Moreover, this study has also shed light on the techniques and tactics employed by the advertisers in order to manipulate people.

Lynn and Bolig (1985) have done a study that is based on personal advertisements and has highlighted the fact how these personal advertisements help in meeting new people and developing interpersonal relationships with them. They have stressed the availability of these advertisements and how they can be analyzed utilizing different methodologies. Currently, researchers are not giving due attention to this topic but it has got potential due to the excessive availability of data.

Ononye (2014) has given insights into the stylistic techniques and the tools of pragmatics that the advertisers of cigarette brands utilize in order to attract the customers. Although, cigarette is injurious to health, but these ads attract more attention. The study uses Hymes' SPEAKING, Halliday's SFL and features of stylistic discourse in order to do a quantitative and stylistic analysis of 40 advertisements from newspapers, indicating that cigarette ads have a particular style and the advertisers make them keeping in mind the psychology and culture of the people as well as their background.

Owing to its nature, the audience is only captured submissively in the discourse. The advertisers utilize several concepts which raise association and the figurative vocabulary make the audience desire to buy. Li (2009), in his analysis of Atkins Chocolate Chip Bar through lexical, syntactic and semantic analysis explores that the use of eye-capturing pictures, stylish language and assenting adjectives etc. in the advertisements results in effective communication with the readers. Furthermore, Jaworski (2014) is of the view that the main intention of an

advertiser in advertising a product is to give it a meaning by creating associations in audience's mind and to convince them to purchase it.

In addition, the foremost and major features of advertising language have been taken into account by Jafari and Mahadi (2014). They analyzed main ideas like, communication, advertising and communication. Their examination shows that language is persuasive when advertised. This persuasive language is connected to culture and has simple statements, short indirect sentences and sentence fragments that have a different ratio of emphasis and association. The utilization of linguistic devices in print advertisements is visible in the article presented by Duboviciene and Skorupa (2014). They analyzed the stylistic language used at the phonological, lexical, syntactic and semantic levels. The findings revealed that the slogans used in advertisements are short captivating phrases linked with particular brands which enable the readers to be certain about the key image of a brand. They reached the conclusion that 40% of the sampled slogans contain figurative language, 32% use sound techniques and 28% rhetorical devices, and the most used sound technique is alliteration, while the most used rhetorical device is repetition. Therefore, the examination of such advertisements highlights the persuasive nature of textual and contextual segments.

Harris, Sturm, Klassen & Bechtold (1986) studied the psychoanalytical processing behind the study of the language of advertisement by analyzing the language as a communicative and influential tool to induce a change in behavior, thinking and ultimately actions.

Research Methodology

The present research is essentially qualitative in nature. Based on methodology, three advertisements from different housing schemes have been collected as a data i.e. DHA Bahria Town, and Eden Homes etc. For this purpose, this study intends to analyze the collected data in the light of Fairclough's three-dimensional model of Critical Discourse Analysis (Fairclough, 2000) amalgamated with Systemic Functional Linguistics (Matheissen, 1985) and Grammar of Visual Design (Kress and Lueween, 1996). As per the scope of the study, ideational, interpersonal and textual functions from the data have been taken into account.

With the help of these research tools, the researcher aspires to explore different strategies selected to utilize and conceal the reality. Firstly, the ideational function of the text in the advertisement has been explored through four processes of transitivity analysis (i.e. material process, mental process, relational process and identification process). Secondly, Grammar of visual design and Interpersonal function of the text shows the way through convincingly pictorial presentation appeal and convince the reader, by standing in the position of power. Thirdly, in textual function, the repetition of the certain lexical items refers to the emphasis

being paid by the advertisers to the readers. Through these tools, the following research contributes

Data Analysis and Discussion

As mentioned above (see section 4), the data of each ad has been analyzed according to three major analytical categories.

Analysis of Figure 1.1

The analysis of Figure 1.1 explains the following illusive strategies opted in add.



Figure 1.1: Advertisement of Jinnah Avenue Commercial (Bahria Town, Karachi)

Transitivity Analysis

This section of analysis proves as well as highlights the linguistics devices and ways through which the reader’s mind is manipulated and controlled with convincing power of the same linguistics operations.

Material Process

The selected clause of the figure no. 1.1, has been tagged according to the actor, goal and process.

