

## Critical Discourse Analysis: Female Representation in Advertisements of Academic Institutes in SAHIWAL

Ayesha Ashraf

University of Sahiwal

[muhammad.shahbkhath@gmail.com](mailto:muhammad.shahbkhath@gmail.com)

[2019-eng-3310@uosahiwal.edu.pk](mailto:2019-eng-3310@uosahiwal.edu.pk)

How to cite:

Ashraf, A. (2022). Critical Discourse Analysis: Female Representation in Advertisements of Academic Institutes in SAHIWAL. *International Journal of Linguistics and Translation Studies* 3(4).67-83.

<https://doi.org/10.36892/ijlts.v3i4>

### ARTICLE HISTORY

Received: 10/08/2022

Accepted: 12/10/2022

### KEYWORDS

Female Representation, Advertising skills of experts, Critical discourse analysis, academic advertisement.

### Abstract

Advertising in time globalization turns into a "powerful instrument" for organizations to offer their items, great and administrations. Females play fundamental role for various figures in her day to day existence. Females assume an extremely imperative part in human advancement and have a huge spot in the general public. This paper centers on the advertisements in academies of SAHIWAL according to a Feministic perspective by following research design of Fairclough CDA of language and Machin multimodal examination. This examination for the most part centers on the utilization of language in academic advertisements and procedures utilized by experts to impact their clients. The review shows how language is utilized in advertisements and how female body is represented through language. The result of this paper shows that higher female portrayal has worked on institutional quality.

### 1. INTRODUCTION

Female portrayal has undoubtedly made considerable progress since the turn of the century. It presently turns into a principal part to have a stunning female model in each promotion, which periodically seems superfluous. Portrayal matters since, supposing that you can see it, you can dream it, and eventually you can be it and the sky is the limit from there! All things considered, females have been associated into auxiliary positions also subjection. But men always used female for representation to earn money. This study shows a stereotypical representation of women in advertising, which usually includes images of female students. Currently, there is severe competition among educational institutes; hence promoters utilize various strategies to draw in their clients. They utilize female bodies with influential language to draw in their clients. Unique excellence academies promote their classes through various mediums to impact individuals particularly. Brochures and Flexes

are the medium which is utilized adequately for this reason. Due to the adequacy of the medium, practically all excellence academies are promoted by Flex. These flexes give a great deal of data about their academy, class and course. Experienced professional references are utilized in promotions to get individuals' consideration.

As indicated by Cook (2001) Advertisements convince their clients as well as shape the sentiments what's more musings of individuals. Promoters sell their items as well as change the general public. Individuals purchase the promoted items which are not valuable or important for them. He likewise accepts advertisements give a great deal of data about their item and furthermore give alerts to individuals.

### **1.2.Statement Of Problem**

The use of Females in Advertisements of academic/educational institutes in Sahiwal for the promotion of their institutes.

### **1.3.Research Questions**

1. How females are represented in academic advertisements?
2. What linguistic features is use in language of academic advertisements?

### **1.4.Significance of Research**

The significance of this research lies in the critical discourse analysis of academic advertisements. Advertisements are made keeping in view the objective gathering for which class/course is advertised. The event that their objective gathering is youthful, they promote advertisements on internet. These mediums are utilized carefully to promote the academies as students can without much of a stretch be impacted through appealing language and visuals. Advertising makes mental impacts, and is additionally in struggle with moral and moral guidelines of the general public which ought to be founded on. This paper also aims to investigate visuals in these ads for distinguishing various sorts of desultory procedures utilized. This research highlights the Language used in advertisements, their analysis and how student is influenced by it.

## **2. LITERATURE REVIEW**

Sharma and Bumb (2021) show one of the touchy regions in the realm of publicizing and advertising is the depiction of ladies. Ladies are an irreplaceable piece of Indian culture as they comprise half of the populace also assumes basic parts. Be that as it may, the portrayal of ladies as sex images, objects of want, and as having docile practices has introduced an incredible worry to women's activist researchers, activists, and scientists.

