

## CRITICAL DISCOURSE ANALYSIS OF ADVERTISEMENTS OF ‘BLACK FRIDAY’ AND ‘BLESSED FRIDAY’: A SOCIO-CULTURAL PERSPECTIVE

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**Abstract-**In the background of trends of branding all over the world, advertisements have become popular because of their attractive features while using socio-cultural tact to attract audience. With the emergence of popular brands in Pakistan and USA, the concept of ‘Black Friday’ and ‘Blessed Friday’ has become common in Pakistani and USA. This advertising strategy used by brands has found new meanings to increase the market value of brands. By viewing this tact, the recent thesis examines how various brands use discourse of advertising while molded it in socio-cultural perspectives to promote their products. The focus is to examine the linguistics choices and linguistic features that are used as advertisement tact in advertisement in the Pakistani context and USA context to represent their product and for publicity. The advertisements are taken from official websites; the selected advertisements are eight in numbers. The selected brands belong to two countries: USA and Pakistan. The purpose of study is to analyze the linguistic choices and linguistic features that are used in ‘Black Friday’ and in ‘Blessed Friday’ advertising that are used in socio-cultural perspectives. The research is qualitative and parameter integrated in Fairclough’s three dimensional model of CDA is used to examine the terms of ‘Black Friday’ and ‘Blessed Friday’ in social and cultural contexts. The finding indicates that there has been a unique aspect of ideology behind advertising of ‘Black Friday’ and ‘Blessed Friday’ and this ideology is used by Pakistani and USA brands.

**Key words:** *advertisements, ‘Blessed Friday’, ‘Black Friday’ Fairclough’s 3D model, language power*

### **Introduction**

Svetlana Frolova (2014) says that Advertisements have great roles in everyday life. They are determined by the images and way of life. They have a great influence on one’s thinking as well as on attitude to oneself to others and around the world. The nature of behaviors of different situations could be shown through advertisements. What is good and what is bad is determined by them. It is a natural phenomenon that people buy things that is said or advised by others. The purpose of choosing this topic is to know about the complexity and psychological essences to see the influences of advertisements. Psychologically, people have become slaves of scientific and technical progress and this tact is used skillfully by advertisements.

Svetlana Frolova (2014) describes that the ratio of advertisements is increasing day by day. A huge number of money is used on advertisements by companies to get multi-billion profits. Moreover, the products of the basic necessity aim are to have a commercial success and it is getting famous day by day and more expensive. According to a review of statistics media, it was observed that the money spent on advertisements in Finland was 1313, 1 million euro in 2012 and 1206, 7million in euro in 2013 (Finnish Advertising Council, TNS Gallup, Ad Intelligence 2014).

Advertisements also have a direct connection with politics as well. Its aim is not only to sale any product but also to show the interests of any political candidate. It also provides a way of political development of the country and politics. So it can be seen that advertising has a great role in society.

Advertisements have an old history. Their existence is confirmed by prehistoric times. Advertising in those days was presented through written and oral announcements of any products. Barker spread oral announcement. The written advertisements were presented on roadside rocks and on buildings as well. As compare to modern era, there was exchange in products of everything- olive Oil and amphorae to keep the oil, oxen, horses and livestock, tools and weapons. Advertising of services were also presented there: when they had to sell any snack or wine or had an invitation, there were calls to visit a pub (Feofanov, 2004).

Now advertising has expanded on a larger scale due to mass communication. The first thing that has a great role in advertising is typography and another thing that has a big role in it is photography. A photographer is a proof of benefits of advertising product (Presbrey, 2009).

Global advertising business has extended on large scale in 20<sup>th</sup> century due to the innovation and changes in the field of technology and advertising. So, it is true to say that 20<sup>th</sup> century is the “century of advertising”. Due to the world industrial production, advertising became common in 20<sup>th</sup> century. Another reason of being common and famous was that it was a mean to create more sophisticated way of advertisements for selling productions: multicolor printing, digital radio, television, satellite communications, computers and internet. Advertising is increasing as a professionally organized form (Presbrey, 2009).

The purpose of research is to highlight the effects of advertising on a product life cycle and how such product life cycle is used in advertisement to attract the people. There is also impact of advertisements on consumers buying behavior (Presbrey, 2009).

Bovee (1992) describes that advertising is an impersonal communication that conveys information regarding products, services or ideas by different means of media. Advertisements include different elements: paid form of communication, the presence of an identified sponsor, distribution through the media, the presence of a specific audience, lack of personalization of distributed information and aimed action. Advertisements are way of communication to the users

of any product. They are intended to influence people who are attracted by them. Advertisements are the source to convey information of any product to attract an uncertain number of people and to take attention of the audience. Theirs public presentation attracts buyer and show that the product is not contrary to social values and norms. They have a number of announcements for people and such announcements are to get attention of the people. After getting attention of the people, the addressee is able to compare the product with other competitive firm.

Kotler (2010) says that advertisements are expressive in nature and text, color and sound of the product is presented via advertising. They help to form image of a product as well as stimulate sales. There is less interaction face to face communication in advertising. Advertisements are costly and much money is spent on it. Ad in newspaper or radio is not costly and expensive as compare to television advertisement.

Each country has its own rules regarding advertisements. They have many aspects like placement, timing and content. For example, anyone can't see advertisements of alcohol on the TV after 9p.m in Russia. Such types of advertising are not allowed in Sweden and Norway. Tobacco advertising on television is prohibited in United Kingdom.

### **‘Black Friday’ and ‘Blessed Friday’**

Sarah Pruitt (2018) describes that the concept of ‘Black Friday’ was started from U.S by American multinational Macy’s during Thanksgiving Day Parade. The name ‘Black Friday’ was given to sale day officially in 1960 which spread and stuck. The term ‘Black Friday’ was begun by retailers in 1980 to refer a specific day of the year when companies are able to make a profit and company go into the black and have profit. When it was realizing from both retailer and consumer\_ other stores also caught up this idea and in 1990s ‘Black Friday’ was a extended worldwide. The UK and Canada joined the ‘Black Friday’ frenzy late but it was not too long before the glorious discount day: now it has become busiest sale day. ‘Black Friday’ is about discounts, special offers and massive deals of products. Electronics retailers, fashion and beauty follow it mostly (Sarah Pruitt, 2018).