Table: 1.1
Tagging of clause according to material process

Actor	Goal	Process
Jinnah Avenue	outstanding commercial plots alongside the magnificent Jinnah Avenue	provides

The clause stated above explains as well as expresses the materialistic sides of the exploitative roles performed by add. Through this clause the readers are prone to the material benefits of the modern living style. Hence, it attracts iconic

expectations as well as an idealized way of living, thus immensely convincing the audience to invest their money, considering their platform as a rightful forum to invest on. The analysis proves that this add has to make their receptor agree on investing in their projects by promising them the best luxurious facilities in a precise manner. Likewise, another clause has been taken from add, consisting of material process.

Table: 1.2
Tagging of clause according to material process

Recipient	Goal	Circumstance	Process
Successful applicants	a discount/ concession ... of Rs. 20 Lacs,	which will be adjusted in their 2 nd instalment	will receive

The above tagged clause explains the demonstration of the beneficial aspect of the money invested in real estate project. The audience has been exploited through the label of the recipients as the 'successful applicants'. This label does not only convinces the viewers but also represents the housing project as the prestigious and unique platform in the market, offering the benefits worth their material investments. Moreover, the clause consists of the concession concerns of the viewer, which would ultimately benefit the housing schemes first and the buyers later. But from the above clause, 20 lakhs concession is expressed as the ultimate desires of the buyers. Another clause has also been analyzed according to material process below.

Table: 1.3
Tagging clause according to material process

Actor	Circumstance	Process
Yards plot	on first come and first served bases	available

The above tagged clause also expresses another material opportunity, which convinces the viewers to not only invest in it but to eagerly make a decision. Thus, the selected lexical choices in the clause do not only recess or restrict the time of thinking or re-thinking on the decision but also conveys the idea of the yard plot being rare in the market, which the other buyers (expressed as the competitor of the other views) would avail. Thus, the construal of the world represents the plot opportunity as the limited one to the views, available for a limited time.

Mental Process

Through this, this add politely suggests the solution to the viewer's hidden fears. Hence, the phenomenon of sensing is operated through certain impact leading lexical items.

Table: 1.4
Tagging clause according to mental process

Sensor	Mental process	Phenomenon
This	is	your chance

It is evident through the tagged clause, the readers are convinced through the representation as well as expression of a distinguished gain of opportunity to avail. This convincing power embedded with the lexical items is another exploitation tool making the viewer readily available to invest in, cognitively. Hence, add does not only play with words to inform the viewers about but also embellish their language through different techniques to psychologically convince them to take plots as a rare opportunity.

Relational process

In this section of analysis the clause has been tagged according to the attribution process.

Table: 1.5
Tagging a clause according to relational process

Carrier	Process	Attribute
Jinnah Avenue	is going to redefine	the commercial space of Pakistan

The above tagged clause within the table expresses the techniques through which the readers get convinced of the attractiveness caused by the word choices. The clause expresses the housing schemes as rare ones in the market of other housing projects, which uniquely aims to redefine the commercial areas of Pakistan. Hence, presenting as the idealized as well as uniquely superior among other commercial housing projects. This does not only explains the project as the platform most idealized but attracts the struggling individuals to gain the precious opportunity to count themselves among the elites defining the rules for the other strata of society.

Interpersonal relation and grammar of visual design

The amalgamation of interpersonal and grammar of visual design demonstrates the following results.

Imperative Mood and the usage of 'Will' and 'Can'

The below taken excerpt explains the illusion of talking with someone lived, created through imperative mood.

- Successful applicants will receive a discount/concession (Bahria Town Karachi, 2015).
- Strategically located at the Entrance of Bahria Town Karachi (Bahria Town Karachi, 2015).
- Possession after down payment (Bahria Town Karachi, 2015).

These excerpts explain the benefits the housing project promises to provide to the buyers. Hence, through imperative mood, the readers are engaged and an interpersonally positive and strong bridge of communication is created, which lures the readers to get convinced, with the visual representation of the advertisement. Moreover, keeping the level of formality intact, there is no use of the subjunctive or interrogative mood, which keeps the viewers at the distant points. The rich employment of modal verbs ‘will and can’ can be highlighted for the promising tone for the former one and the possibility of generating tone for the later one.