Jved Hussain & Syed Shahzad (2020) noticed the commercial of Unilever Pakistan Limited from the point of basic talk examination. The concentrate basically worried about the use of language in the plugs of Unilever Pakistan and the strategies utilized by the promoters to draw in and persuade the buyers to purchase their items.

Jelena & Radmila (2018) deeply explain the impact of promoting on making social perspectives and client conduct is apparent both on objective and passionate level. the oddity which ladies all the time face, with no reasonable association with the item or administration which is been publicized, raises the accompanying inquiries as the motivation behind their paper: regardless of whether continuous portrayal of ladies in notices is essential, or alluring even, whether the recommended models of ladies' magnificence which is advanced thusly, are the most impressive 'signifies' for deals.

Vanshika Chaudhary (2017) highlights the Importance of women In Advertisements. She indicates that's Females should be visible in practically all sort of advertisements today, be it female, be it solid, be it fragile: they fit into all sort of jobs and have the possibility to depict in impeccably. All things considered, most would agree that the universe of notice is deficient without females.

Abramo & C.A D'Angelo (2015) introduces the portrayal of ladies in research frameworks changes across nations, establishments and disciplines. The reality of their underrepresentation is obvious. peculiarity used by them is a blend of various elements, with various loads across nations: instructive liberation has come later for ladies, with subsequent lesser quantities of expected possibility for scholarly positions; lesser interest among individuals for research movement; the logical creation of ladies will in general be lower than that for men, maybe because of the social jobs of ladies as spouses and moms, or from reasons for orientation segregation; orientation separation can likewise happen in enrollment processes.

Kuldip, Nalini & Norimah (2013) inspected excellence promotions in neighborhood English magazines from a Critical Discourse Analysis point of view. For the most part, they concentrate on using language in excellent promotions and systems used by publicists to control and impact their clients. Their investigation depends on Fairclough's three-layered structure.

Priyanti (2013) expressed that publicizing as one of the media messages, not just advance items and administrations in any case, in a similar time, it likewise advances specific perspectives and philosophies that characterize the boundaries of how one may take a

gender at things and how they give meaning to it.

Kashif Shahid (2011) analyzed the Portrayal of females in Advertisements and its effect on the buying conduct of the client; the review reflects the portrayal of females in ads and its effect on the buying conduct of the client. Television was chosen as the vehicle for the review to check the female portrayal in TV notices influences the client buying conduct. The amount it affects them.

As indicated by Baudrillard (2005), excellent item notices compress and impact the ladies to keep up with their excellence and magnificence, which turns into a total strict basic for them. An exquisite picture of ladies is generalized through these commercials and for this reason wonderful visuals and appealing language is utilized.

As indicated by Sheehan (2004) notices depend on various connections and three most significant elements that should be involved are: the person who is seeing the promotion, the setting of promotion, and the substance of mess.

As indicated by Fairclough (2001) basic talk examination concentrates on the composed, expressed, printed text and it likewise concentrates on the signs, signals and images in a given text. Basic talk examination investigates and examinations the secret issues in a text.

Jhally (1995) explains that publicizing is the most persuasive foundation of socialization in present day culture. These commercials additionally change the confidence of ladies and they depend on excellence items to get the wonderful skin and body. Ads alter the truth and outlook of individuals and they purchase these promoted items to make their life symbolism according to displayed in the notice. Sponsors control the people's brain and exercise their power through ads.