Term ‘Black Friday’ started after Thanksgiving Prayers on fourth Thursday of November in U.S and other country. If it is checked historically, it is mainly start of the shopping for Christmas which remains almost one month. Business community of US and other country use it to get profit. It is an old practice in West but it started in Pakistan few years ago. Now many brands have started these practices by slashing down prices of their products on a considerable level.

The term ‘Black Friday’ also became popular on old time when the transactions in loss were written in red ink while the profit was written in black ink. After the starting of the Xmas shopping, the business which met loss also saw profit and started black ink for practices, so the ‘Black Friday’, was coined.

### **‘Black Friday’ in Pakistan**

This trend started in Pakistan when online shopping portal observe the business and profit of this day online; firstly it was introduced through internet with lightening deals happening within hour. This concept spread rapidly to other retailers (Sara Qureshi, 2017).

A trader dealing in garments business said that western trends and days as ‘Black Friday’ and ‘Valentine Day’ has also become in Pakistan and business community is taking advantage of it. According to the traders’ view, representative of brands and business outlets, especially brands like Bonanza, Khaadi and Chenone are taking advantage of it. Every year, many outlets introduce sales on item (Sara Qureshi, 2017).

### **Renamed ‘Black Friday’ as ‘Blessed Friday’ in Pakistan**

The Council of Islamic Ideology (CII), (2018) declares on Samaa TV that the term ‘Black Friday’ should be renamed as ‘Blessed Friday. There was given different perception on it because of the term ‘Black’. Social media has abuzz views of the people. Some suggest that it is not suitable for Pakistani culture; other said that it is not right according to religious point of view because it is totally un-Islamic to call ‘black’ to Friday.

From ‘Black Friday’, it switches to different terms like ‘Blessed’, ‘Big’, ‘Golden’, ‘Fantastic’ and ‘White’ for shopping festival but still discounts are available. Many famous online shopping websites, Daraz and Yayvo has switched from ‘Black Friday’ and has introduced term like ‘Big Friday’ and ‘White Friday’. As the marketing point of view, a product should be integrated but always keep in mind religious values in mind. Calling ‘Black’ to Friday is against Pakistani culture.

As the term ‘Black Friday’ is renamed with ‘Blessed Friday’ by some businessman, it is gaining more and more popularity in the country and many outlets have down prices till 50%, 75% etc. on some items on that day. ‘Black Friday’ has no religious, social and cultural connotation but some businessman of Pakistan and other Muslims communities has renamed it as ‘Blessed Friday’ keeping in mind the importance of the ‘Friday’ for Muslims.

Whether it is a ‘Black Friday’ or a ‘Blessed Friday’, it is good and convenient for people who can buy thing on low price on that day. Now the trend has changed and people refer ‘Black’ to massive sales in Pakistan. People trend toward goods refer it to big sales.

### **Critical Discourse Analysis**

Discourse refers to speech pattern, use of language, dialects and sentences within community. It studies the people who live in same area and share speech convention in their speeches. Analysis is a procedure to evaluate the things by breaking them down into pieces. Discourse Analysis is used for linguistic analysis of spoken and written text. The main focus of

Discourse Analysis is to investigate the language use in social context. This research presents a Critical Discourse Analysis of the advertisements regarding 'Black' and 'Blessed' Friday in eastern and western community by applying 3D modal of Norman Fairclough.

CDA deals with language and it shows how language works within a society to uncover the hidden dimensions and agenda of the discourses as well as discloses the inequalities relationship on social context. Language used in written and spoken discourse is a social practice which implies a dialectical relationship of discursive events and social structure that shape it (Fairclough and Wodak, 1997:258). Discourse is a social factor that shapes a society.

Discourses are influential and reproduce relationship among different ethnicities, classes, genders, ages etc.

As it is common these days that message is conveyed by advertisements by signs. Words used in advertising language are reflection of product that has meanings and social system to attract the people (Cook, 2001). Advertisements transmit meanings and message and its social significance lead people to understand it as discourse. Fairclough (1995) describes it as an action that represents people's point of view to others. So advertisements can be taken as a type of discourse in which ideology and power have a great role.

### **Research Questions**

- How does the use of advertisement strategies reflect the view of eastern community and western community?
- To what extent the ideology of black Friday and blessed Friday is reflected linguistic choices in the advertisements?
- How do the stylistic features represent the socio-cultural perspectives between eastern community and western community?

### **Research Objectives**

- To see the advertisements strategies reflecting the eastern and western communities in black Friday and blessed Friday.
- To check the ideology of black Friday and blessed Friday through linguistic choices in advertisements.
- To compare the linguistic features represented the socio-cultural perspectives between eastern and western communities.

### **Literature Review**

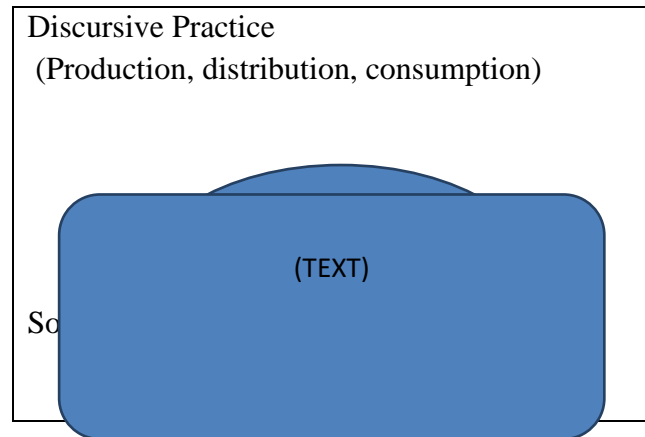
Critical Discourse Analysis (also known as CDA) analyses the discourse, society, power and ideology. Critical is a term that is used to disclose the dimension which is hidden from audience. It highlights the interest of specific class that is enacted in the discourse (Fairclough's 1989). Critical Discourse Analysis is a way discourse analysis. Van Dijk (as cited in Bloor & Bloor, 2007: 2) says that CDA is cross discipline that present analysis of text and discourse of social science. CDA is interested in language analysis.