- which will be adjusted in their 2nd installment. (Bahria Town Karachi, 2015)
- Will serve over 10 Lac residents across Bahria Town Karachi. (Bahria Town Karachi, 2015)
- Registration forms can be submitted in and obtained from designated Bahria Town Offices. (Bahria Town Karachi, 2015)

The above stated examples explain how an indirect promising tone affects the decision of the buyers in the favour of buying a plot and on the other hand, the same promises and probabilities do not guarantee the assurance of the reception of same facilities.

Grammar of Visual Design

From the visual representation of the above picture it can be stated that the main title is highlighted through bold blue fonts in order to make it more appealing for the interested public. Another equally highlighted blue font of ‘book now’ also explains the ad as another rare opportunity for the reader or viewer. Moreover, the fonts of both enlarged and mainly highlighted lexical items are colored blue, which are the expressions of the touch of depth and stability into the presented notions. On the secondary level, the information has been colored into red, representing the notions of joy, radiance and action, which has been highlighted with larger fonts as compared to the rest of information.

Likewise, in the background, the modernized world has been portrayed in the form of a picture, representing life surrounded by advanced technology. Explaining and representing the housing project as the inspiration of Shiekh Zaid

Road of Dubai (Bahria Town Karachi, 2015), whose smallest font is barely noticeably amongst the larger fonts of other represented factual information. The modernized world has been portrayed in the form of a picture, representing life surrounded by advanced technology. Moreover, the high camera view, covering the modern sceneries till horizons, compels the viewers to convincingly take interest and positively influences their decision. This represents the powerful view, holding the control to convince the viewers. On the contrary to the representation of the illusionist modernized world, depicted majorly as the goal of housing project, the real picture of the housing society has also been inserted in smallest size which is barely noticeable. Hence, there is a contrast between what is being promised to the viewers and the reality of the housing scheme.

Textual Met function

The coherence of the text opted as a strategy has been analyzed under following sections.

Anaphora

The repetition of the referent at the initial position is critically important for the representation as well as interpersonal engagements of the advertisements through which the advertisement successfully lures the readers or viewers. For example, in the concerned ad, following excerpt carries anaphora.

Successful applicants will receive a discount/concession* (Inclusive of submitted Registration Fee) of Rs. 20 Lacs, which will be adjusted in their 2nd instalment (Bahria Town Karachi, 2015).

Concealment

In the concerned advertisement, concealment contributes as a great concern of buyers which is not mentioned.

Successful applicants will receive a discount/concession* (Inclusive of submitted Registration Fee) of Rs. 20 Lacs, which will be adjusted in their 2nd instalment.
*terms and conditions apply (Bahria Town Karachi, 2015)

Ellipsis

The language structure of add consists of the omitted subject, which is represented in the picture as well as highlighted at the top of the advertisement.

- Strategically located at the Entrance of Bahria Town Karachi, Ready for Possession. (Bahria Town Karachi, 2015)
- Will serve over 10 Lac residents across Bahria Town Karachi. (Bahria Town Karachi, 2015)
- 20 Minutes from the Airport. (Bahria Town Karachi, 2015)

- 12 storey Buildings. (Bahria Town Karachi, 2015)

Analysis of figure 1.2

The analysis of figure 1.2 demonstrated the following strategies opted to attract readers.



Figure 1.2: Advertisement of Eden Abad

Transitivity Analysis

For analysis purposes, some eye-catching clauses were taken from the selected advertisements.

Material process

The selected clause of figure no. 1.2, has been tagged according to the circumstance, goal and process.

Table: 1.6
Tagging clause according to material process

Circumstance	Goal	Process
In the month of September	129 homes	are constructed

The tagged clause consists of the omitted subject, through which the process of construction is emphasized. This material clause expresses the idea of the speedy construction of the houses on the plots, which induces eagerness into the readers by emphasizing the speedy booking of the houses. Hence, it ultimately does not

benefit the buyers but the seller. Thus, this material process explains how an accelerated thinking process has been demanded by the seller, which would certainly not let the buyers give a second thought on the decision of buying a plot in the same housing scheme.

Interpersonal Relation and Grammar of Visual Design

As the advertisement is in Urdu therefore, the language structures have been translated into English language. The amalgamation of interpersonal and grammar of visual design demonstrates the following results.

Indicative and Imperative Moods, and Usage of ‘Will’

For example, the below taken excerpt explains the illusion of talking with someone who lived, created and experienced the pleasure of living in the housing scheme through indicative mood.