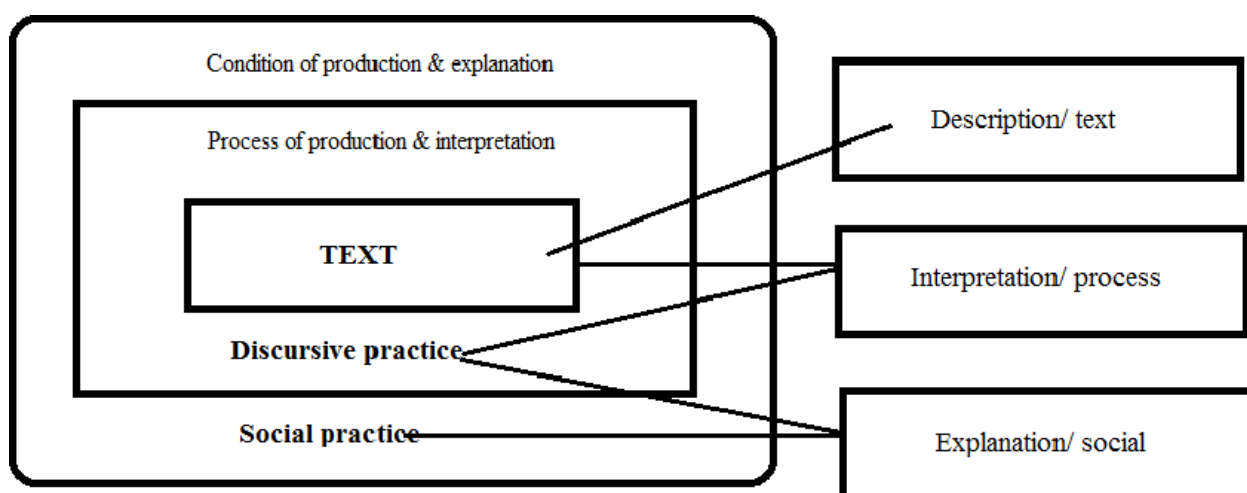
### **3. RESEARCH METHODOLOGY**

Research methodologies are the techniques to analyze, identify and investigate the problems systematically. Hymes (1997) says that analysis and study of language plays very important role in research methodologies. The exploration plan for this review was subjective as the information was dissected and deciphered in the non-mathematical structure and depict the predominance of the language of the advertisement in the personalities of individuals. Individuals are compelled to imagine that the promoted is the main answer for their present issue. The purposive examining procedure was taken on for this paper. Three advertisements are taken from **LEAP** academy as the sample of this study:

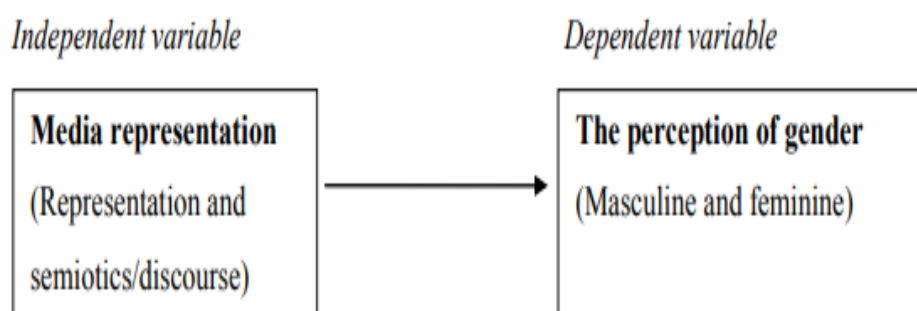
1. Freelancing skill academy: A project of Leap
2. Leap new session for Matric and Fsc
3. Leap entry test preparation

#### 4. Theoretical Framework

The theoretical framework used for this research is critical discourse analysis. This research is about the discourse analysis of language used in academic advertisements and feminist point in those advertisements. The current review draws upon Fairclough (2001) critical investigation approach is used for this research. According to Fairclough (2001) CDA gives valuable chances to consider the connections between talk and society, among text and setting, and among language and power. It implies that language has the ability to change individuals' perspective and the force of prevailing philosophy in specific culture impact the utilization of language. Fairclough (1995) suggested that in breaking down semantic parts of ads; there are three-layered structures of examination:



Machin (2007) multimodal examination is additionally utilized for visual investigation. Each image hints and indicates as indicated by friendly setting and there are profound implications behind a particular picture and language. In visual examination look of members, shading and stances are noticed. Subjective investigation is utilized for this examination since it is generally suitable for this examination. This study explores how media talk controls furthermore develop the significance of words in people's mind.