The basic principle of CDA can be seen in different approaches presented by different theorists for analysis. The name of them is Norman Fairclough, Teun van Dijk, Ruth Wodak, Gunther Kress and Theo van Leeuwen and they have dealt with language, power and ideology and analysis the social practices; also reveal hidden structures of the society (Haq, 2007: 4). The principles of CDA are as under:

- Language is a social practice that is cause of how world is presented.
- Language being a social practice is not only represents and signifies to others social practices but also from other social practices like power, prejudice, resistance, domination and so on.
- Any text gains its meanings from dialectical relationship of social group; writers and readers who have different choices to access to text and various means of interpretation.
- Linguistic features are not arbitrary rather are purposeful having choices related conscious or unconscious.
- Power relations are formed, practiced and produced because of discourse.
- All communicators and writers have specific discursive practices operating in special interests and goals that have inclusion and exclusion.
- Discourse might be historical in the sense that text has some meanings which have specific social, cultural and ideological context, time and space.

### **Fairclough's Three Dimensional Models**

As Fairclough (1992) is the pioneer of CDA and is proposed three dimensional for every discourse analysis whether it is written or spoken, a discursive practice and a social practice. The three dimensions proposed by Norman Fairclough are description, interpretation and explanation. Discursive practice and text is represented to one another.



**Figure 2.1: Fairclough's (1992) Three dimensional model**

Further, Fairclough (1992) has present elaborated his concept in following figure.

- (a) Description (Textual features)
- (b) Interpretation ( Discursive practice)
- (c) Explanation ( Social practice)

### **Description (Textual Features)**

The textual feature is consisted of linguistic features and linguistic features have many choices like vocabulary, grammar, punctuation, turn, taking, types of speech act and direct or indirect interactions (Fairclough, 1992). According to the point of view of Jorgensen and Phillips (2002), there are number of tools that are proposed by Fairclough for text analysis with reference to linguistics background, the recognized selection of those linguistic choices might be following:

**Interactional control:** it describes the relationship within speakers and it also includes the question of who has set the conversational agenda.

**Ethos** it refers to identities. It tells how identities are built through language and elements of the body.

**Metaphor** it tells that how things are represented through symbol that is something else.

**Wording** it explains the choices of words that express something and how works are presented in a text according to the demand of the society.

**Grammar** The most essential elements in textual analysis are two and these two elements are modality and transitivity. When transitivity is analyzed, the main focus is on how incidents and processes are interlinked or not interlinked with subjects and objects. When it is talked about modality, its main focus is on the speaker's degree of affiliation with his or her statement. The

selected modality presents consequences for discursive construction for social relations and knowledge and meaning systems. (Jorgensen and Phillips, 2002:83)

### **Interpretation (Discursive Practice)**

The analysis of the discursive practice may involve production, distribution and consumption, of text focus how power relations are enacted within a society and are perceived. Discursive practice has the process that is preceded through discourse according to social factors (Fairclough, 1992)

According to this dimension, interpretation of discourse is adopted for analysis. Basically, the production of text and its interpretation is involved on this stage. Deconstruction of a text is a complicated way into a set position where a text is produced. Text is interpreted differently in different social context.

There are different ways of this approach. For example, the author can find out an inter-textuality chain of text where the same text could be seen in different versions according to the need of the people. Inter-textual chain is a series of texts where each text is interlinked with other text or some elements of texts (Jorgensen and Phillips, 2002). When an inter-textual chain is analyzed, anyone can observe how content and structure is changed and is transformed to other and how can formulate a hypothesis about production condition where different versions of any text are subject. At the end, consumption stage is interpreted through research by researchers and it tells how text is interpreted by readers (Jorgensen and Phillips, 2002:82)

### **Explanation (Social Features)**

Third dimension of Fairclough's model is social practice. In this dimension, Fairclough (1992) explains that being discourse as social practice has two main outlines and both are taken from the classic contribution to twentieth maxims of al thusse and Gramsci. He describes power as hegemony that is interrelated to ideology of discourse that is run by power.

### **Socio-cultural Scenario**

Fairclough explains that any conversation or communicative event whether socio or cultural can be analyzed in three contexts that is the economic structure of the media, ideologies and beliefs which pertain it and cultural ethics. He focuses on the importance of the economic aspects of mass media. He also explains how media is connected with powerful people to get attention of audience. Media activities are involved in profit making activities and this economic aspect cannot be neglected. Media is a source to sell the product for remarkable profit (Chomsky 1989 and Fairclough 1995).

### **Advertisements**



These days, advertisements have an important role in any society to communicate with audience. Advertisements are a source of economic entity as well as deals of values, attitudes and ideas in shaping culture (Sinclair, 1987). Advertising being a social practice, it does not vacuum but rather interlink persons and things, symbol, symbolism and power and communication and satisfaction. Kress and Leeuw (2001:4) explain that advertising of something and attract someone to something. Kress defines that discourses are constructed knowledge of society which is developed in specific social contexts of reality and there are used appropriate means of interest of social actors. Advertisement has three main stakeholders named manufacturers, consumers and advertisement agencies. Cook (2001) categorizes the manufacturers and advertisement agencies as sender whereas consumers as addressees. The mass media is the main source through which advertisement reach to the consumers/ audience. Different sources of mass media are television, radio, newspapers and magazines.

### **Brands and Advertisements**

Advertisement is a tool that provides information about product and persuades the audience. Ivanovic and Collin (2003) take advertising as a business strategy for the publicity of any product and to sell the product. Advertisement is a platform of communication which is brought to audience through various modes of media like television, radio newspaper etc. and persuades the audience to buy the entity. Bagga (2006: 5) points out that advertiser are the producer and retailer of advertisements who advertises his/her product while advertising provides ideas, services and promote things. Advertising is a promotional tactic (Bagga, 2006: 5). Advertising not promote the goods but also cause to convince the audience to buy product through advertising text.