- In the month of September, 129 homes are constructed. (Eden Abad, Lahore, 2010)
- Welcome to the families for being the part of distinguished life style of Eden. (Eden Abad, Lahore, 2010)

The factual statements are explained through indicative mood, which explains the housing project to be more appealing and according to the interest of the buyers. The buyers are more attracted towards the confirmation of the decision of buying the plot by referring to the people who have already bought the plot. Moreover, the act of welcoming individuals generates the sense of belongingness for the people who have bought the homes. The same sense acts as a convincing as well as a motivating tool for the non-buyer or the ones who are interested in buying property. The rich employment of modal verbs ‘will and can’ is highlighted below:

- Every house will be constructed with the same speed (Eden Abad, Lahore, 2010)

This structure expresses the concern and promises the buyer for the rapid construction of the houses. On the other hand, same promise demands the readers to buy their own houses on an immediate basis.

Grammar of Visual Design

The act of welcoming ‘Khush Amdeed’ (Eden Abad, Lahore, 2010), is also highlighted, which construes the sense of friendliness as well as belongingness to the place. Hence, through larger fonts and red colour, affection with the subject of appealing to the audience has been achieved with the aim of being interpersonally

positive in their engagements with the reader. On the secondary level, the less large font with blue colour has been employed for the further description of the subject and which is the main object of interest of the public, which would ultimately attract their attention and convince them. Other information and description is presented in comparatively smaller font and with the mix of red and blue colour.

Moreover, the indicative mood of the above analyzed text expresses more about the story narration of the represented happy family. Overall, family is depicted as the people living contented family life and satisfied with the houses provided by the concerned housing society. The gazes of man and child are giving the impression of belonging to one of the mentioned families, who are being welcomed. Their smile of satisfaction along with the above elaborated indicative mood suggestively convinces the readers. Women and another child giving the impression of being happy with the wise decision being taken by the male member of the family, which also acts as the motivating force for the people who are interested to buy. In the background of the family, there is a representation of a well-furnished modern house having all facilities, which has been graphically designed only. Hence, the homes depicted behind the family are not the real picture of the houses.

Textual Metafunction

The coherence of the text opted as a strategy has been analyzed under following sections.

Anaphora

In the concerned ad, following excerpt carries anaphora. Welcome to the families for being a part of the distinguished lifestyle of Eden. Now it's your turn to live in this distinguished lifestyle of Eden Abad. (Eden Abad, Lahore, 2010)

By ensuring the readers about the authenticity of their housing schemes and about the families who are enjoying their contented life in their housing society, the buyers are motivated to buy their houses through this employment of their convincing tool. Moreover, the anaphora refers to the lifestyle which is distinguished from the other living style provided, also appeals to the reader to get belonged to the same label.

Ellipsis

The following language structure consists of the omitted subject through passive structures, who are owners of the same housing scheme. Through the omission of

the subject, their working is highlighted, which has been expressed through picture in the background.

- In the month of September, 129 homes are constructed. Other homes will also be constructed with same zeal and zest. (Eden Abad, Lahore, 2010)

Analysis of Figure 1.3

The analysis of figure 1.3 explains the strategies used to attract its viewers.

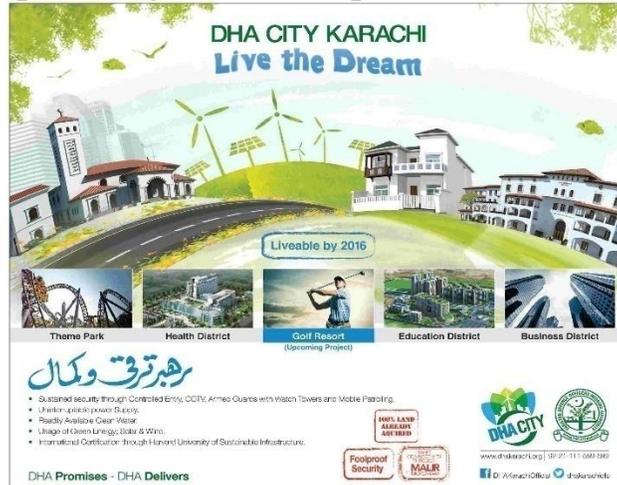


Figure no. 1.4: Advertisement of DHA City Karachi

Transitivity Analysis

For analysis purposes, some clauses were taken from the selected advertisements.