## **5. DATA COLLECTION**

Data is collected from internet that is downloaded from face book. Sample is selected from the LEAP ACADEMY in SAHIWAL. Advertisements of class 9<sup>th</sup>, 10<sup>th</sup>, 1<sup>st</sup> year and 2<sup>nd</sup> year, MDCAT and Freelancing Skills are taken as sample of study. These advertisements are selected for critical analysis. Fairclough (2001) method of critical discourse analysis and Machin (2007) method of visual representation is used for the analysis of advertisements of LEAP ACADEMY. The three-dimensional system contains micro level, meso level and macro level which investigates the development of talk as a text and as talk and social practice. It additionally distinguishes the connection between language, philosophy and power. This paper is engaged on the way that the promoters utilize powerful phonetic elements to draw in their clients/students and how they change the people's mentalities through the commercial substance and make a cliché admired picture of excellence.

## **6. Data Analysis:**

After selecting the advertisements from LEAP academy, three advertisements are chosen for analysis. The analysis is based on three- dimensional structure and semiotic analysis of visualization in advertisements in which pose, confidence, gaze, smile and color are analyzed.

## **7. Visual Analysis:**

**Fig#01:**

**JOIN LEAP** **LEAP** EVENING COACHING PREPARATION

**9<sup>th</sup> Class  
&  
1<sup>st</sup> Year**

**NEW SESSION**  
Starting From  
**1st December**

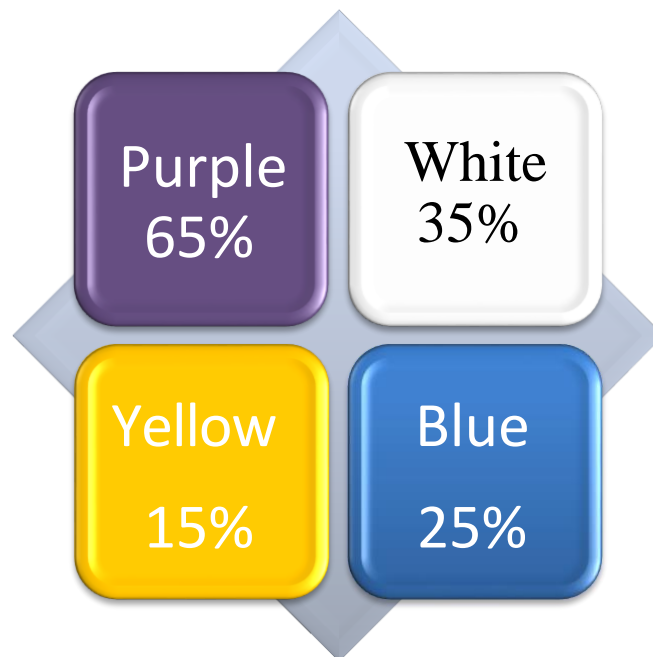
**"YOUR KIDS DESERVE  
THE BEST EDUCATION"**

**0300-6979691**

LEAP ACADEMY 33-C FARID TOWN, SAHIWAL @LEAPSWL

In this advertisement of class 9<sup>th</sup> and 1<sup>st</sup> year a girl is sitting in classroom. In the beneath picture, she is straightforwardly looking towards her fellow which portray her certainty. It moreover appears to be that she is interfacing straightforwardly and passing on a significant message that she is discussing something with her friends. Here is a grin which is the aftereffect of the lecture she heard from her professors. She is wearing colorful

clothes which indicate that there is no need to wear uniform in academy. This advertisement is the mixture of colors given below:



Purple color is the sign of royalty. Blue color is the sign of stability. White color is the sign of peace. Yellow color is used for highlights and for making advertisement more attractive. These all color describe the silent features of academy.