Sinclair (2012) quotes from Moor (2007: 16) that advertising is not only mode of brands achieving rather it involves spectacular and eye-catching marketing function. Kapferer (2008: 9) states that brands are assert and add benefits for the business. According to Melin (1997), brands are the collection of signs, figures, forms and appearance of a product. Advertising is a mean to promote the brands in business and brands provide services for audience (O' Guinn et al. 2003). Sinclair (2012) asserts that brands depend on advertising. Advertisements are designed to help the marketers appeal towards consumers and divert their attention to their brands. Weinreich (1999: 229) describes that the great idea of advertising is that can't survive without brand. A brand has the features that make the advertiser, its product and service unique. Lagergren (1998) points out that brand are a worldwide phenomenon that brands are bought by people instead of buying product. Buying a brand is mean to buy a life-style (Gane, 1993). Kotler and Keller (2006) say about brand that it is the name, sign, term, design and combination which intends to prominent their products and differentiate their product from their competitors. The main focus of the brands is to identify their product and make it valuable for consumers from its competitors. Kohli and Thakor (1997: 208) state that the most vast challenge of today is to create a strong image which is distinguish and unique.

## Discourse of Advertisements

Image and verbal text is used for advertisement discourse because there are many aspects in the design of any advertisements. Advertisements are multi-modal text (Kress & Leeuwan, 2001). Verbal text is more complex in the use of image because it is complicated to explore the relationship between the words and pictures which are multimodal study. The image is anchored by the verbal text. Images without a verbal text are opened to express any idea because it could be interpreted according to the choice of the audience but it has a verbal text with it then the self-interpretation is delimited. Messaries (1997:221) expresses his opinion that visual image of advertisements might be implicit even there is present any interpretation. Many tools are used in advertisements. First of all, it can be observed as Messaries (1997) describes that linking an image with a product is possible due to advertisements where these give sense for the users of the product and make it a public statements. Secondly, Goldman (1992) explains that advertisement invite audience into the space of the advertisement. People have become like tabula rasa; a state which is filled with demands and desires according to the object they consume. Berger (1972) says that classic study is called the ways of seeing. Berger (1972:131, cited from Battiz 2007) asserts that advertisements. Purpose is to attract audience, their lives to buy more things. He has also observed that buyer may feel envy that may be he or she becomes buyer of the product. This shows that buyers may have some identities that are given on product purchasing.

## Research Methodology

The current research is qualitative in nature and descriptive method has been used for analysis. The main data of the current research is advertisements. The data is collected from official websites of the brands. Advertisements are taken from two communities: USA and Pakistani communities.. There are taken eight advertisements for analysis: 4 from each community. The advertisements selected from Pakistan are Chen one, Diners, Firdous and Walkeze whereas selected advertisements from USA are Academy, Walmart, Brandmart and Dell. The descriptive method has been used for analysis while applying Fairclough's 3D model of CDA as parameter to analyze the data.

## Data Analysis

The study period of current research is consisted on 6 months. These six months were critical due to COVID-19 that has disturbed the world. Due to this critical situation, data has been collected from online platform for study. The data has been taken from official website of the selected brands to analyze the data in socio-cultural perspectives and to observe the linguistic choices and stylistic features used in 'Blessed' and 'Black' Friday in advertisements. The parameters used for analysis in current study is Fairclough,s (1989) three dimensional model of Critical Discourse Analysis. There is also included the description of the visual and verbal process of the text: an interpretation of the process which is used to produce a text and there is

explored the situational context; a detailed explanation of the social dimensions used in text related to data of social and cultural contexts. The recent study is analyzed in analysis section by using three dimensions of Fairclough's model of CDA and is described side by side.

Now the researcher is going to analyze the data that is selected for research. It is observed that brands have become trend for modern era. So a change has been observed in consumption pattern of consumers. It is quite popular to buy branded product. The brands of all over the world use different strategies to attract consumers and often offer attractive packages for them to sell their products. Advertising is a common trend for any investor to sell his products. There are used different platform of advertising like television, radio, social media, online websites etc.

As it has become trend of advertising for selling products, so language choices are used in advertising to attract people. As brands are using advertising platform, so the desired images are created according to socio-cultural perspectives. The main focus is to attract the audience by creating new meanings and molded them in socio-cultural perspectives. The brands taken for recent study are related to 'Blessed Friday' advertisements in Pakistan and 'Black Friday' advertisements in USA to check the strategy that has been adopted by investor whether it has any socio-cultural importance or is only use of language choices.

### **Comparative Analysis of the 'Blessed Friday' in Pakistani Advertisements and 'Black Friday' in USA Advertisements: socio cultural perspectives**

The current research is conducted to analyze the language of the world to show how language is used in different fields of the world. Language is used in socio-cultural perspective to be superior from others. The focus of the researcher is to highlight the language that is used in socio and cultural point of view to promote anyone. In this competitive era, everyone wants to be superior and wants to promote themselves rather than others. Same things can be observed in companies and brands products. Everyone wants promote his/her products. The advertisement is a strategy that is adopted by the consumer to get publicity and sell his/her products. The researcher has kept in mind the strategy adopted by the consumer in socio-cultural perspective to promote his/her products. The researcher has set three objectives to define topics selected topic for research. The first objective is to check advertisement strategy used in 'Black Friday' and 'Blessed Friday' in advertisements in eastern and western communities. The second objective is to see the ideology of linguistics choices used in 'Black Friday' and 'Blessed Friday' advertisement. The third objective is to compare the linguistic features used by eastern communities and western communities. The general analysis of the all advertisements is done to justify first two objectives. Now the comparative analysis of the both communities would be presented to tackle with third objective particularly and first objectives generally.

### **Textual Analysis (Description)**

The current study focuses to highlight the linguistic choices, advertisement strategy used to promote ant brands or company and linguistic features used in advertising in all over the world. The researcher has chosen advertisements from eastern communities and western communities to compare the strategies used in ‘Blessed Friday’ and ‘Black Friday’ advertisements and answer the question whether it has any historical value or it used only is socio-cultural perspective.

When it is talked about linguistic choices and advertising strategy, the both communities has used linguistic choices and advertising strategy according to their own culture and society. When it is talked about the purpose of the advertising, the both communities has same purpose to sell their product. The selective vocabulary is used in advertisement. The simple language is used in all advertisements that can be read by everyone. The choice of words is limited and easy. There is no use of complicated words. Selective grammar is used in advertisements of both communities. The color scheme is used in advertisements that can be attractive for people. Different advertisement strategies are used to promote the products given in selective advertisements.