Material process

The selected clause of the figure no. 1.2, has been tagged according to the circumstance, goal and process.

Table: 1.8

Tagging clause according to material process

Circumstance	Goal	Process
already	100% land	acquired

The above tagged clause is ensuring the readers about the authenticity by materially expressing the acquired land of the housing project. Hence, it exposes another reason to get attracted towards this investment of the money. Hence, the bigger investments require biggest motivational drives, therefore, the ad is full of many of attention-seeking and engagement tools in order to convince the buyer to get interested.

Interpersonal relation and grammar of visual design

As the advertisement is in English therefore, the structures have been translated into Urdu language. The amalgamation of interpersonal and grammar of visual design demonstrates the following results.

Imperative Mood

The below taken excerpt explains the illusion of talking with someone who lived, created through indicative mood.

- Live the dream (DHA City Karachi, 2016)
- Sustained security through Controlled Entry, CCTV, Armed Guards with Watch Towers and Mobile Patrolling. (DHA City Karachi, 2016)
- Readily available clean water. (DHA City Karachi, 2016)
- Usage of green Energy; Solar & wind. (DHA City Karachi, 2016)

All the facilities, which are the point of attraction for the reader have been explained through imperative mood, hence, friendly engaging and suggesting with a golden offer or opportunity to avail. This friendly engagement along with the expression of desirous facilities of the reader proves to be another powerful tool to lure the buyers and trap them to convince and believe in the written descriptions.

Grammar of visual design

The tagline expresses the iconicity which is being expressed as well as objected to the ad. Hence, the words carrying convincing power are another source of intention of generating a motivational derive. Likewise, another motto 'Rah Bar-e-Taraqi-o-Kammal' (DHA City Karachi, 2016) highlights the iconicity of the Pakistani housing society, which claims to be the representation of all the promised developed facilities to its buyers.

Moreover, the graphical representation of the society is also iconic in its nature because the hint of green colour produces an appealing impact of nature engrossed society. Hence the housing society is claiming to be the perfect blend of modern lifestyle, which has driven inspirations from nature. The modern and large buildings are shadowed and in the front and on that a housing society is built, in order to express dominance over the modern large buildings. Modern facilities are pictured below on a comparatively smaller scale. The view has been captured from the lens which is placed below, which ultimately represents the impact upon as well as cover the illusion of huge infrastructure.

Textual Metafunction

The coherence of the text opted as a strategy has been analyzed under following sections.

Ellipsis

The following language structure consists of the omitted subject through passive structures, who are owners of the same housing scheme. Through the omission of the subject, their working is highlighted, which has been expressed through picture in the background hence, not only omitting the repetitive occurrence conception but also representing the whole representation in a unified way.

- Uninterruptable power supply. (DHA City Karachi, 2016)
- Readily available clean water. (DHA City Karachi, 2016)
- Usage of green Energy; Solar & wind. (DHA City Karachi, 2016)
- International certification through Harvard University of Sustainable infrastructure. (DHA City Karachi, 2016)

Conclusions

The research study concludes that the employment of certain linguistic choices as well as ingenious graphical representation may not only attract the viewers and readers but also convince and motivate them to invest. Hence, the discussions of this study proves hypothetical statement right. Furthermore, it has proved that the employed material processes show how the readers are encouraged to be attracted towards the agreement of advertisement policies (i.e. engrossing the notions for convincing the reader that how much worth availing the opportunity through targeting their fears and idealistic desires of living lifestyle of the general public and attractively presenting the housing societies, convincing readers to buy).

The immense usage of imperative and indicative mood represents, how many factual and informal tones have been adopted. The grammar of visual design conveys the powerful impact of visual images appealing to the readers to buy the houses by schematizing the idealistic representation of the imageries. The graphical representation of the outlook of a housing society, which is totally different from the reality, proves to be more appealing for the viewers. The textual analysis of the text shows that the text has been made coherent, through anaphoric references and ellipsis, which coherently explain and embed the text with the images and give an illusion of a picture speaking to the person. Hence, it strengthens the negotiation through friendly engagements. While the sub-images in the main image are being made subpart of the notions.

Recommendations

The findings of the study recommend to:

- The future researchers to explore more existing dimensions of the manipulative power structure of the ads

- The public to spread awareness regarding the strategic controlling and influencing the viewer's opinions by housing ads.

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