**Fig#02:**



**LEAP** | ENTRY TESTS PREPARATION  
Lycium of Educationists And Professionals

**National MDCAT**  
From Necessity to Novelty: Online Learning is the New Norm  
LOWEST FEE, BEST PREPARATION

**COMMENCEMENT OF CLASSES FROM 28<sup>TH</sup> JULY, 2021**

**ON CAMPUS + ONLINE**  
**Rs 16999**

**Rush To Register Yourself**

33-C, Farid Town, Sahiwal | 0300-6979691 | www.leap.com.pk

In this advertisement a girl which is a medical student is shown. This advertisement is about the preparation for NMDCAT which is the test conducted for medical students. In this advertisement a student wearing white coat and stethoscope which shows that she is medical student and she got admission in medical college. Red, White and blue color is used in this advertisement which attracts the attention of students especially medical students. This advertisement shows:

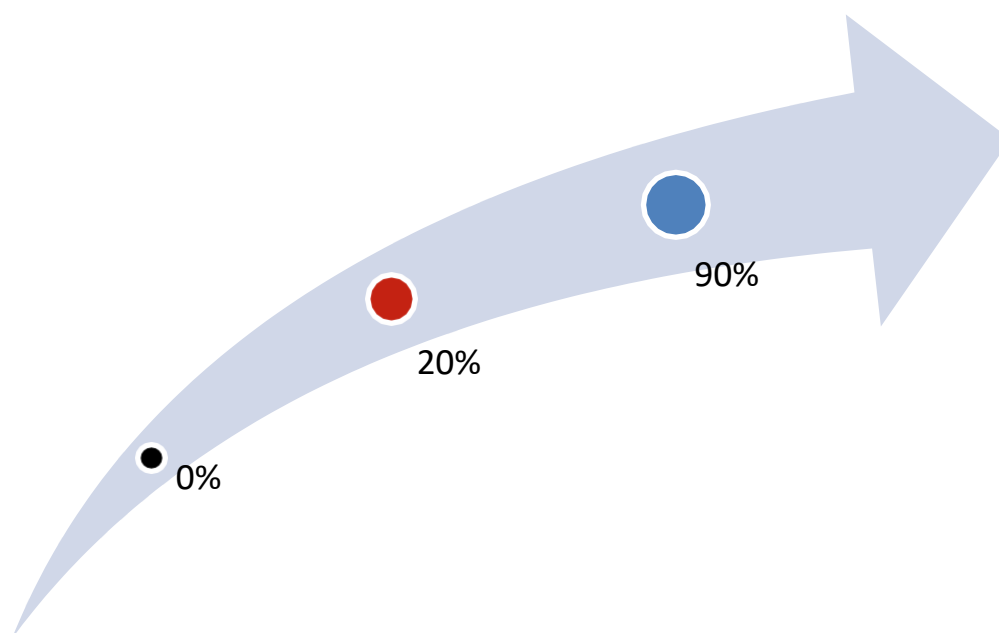
**Figure#03:**



In this advertisement a woman is sitting and doing some work on laptop. The smile on her face indicates that she is happy and satisfied with her work. The posture shows her confidence level. Gaze at laptop shows that she is doing her work with full attention. The background area and the cup on table indicate that she is sitting in her home or a coffee shop. Red, Blue, White and yellow color are used to attract the viewers and their customers. This advertisement shows the opportunity of work for females mostly and describing the skills before and after joining the LEAP freelancing skills academy project.

**Fig given below Working opportunity for females after joining the LEAP freelancing project**

- ☐ Indicates the jobless people before joining LEAP
- ☐ Indicates the opportunity of job after joining LEAP
- ☐ Indicates the people earning dollars after completing course from LEAP



## 8. Textual Analysis:

In Textual analysis, linguistic features are discussed such as vocabulary, syntax etc. Textual analysis tells the relationship between promoters and costumers.