The linguistic choices used in advertisements are different is the way of cultural point of view but the ideology behind the selective words is same. The ideology behind ‘Blessed Friday’ and ‘Black Friday’ is familiar because the producers of the both communities want to promote their products. The word ‘Blessed Friday. Is used by eastern community named Pakistan whereas the word ‘Black Friday’ is used by western community named USA but the purpose of the both communities whether it is Pakistani community or USA community to promote and sell their products. Discount, sale packages and attractive offers are given by the producers to promote their products as well as a chance to be famous among audience. Sometimes images are shown clearly on advertisements and are visible to all. The main focus of advertisements of both communities is clear and visible. The selective words are written clearly on the top, in the corner or in the center where they can be access to all while other words focused in the advertisements are written in small size. Essential information is visible and access able whereas the information that is less required is given in small font size. The advertisements strategies are used to promote products.

### **Contextual Analysis (Interpretation)**

This level, according to Fairclough, is production of any text. The advertisements taken for studies are related to basic need of anyone. The home accessories are fundamental need of any society of the world and technology is the main focus in this era. When it is talked about fashion, fashion is become basic need of all. The advertisements selected for study are taken of those brands that are famous in selling their products as well in their quality.

The brands selected in advertisements are presenting their images with different images that show their affiliation with products. The discount on selective item is clear. They celebrate

‘blessed Friday’ and ‘Black Friday’ to promoting their products. All advertisements in the research are related to advertisement domain and focus on to convince the audience to buy their products and also keep in mind the interest of the people. The advertisements taken for research from are both communities (eastern and western) are presented their products with different things like items, Female or logos of the companies or brands. Language is a powerful tool to attract and convince audience to buy the products and it is used by both communities to promote their products. Simple and sensible vocabulary is used that can be attractive for audience. The element of attraction can be seen in all advertisements of both communities like door busters, limited offer or hourly offer etc. The element of relevance is also presented in all advertisements whether it is of Pakistani community or USA community. According to CDA, language is used by powerful and dominant people and this element of language can also be shown in advertisements. The element of manipulating is present in advertisements of both communities like this is an hourly offer.

There is given colorful logos in the advertisements that might be an institutional practice. There is present strong bounding among products presented in the advertisements. Advertisement is a tact that can play with psyche of the people beautifully and cause to develop interest among audience. The cultural representation is also important that is depicted by the eastern community as well as eastern community. The word ‘Blessed’ represents the culture of eastern community Pakistan whereas the word ‘black’ represents the culture of western community USA people. Casting any famous personality is also a social practice that is used in advertisements to promote the product; this can be shown in Firdous advertisement, there is cast a modal wearing brand cloth to promote the product. Customers’ care is also social practice and advertisements are developed while keeping in mind the interest of the audience. There is element of creating desirability that is also social practice and this enhances demand of the products. Use of jingle is a social practice that is described in advertisements of both communities. Layout is also important figure of the advertisements that is used in all advertisements.

### **Social Practices (Explanation)**

Man is a social animal and he cannot live alone. He needs help of others to survive. It is phenomenon of the world that everyone depends on others. Sometimes, he needs friends and makes friends to share his feelings with him. He loves his family and makes relations with the people who are in surrounding of him. He cares of the people around him. It is phenomenon of all over the world that we care our dears one. Everyone likes his culture and promotes their cultures among other societies of the world to make his/her own identity. Everyone promotes his culture and promotes his/her own foods, traditions customs and values. He wants to make it special for his family, friends as well as dears one. When someone comes to meet us and we are conscious to serve them with different food items. Every society has different values and norms to attend the guests. Everyone attends them according his/her own culture.

Everyone deals his/her own culture by serving them traditional foods, drinks and traditional dishes. It is phenomenon of all over the world to deal guests with different perspectives whether it's cultural or socio purpose. When someone visits us, they are served by soft drinks, foods and hot and spicy food according to culture of that society. According to cultural and socio point of view, everyone loves his/her culture and traditional norms (dishes, foods, soft drinks, dresses, bags, electronics etc.) and promotes it as well. On special occasion across the societies of the world like wedding, Eid, easter etc. are celebrated with traditional ways. The guests are served by different dishes, drink and food according to their culture. The same things can be seen in all societies across the world. Every society presents its culture through different things while using products, using cultural words and linguistic features that represent one's society.

Women are conscious in shopping and have craze of shopping. When there is found any discount packages on any product, they run to buy the product that is offering attractive discount offers on different items. Women are also selective in buying unique piece of product. They are conscious in purchasing home product that can be selective and different from other. It is a natural process and dilemma of women to buy unique accessories for their home. They want to be superior to serve in unique world. In this modern era, technology, new products are introducing from investors and everyone want unique piece in their homes, offices and institution. Every society represents its own culture and uses linguistic choices and linguistic features to promote its culture. This is clear picture of all society of the world.

## **Findings**

The current study has focused to analyze the linguistic choices, linguistic features and comparative advertisement strategies used by investors to promote their products on large scale. Fairclough's 3 dimensional model is used to analyze the data while using Critical Discourse Analysis as base. Critical Discourse Analysis examines the language used for different perspectives. It discloses the hidden agenda of the politics, economists or sociologists etc. Everyone uses language according to his/her own perspectives. Same thing is seen in advertising. The investor uses language according to its own need to promote its own products. Language has concerned with power and this power of language is also used in advertisements as well. The language power is used all over the world. Every society of the world uses language according to its own cultural perspectives and promotes it in its own society.

According to Fairclough (1995), Critical Discourse Analysis tries to build connection between language and social and cultural factors which are often opaque and hidden from the society. To analyze this factor, discourse of advertisement is a good choice for analysis such opaque. Advertisements are one sided and this communication is a distant communication. There is no face to face interaction of the reader with investors. Advertisements are constructed to convey implicit message as well as explicit message. Advertisements use linguistic choices,

features and ideal vocabulary to build an ideal content for audience. Advertisements draw a valuable relation between audience and producer while using linguistic choices and linguistic features in socio-cultural perspectives to promote their products. It also controls the power of discourse and knows how to tackle discourse in advertisement. Advertisements in which power is practiced by the use of linguistic choices and linguistic features in socio-cultural perspectives are taken as power of discourse.

The Critical Discourse Analysis of chosen advertisements selected from Pakistani brands and USA brands from CDA discloses that these are not only providing information of the products but also promoting their product that viewers are bound to buy the products. The advertising strategy is used while using cultural words like 'Blessed' and 'Black' Friday sale offers that are limited. Discourse is developed according to culture of the eastern and western communities. The concept of sale and discount is also highlighted through advertisements. In other words, it is true to say that words in advertisements are used in socio-cultural perspectives to represent the ideology that is hidden. There is given a concept of advertisements strategies used in advertisement through socio-cultural perspective among all societies of the world.

In fact, it can be said that advertisements are used to maintain esthetic sense of the people as it could be seen in the advertisements selected for current research. Besides this, advertisements are constructed and these have the function to use the words according to socio-cultural perspectives while using linguistic choices and linguistic features from all over the world. The language presented in the advertisements shows that discourse of the advertisements is manipulated through using linguistic choices according to social and cultural perspectives. Everyone wants to buy unique products, so the discount offers are valid and attractive for all categories of the people whether he/she belongs to elite class or middle or low group. The particular products are giving a sense to buy many products in low cost.

This study focuses is to highlight the issues of the language used in advertisements according to cultural and social point of views. The researcher has taken 8 advertisements for research. The selective advertisements are taken from different communities of the world. It was not possible to analyze all communities, so selective communities were taken for current study to justify the research. The selective communities are USA community chosen from west and Pakistani community chosen from east. These advertisements disclose the various strategies that are used in advertisements to persuade and manipulate the people with attractive packages. These advertisements have used different linguistic choices and linguistic features like vocabulary, grammar, disjunctive sentences, adjectives (positives and negatives), and appropriate noun to attract the viewers in the analysis selected for current study. There is selection of positive vocabulary that is used in advertisements to persuade the readers to buy the products.

The use of adjectives in advertisements becomes an interesting part of the advertisements. Advertisements become like a friend for consumer, as a friend can convince

other friend. The adjectives used in advertisements 'Blessed' and 'Black' have a significant impact on the readers' mind. It captures the readers' mind and it is way of personal engagement for readers that it addresses him/her directly. The numeric figures is another strategy used in advertisements; it give strengthen to advertisements discourse. It enhances the advertisements' quality as well as a chance to get profit and have the opportunity to promote the products. The lexical choices are used in socio-cultural perspectives. The advertisements use not only linguistic elements but also semiotic elements as well like color etc. to attract the audience.

The findings suggest that visual images and linguistic choices are cause to influence the audience. The name of the products is played a vital role in advertisements that influence the consumers and motivate the audience to buy products. Most of the advertisers have used adjectives that enhance the quality of the products presented in the advertisement. After analyzing the advertisement, it has proved that visual images have great impact on people's mind as well as the background setting has also caused to develop interest among people. The use of blue, red and black shows the attraction towards products and focuses that consumers are trapped and captured by the color and are forced to buy the product that is offering attractive discount offers.

Different strategies are used in all advertisements to convince the audience to buy the products. The advertisers have taken sustain of language to defend its products and convince the audience. Language is used as main tool while adopting it in socio-cultural perspectives to get benefit of the products. The advertisers show their power through text developed in advertisements to manipulate the consumers by offering attractive packages. The socio-cultural role is significance function of the advertisement to build ideology by using linguistic choices and linguistics features. The well renowned brands and companies give them portray and concept to use the products of them. They are caused to persuade the audience to buy the products. The advertisers have the ability to capture the mind of the audience and use the discourse which is accessible to viewers.

Advertisements build a concept of ideology among consumers and persuade them to buy the products. These use linguistic choices, linguistics features and different strategies to promote brands and companies. The brands in advertisements use linguistic choices and linguistic features in social and cultural setting to promote its products and get more profit while using discount offers with giving specific name to the sale given by the brands.

Linguistic analysis reveals that how lexical selection, linguistic choices and linguistic features in advertisements change the terms in socio-cultural perspectives for their personal benefit. It is dilemma of all over the world that words choices are used according to their own perspective and language is used as main tool to control the discourse given in the advertisements.



Keeping in view the aim of the present study, the analysis has focused on analyzing the discourse that is practiced in the advertisements of selected brands of USA and Pakistan. The focus of the study was to find out how linguistic choices and linguistics features are used in discourse of advertisements within socio-cultural perspectives. It was necessary to analyze the data within two perspectives: eastern community and western community that use same terms according to their own cultural perspectives: one community has used the words ‘Blessed Friday’ whereas others has used the word ‘Black Friday’ but the agenda and motto of both communities is same, the motto behind it is to promote their products as well as get more profit. Discourse created multi-faced words through language that can cause to convince the consumers.

The qualitative paradigms for analysis help while examining ‘*how*’ multi-faced words and vocabulary is used in advertising discourse to promote products and represented their culture as well that is promoted by using words related to culture of the selected society.

The interpretation of the language practiced by various brands of the Pakistan as well as of USA through advertising discourse in the current study shows that the way in which different brands in Pakistan as well as USA construct the desired images and language for themselves while using linguistic features as well as linguistic choices in the advertising. The analysis of the data has focused to analyze the linguistic choices as well as linguistic features used to create relevant themes and contents for advertising while using them in socio-cultural perspectives.

The analysis on parameter designed for present study is based on Fairclough’s three dimensional model for Critical Discourse Analysis in which description is taken for linguistic features and linguistic choices of the text while interpretation is a process of the production of the text and situation setting in which text is produced, it may involve the objective of the text producers and the context behind text production. The third dimension is explanation of the social practice in which the text has been produced while relating the data to its socio-cultural context. The analysis includes the description and interpretation of the discourse used in advertisements of selected brands how a unique language has been constructed for the brands and companies of Pakistan and USA in advertising text procedures. The third level explanation reveals the social context of the text production that the linguistic choices and linguistic features as well as thematic elements relate the data of the selected brand with socio-cultural context that make them identifiable and distinguish among audience.