### **Pronouns/ personalization:**

In this review, first and second individual is for the most part utilized in promotions to make the amicable relationship among moderator and client. Normal pronouns, for example you, your, I, my, and we are utilized in advertisements. Publicists address the watcher straightforwardly and by and by on the grounds that when individuals tended to straightforwardly and separately, it turns out to be exceptionally esteemed. As indicated by Fairclough (1989) it is called „manufactured personalization“. Pronoun “you” demonstrates the direct and postage information to watcher. Instances of pronouns in LEAP academy advertisements are given beneath:

“YOUR KIDS DESERVE THE BEST”

### **Persuasive Language:**

Experts use convincing language to impact the viewers to join their institute. Goals are too used for this reason. By using goals promoters make a cordial and closer relationship with their viewer's. Following goals are utilized in LEAP academy advertisement:

**“Rush** to register yourself”

### **Vocabulary:**

Vocabulary is used as an instrument to make the ideology. Adjectives are additionally utilized in the advertisement of educational institutes. Positive descriptive words depict the characteristics of that institute while negative descriptors portray the before they were facing.

*Positive adjectives & Negative adjective:*

As indicated by Cook (2001) it is a „fusion“ that causes the futile items with appealing characteristics. Positive descriptive words depict a glorified lady with specific characteristics. These descriptive words make feelings, wants, dreams and dreamland in the psyche of watchers. Examples: Best, proudly, lowest, Age limit.

### **Sentence Structure:**

In advertisements compound words are additionally utilized, for example ‘Background’. Active voice is used in the educational advertisements. Every one of the sentences is decisive and straightforward. Future tense is moreover utilized for ideas and advices. The majority of the sentences in advertisements are active voice sentences.

Example: no computer background is required

### **Scientific and Technical Word:**

In advertisements, there are additionally logical and specialized words that draw in the viewers. With these logical words, advertisers show that their ad is fully informed

regarding most recent innovation. These specialized words moreover assume a significant part to draw in the students to join that institute. The instances of logical and specialized words are given beneath:

“Face to face classes”

“Lowest fees,  
best  
preparation”

“The best  
Education”

### Slogans:

Advertisers additionally use the slogans in promotions to get the student consideration and it is not difficult to recall items with explicit trademarks or slogans. The following slogans used in LEAP academy advertisement:

LEAP: “Leap to success”

## 9. Discourse Practice Analysis:

This level of analysis how power relations are acted underway and conveyance of text. In this level, publicists utilize various procedures to impact their clients. Procedures and systems utilized by the advertisers are depicted in after table 1.