The findings of the analysis show that main focus of the brand of both communities is on theme and construction of the words that are suitable in socio-cultural perspectives. The text producers desire to create unique advertisement for audience is adopted. The adjectives used ‘Blessed Friday’ and ‘Black Friday’ is molded in socio-cultural perspectives. The advertisements of both communities were analyzed and it is cleared that ‘Black Friday’ as well as ‘Blessed Friday’ is only tact and strategy adopted by different brand to sale their products. Women of all

over the world have craze of shopping and when their offer any sale or discount, they hostile to reach there and buy the products.

When it is talked about language of the advertisements, each brand has created its own discourse while using language in socio-cultural perspectives. The unique selection of words choices of each advertisement and brand has made it distinguish from others competitive brands. The text in the advertisements of each community presents its own culture. Pakistani advertisements have adopted the strategy 'Blessed Friday' in their own cultural perspectives whereas the USA advertisements have promoted their own culture using word 'Black Friday'. It might be said that the description of the textual features of selected brands, interpretation of the text production process and explanation of the social domain practices the way in which the advertising discourse practices through cultural perspectives.

A broader sense of data gives a prominent picture of the ideology of the language used in advertising discourse through socio-cultural perspectives. The culture of each community is different but marketing ideology is same of all communities. The further interpretation in analysis is that there are practices of competition among all brands whether it is Pakistani or USA brands. In Pakistan as well as in USA, there are socio-cultural norms and practices are element of society and this can be seen in advertising as well.

If it is talked about USA and Pakistani community, these are multilingual countries where different languages are spoken. Urdu is national language of Pakistan whereas English is national language of USA. Instead of it, in these communities, different languages are also spoken. Language is code-mixing and code-switching in these communities. The common use of language in advertisements is English because it is international language and can be read by the people of all communities. The advertising discourse has used the practices of code-mixing and code-switching on large scale. As 'Black Friday' is word used in USA in advertising represent their culture whereas Pakistan is a Muslim country and this code cannot be practiced here. So these brands have switched from 'Black Friday' to 'Blessed Friday'.

The discourse of advertising is taken as social discourse with strategies practiced in the society. Advertising discourse is dynamic and forceful on its own. Power influences the social realities within contexts of the society in which it circulates. Advertising discourse is a planning discourse and advertising discourse is developed carefully. Advertising is a primary tool to construct the 'Blessed Friday' as well as 'Black Friday' for brands being advertised.

The analysis focuses on examining the cultural words used by advertisers of different communities of the world named Pakistan and USA. These cultural words are created by linguistic choices used in advertising discourse. It is observed that creating a unique image of any brand is essential to influence the consumers and persuade them to buy the products that are on discount.

The discount offer of such types which is used in socio-cultural perspectives enables the producers to place the brands in relational context which might be attractive for audience. Presenting of such offers' aim is to influence the audience and they are bound to buy the products.

If it is talked about advertisements representation, every brand has used the same words but the discount offers were different. All demonstrates have multi-faced construction in discourse which is an effective advertising strategy used by brands while relating with socio-cultural context.

The power of advertising discourse influences the consumption patterns of the consumers that can never be undermined. A great increase in consumption has been noticed after adopting this discount strategy 'Blessed Friday' and 'Black Friday' celebration. The social media and internet also play a vital role to promote the offers. Now internet is available everywhere and is easy to advertise online platform. This era is era of technology and it is a great opportunity for brands to promote themselves through internet. Now people are aware when celebration regarding discount and sale would start.

Discourse cannot exist alone but it is reflection of society in which it is used in socio-cultural perspectives and it is produced within society. Advertising discourse is a reflection of society in which it is created. So in the current study, this phenomenon is observed. The advertising discourse of selected brands of both communities depicts deep-rooted belief system and is affiliated with their communities. The data given for study shows fashion, culture, tradition etc. Pakistan as well as USA is multi-cultural countries, so socio-cultural norms are diverse in nature.

The concept of fashion and style reflects the trends of certain community. If it is talked about fashion, there are many fashion and style are common. These are diverse style like western, eastern, traditional etc. The fashion trends are mostly followed by young or women. The mostly products are related to fashion and are related to women categories.

The advertising discourse of selected brands reflects the socio-cultural norms of Pakistan as well as USA. The selected data is related to cloth, footwear, home accessories, electronics bags etc. but advertising discourse reflects the social realities of the society in which it is created. The women are concerned to their families and also conscious about fashion. These offers which are used by brands are attractive and buy product more than brands are expecting. The advertising discourse of selected brands is reflection of the socio-cultural norms of the society. The socio-cultural traditions make the brands more prominent and identifiable for consumers. Consumers are attracted by such offers and are manipulated by them.

The analysis shows that women have a great concern with shopping and household stock. They are conscious about fashion and want to buy unique piece specially brands. The mostly

products are related to women fields. When there are any offers and discount, everyone wants to get it advantages to buy the products. The ‘blessed Friday’ in Pakistan and ‘Black Friday’ in USA is advertising strategy adopted by investors to get more profit and renown their products.

## Conclusion

Keeping in view the aim of the objective of the research was to analyze and examine the way in which discourse practices in advertising and how different brands are represented through advertising discourse. Linguistic choices and linguistic features are used as advertising strategies in discourse to promote any brands. There is also analyzed of the multi-faced facts used in advertising through language use. The analysis has focused on analyzing the discourse practices in the advertising discourse to promote the product and it also focuses how language and advertising discourse is molded in socio-cultural perspectives to promote any product. The qualitative paradigms help to find out answer of question ‘*how*’ advertising discourse ‘Blessed Friday’ and ‘Black Friday’ is constructed and represented in socio-cultural settings by using linguistic choices and linguistic features and it also helps to explore ‘*what*’ types of multi-faced discourse is constructed by the brands of Pakistan as well as brands of USA through linguistic choices and linguistic features of the language in advertising. The current study has dealt with textual features of the advertisements as well as with themes promoted by brands and languages power is also highlighted.

The findings indicate that the linguistic choices and features used in advertisements text help to develop a valid content for brand. The current study has focused to highlight the issues and hidden ideology of language. As language has concerned with power and dominance, this power also can be shown in advertising. The language is also used in socio-cultural perspectives to enhance the quality and value of the products. As ‘Black Friday’ in USA community and ‘Blessed Friday’ in Pakistani community is only a strategy adopted by the investor to promote the things and get more profit. There is shown power of language. Whenever it is talked about any community whether eastern or western, language plays an analogous part of discourse to promote any product. The analysis of the advertising tells about the linguistic choices used in advertising through various brands. Although the data was taken from different domain but it is concluded that both has concerned with word choices and connotation of the words is essential part for advertising and are represented through socio-cultural choices to promote the product.

The main aim of present study is to advertising discourse which is used differently in different culture and society and how it influences the audience while using language power in Pakistan as well as in USA. Language is represented two different communities differently whereas the perspective behind such strategy is same to highlight the issues of language used in society of Pakistan as well as USA to promote the product. The analysis and main aim is achieved by set some objectives for current study to see the use of language in socio-cultural perspectives. The aim is achieved after analyzing the advertisement strategies used by eastern

community and western community; the second objectives was to see the linguistic choices used by eastern and western community and third objective was to compare the linguistic features used in eastern and western community.

The objectives related to linguistic choices and linguistic features has focused to explore the means in which different brands of Pakistan and USA use linguistic choices and linguistic features of language of the advertisements to represent and promote their products through socio-cultural perspective within discount offers with name 'Blessed Friday' and 'Black Friday'. The analysis has showed the different strategies used by advertisements and how these strategies are promoted through linguistic choices and linguistic features and this is an advertisement strategy that can be shown in 'Blessed Friday' and 'Black Friday' advertisements that is used in socio-cultural perspectives. Analysis of the data shows that it is because of language that brands create a valid discourse while using it in socio-cultural perspectives. The objectives also have focused to explore the linguistic features as well as linguistic choices like vocabulary, words, grammar etc. used in advertisements of 'Blessed Friday' of Pakistan as well as 'Black Friday' of USA.

The linguistic features in the given text were identified to see the impact of meaning making process that is used in advertising. The linguistic features used in advertisements are explained through linguistic choices and socio-cultural implications. The possible role of linguistic features was to examine the language that is used in 'Blessed Friday' and 'Black Friday' advertisements that is used in socio-cultural perspectives. The words have meanings that might or might not work independently, the meanings of words used in advertisements of 'Blessed Friday' and 'Black Friday' and linguistic elements are considered through socio-cultural contexts and perspectives.

The analysis has also focused on observing the codes used in data. The analysis of these linguistic features provides a path to understand the power of language and prestige factors of language domain used in advertisements. Whereas it is talked about vocabulary of the advertisements selected for study, words selection were limited and selective. There has been seen specific words selection in the advertising text. The analysis showed whether vocabulary exists independently in the text or used within syntactic structure or follow a grammar patterns. In shorts, it can be said that the vocabulary in the advertisements discourse shows power.

Other linguistic techniques like presupposition, agency, modality etc. have been examined in advertisements domains. Topic position, slogans and language etc. are essential elements of advertisements. These linguistic patterns are essential for presenting an image in the advertisement. Sometime there is direct reference through lexical structure of the advertisements. The analysis also shows that advertisements have experiential, relational and expressive values. These values reflect the text producers; see the words how they are perceived by social realities and how these values relate the text with consumers or readers. The producer's perspective is crucial to understand the language used in advertisements from socio-cultural

perspectives. There is representation of color schemes that is important figure of advertisements. The color scheme is also analyzed by the researcher.

The analysis aim is also to explore the meanings on the surface level; so the ideology present in the advertisements was explored. The themes in the advertisements are related to gender, culture etc. It is also observed that those themes are selected by the producers that are suitable for advertisements. All brands from Pakistan as well as from USA has selected that may help them to promote their products and get more profit. The analysis of objectives show that advertisements strategy is adopted by Pakistani investors in creating ideology of 'Blessed Friday' in advertisements whereas by USA investors in celebrating 'Black Friday' in advertisements.

When it is talked about advertising industry, numerous brands are competing with one another to reach more and more people and attract them through advertisements that are offering discount. The present study is about the phenomenon of 'Black Friday' advertisements and 'Blessed Friday' advertisements from Pakistan and USA and these words are used in socio-cultural perspectives to promote the products and is has great significance. It also helps to disclose the hidden dimensions of the ideology used by investors and how language is used in socio-cultural perspectives.

The research focuses on discourse analysis while keeping in mind the linguistic process involved in advertising discourse that is used in socio-cultural context. The main focus was use of language that is used by dominant and powerful people. Language is a powerful tool for advertising and language is also focused in the current study. Branding is new phenomenon all over the world and its demand is increasing day by day in 21<sup>st</sup> century. Within times, there is also change in presenting the things. Presenting products methods are also changing. So there also can be seen change in language used in advertising. New linguistic variations are used and these variations have a great role in advertising. 'Black Friday' and 'Blessed Friday' is a term and variation that is used by Pakistan as well as USA and it is only for selling purposes. There is a lot of work has been done on advertising but this work is a try to disclose the hidden agenda behind the words 'Blessed Friday' and 'Black Friday' that are used only for promoting the product and profit purposes.

### **Recommendations**

The present study has focused on the analysis of 'Blessed Friday' and 'Black Friday' advertisements that are used in socio-cultural perspectives and there are further issues that might be explored. The researcher has used the holistic approach and identified the ideology in the discourse of the 'Blessed Friday' and 'Black Friday' advertisements while exploring the textual aspects of the data while using linguistic choices and linguistic features that are elements of language. The linguistic choices and linguistic features are well defined and are classified like vocabulary, ideological meanings, font and images size etc. All these elements of language can be used in the linguistic field for further research.

The work open new ways for further studies while focusing linguistic choices and linguistic features to explore the other mode of media like print media, broadcast media and online media etc. Moreover, the textual elements used for this research can be utilized on SMS, group chat, social network etc. Study of the linguistic choices and linguistic features analyzed in the current study can be taken in a conversational analysis while analyzing the data through linguistic choices or socio-cultural perspectives.

The research also helps to understand the sociolinguistics aspects of the process involved in advertising discourse and might lead to further study. The findings can assist other researchers to various fields of linguistics, sociology, gender etc. whereas planning and designing within socio-cultural domain.

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