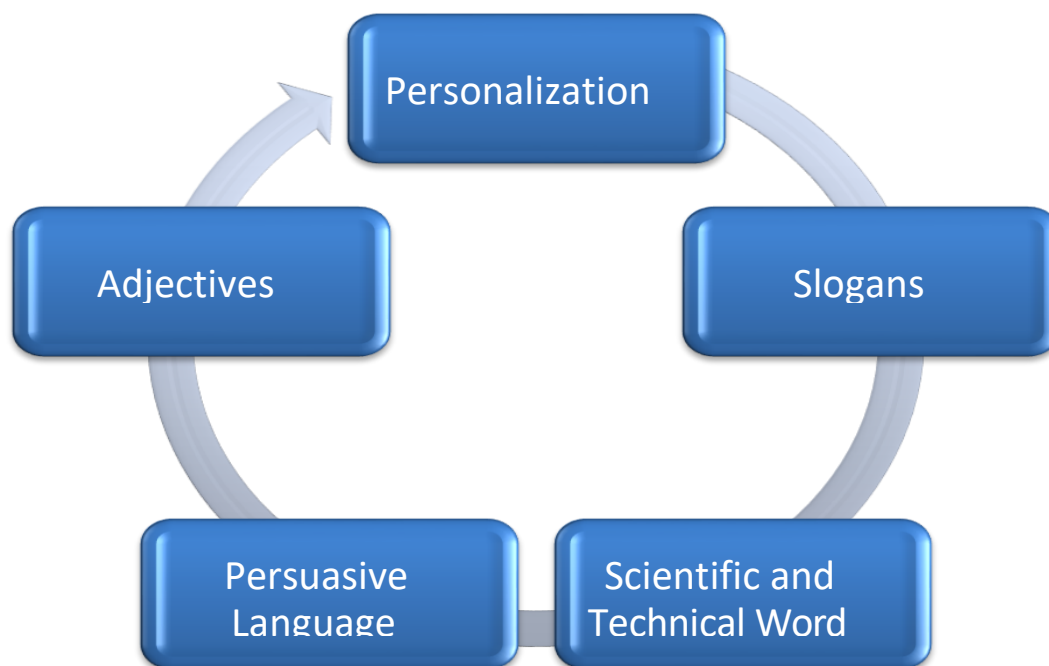
**Table#01:**

Linguistics features used in advertisement	Examples of linguistic feature in advertisements	%
Pronouns/ personalization	YOUR	30%
Persuasive Language	Rush	15%

Positive adjectives	Best, proudly, lowest	40%
Negative adjective	Age limit	20%
Compound words	Background	20%
Scientific and Technical Word	The best Education	50%
Slogans	Leap to success	90%

In academic advertisements, the main target is youth and students. According to Fill (2002) publicists impact their clients and compress them to purchase their item they don't use previously. Advertisers additionally utilize the definitive words like “you” and it shows that they are unique and special than others. Commercials make a glorified female picture that has delightful, intelligent and confident students. advertiser additionally address their academy in a positive and alluring manner and furthermore give the logical proof to show that their institute is up to date with most recent innovation and always ready to fulfill their demands. By using emotive and dream words they show that their institute has greatest characteristics and benefits than others.

**Fig: Linguistics features used in advertisement of LEAP Academy:**



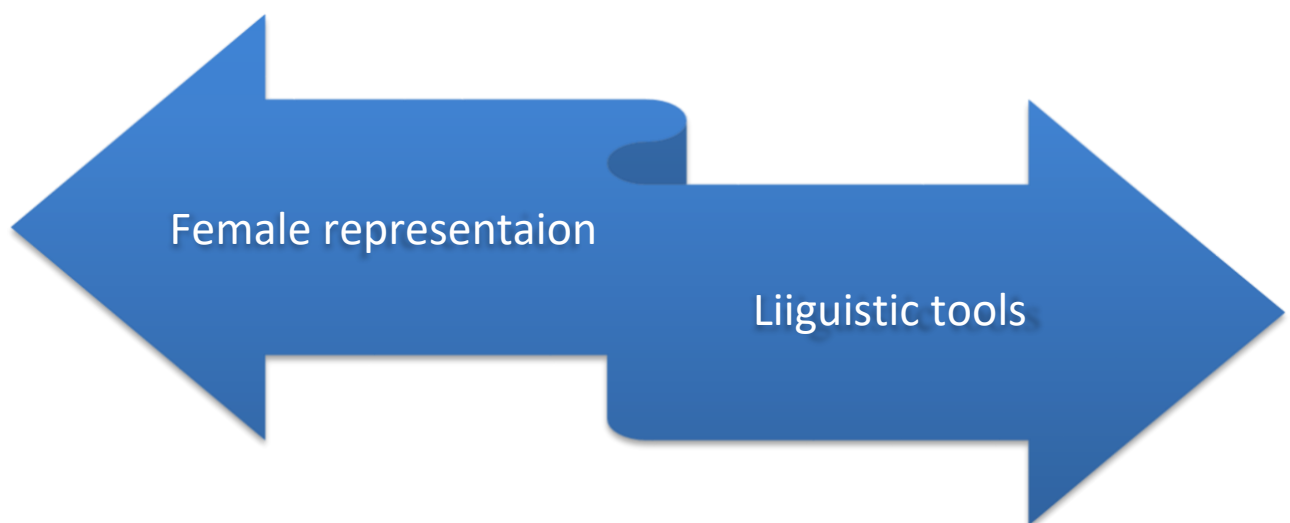
### 10. Social Practice Analysis:

This level clarifies the ideological traditions, circumstances in the public arena and gives the foundation information on text. This concentrate additionally shows the cliché glorified picture of a lovely lady in a general public that is built through ads. As per Riji (2006) for social decisions ladies are treated on the premise of their actual appearance and composition. Certain individuals accept that these advertisements do not change their qualities this is some way or another right. In old time people don't educate their girls but now girls are used as the sign of attraction everywhere.

Parents are continuous about the study of their children. In world of high competition they want that their children were studied in high quality institute and these advertisements tell about the quality of institute. Advertisers change the mentality and assessments of individuals and make an admired picture of magnificence to impact the watchers and sell their items. Ideology of an excellent furthermore appealing female is formed through the social practice.

### 11. Conclusion:

After the analysis of the advertisements of LEAP academy it is presumed that in advertisements different phonetic gadgets like emotive words, logical and specialized words and Slogans are utilized to draw in individuals. Advertiser depicts a delightful picture of females that reflect the students of that institute and their positive features. Positive self-portrayal of promotions too assumes a significant part to draw in the viewers. Advertisers draw an issue that can be solved by joining them. Ideology of force is depicted through the big names and excellence items are publicized through the underwriting of big names to draw in the clients. Advertiser advances an admired wonder and shapes the thoughts of society and impacts the buyers to buy their item. Globalization likewise changes the attitude of individuals and presently a day's society centers around the external appearance and excellence. Experts use language as a useful asset to impact their clients and maneuver the assessment of individuals toward a better lifestyle.



## References

- Arthurs, J. (2003). Sex and the City and consumer culture: Remediating postfeminist drama. *Feminist media studies*, 3(1), 83-98.
- Baudrillard, J. (2020). The finest consumer object: The body. In *The Body* (pp. 277-282). Routledge.
- Cook, G. (2001). *The discourse of advertising*. Routledge.
- Chauhan, G. S. (2006). Advertising Language: The Psychology Behind the Advertising



- Messages. *LANGUAGE IN INDIA*, 6.
- Chafai, H. (2008). *Gender and the language of advertising: A sociolinguistic analysis of women's representation in British and Moroccan Magazine Advertisements* (Doctoral dissertation).
- Fairclough, N. (2013). *Language and power*. Routledge.
- Fairclough, N. (2013). *Critical discourse analysis: The critical study of language*. Routledge.
- Kaur, K., Arumugam, N., & Yunus, N. M. (2013). Beauty product advertisements: A critical discourse analysis. *Asian social science*, 9(3), 61-71.
- Kaiser, K. (1979). The new women's magazines: It's the same old story. *Frontiers: A Journal of Women Studies*, 14-17.
- Lakoff, R. (1973). Language and woman's place. *Language in society*, 2(1), 45-79.
- Blackmore, J., & Sachs, J. (2007). *Performing and reforming leaders: Gender, educational restructuring, and organizational change*. Suny Press.
- Ledin, P., & Machin, D. (2020). *Introduction to multimodal analysis*. Bloomsbury Publishing.
- Schimmel, A. (1982, January). Women in mystical Islam. In *Women's Studies International Forum* (Vol. 5, No. 2, pp. 145-151). Pergamon.
- Shah, S. (1999). Female under-representation in educational management.
- Wilson, M. (Ed.). (1997). *Women in educational management: A European perspective*. Paul Chapman Educational.
- Vahid, H., & Esmā'ili, S. (2012). The power behind images: Advertisement discourse in focus. *International journal of Linguistics*, 4(4), 36-51.
- Sharma, S., & Bumb, A. (2021). The challenges faced in technology-driven classes during covid-19. *International Journal of Distance Education Technologies (IJDET)*, 19(1), 66-88.