DISCOURSE ANALYSIS OF IDEOLOGIES BEHIND TV COMMERCIALS OF COLD DRINK BRANDS IN PAKISTAN

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ABSTRACT

Television commercials (TVCs) play a significant role in advertising due to their extensive reach and effectiveness in capturing audience attention. This research aims to examine the ideologies and persuasive techniques employed in TVCs for cold drinks, specifically focusing on the commercials of Pepsi and Mountain Dew in Pakistan. The study utilizes a comprehensive methodology including discourse analysis of images and hidden messages within the selected commercials. Fairclough's three-dimensional framework is applied, encompassing the analysis of text production, audience interpretation, and the social conditions surrounding these processes. The linguistic features, such as voiceover, visuals, and multimodality, are explored in detail. The findings reveal that both Pepsi and Mountain Dew commercials strategically employ techniques and themes to appeal their target audiences. Pepsi's "Why Not Meri Jaan?" campaign targets cricket enthusiasts, promotes the emotional connection of sharing moments while watching matches. Mountain Dew, on the other hand, targets adventurous male youth, emphasizing fearless extreme sports. These advertisements construct and reinforce social values to cultivate a devoted consumer base and encourage widespread consumerism. The research sheds light on the persuasive power of TVCs and their ability to shape consumer behavior through the portrayal of desirable social qualities associated with the consumption of carbonated drinks.

Keywords: advertisements, power, ideology, critical discourse analysis, Fairclough

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INTRODUCTION

Due to the vast reach of media, television commercials (TVCs) play an essential role in advertising. They are widely acknowledged as the primary marketing channel worldwide, surpassing print and electronic media. TV commercials have a larger audience and garner more attention in commercial advertising. They play a crucial role in generating sales and increasing product demand. In addition, numerous persuasive strategies and ideologies are employed to increase their effectiveness.

The origin of ideology derives from the recognition that ideas, and more specifically those ideas pertaining to society as a whole, do not arise autonomously in each individual member of that society, but rather have had a center of formation, irradiation, dissemination, and persuasion (Gramsci 1971). For an ideology to be successful, it must ensure that society's consciousness remains within the 'ideological contours' (Lull 1995:21) that support the power base of its sponsor.

Aside from combining meaning with a particular vested interest, advertising can be classified as ideology in the sense that it provides a particular representation of reality that can be constructed as being false or misleading (Leiss et al.1990).

According to Raza (2013), Pakistan's beverage industry is maturing rapidly. The industry produces carbonated beverages, fruit infusions, milk, tea, squashes, and bottled water. Approximately 170 facilities are currently operating in Pakistan, and both the upstream and downstream industries are saturated and thriving. PepsiCo and Coca Cola Pakistan are the two leading firms in the soft drink industry. These two markets titans control 75% of the industry's market share. PepsiCo Pakistan is a global leader in the international beverage market. Strong customer relationships maintain PepsiCo's brand's influence and give the company the ability to generate positive word of mouth.

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<td>1. Pepsi</td>
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<td>3. Pepsi Max</td>
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<td>4. 7up</td>
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<td>5. Mountain Dew</td>
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Coca-cola Pakistan is the most renowned and one of the world’s leading soft drink brands. Coca-Cola understood the significance and potency of human emotions. Coca-Cola uses emotional branding in its concepts and other elements of its integrated marketing communication to great effect. Coca-Cola motivates customers to purchase by appealing to their emotions, exchanging brand ownership with customers, and winning their affections.

The following is the product blend for Coca-Cola soft drink brands in Pakistan.

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<th>Table 2. Soft Drink Brands and Company</th>
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<td>Soft Drink Brands</td>
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<td>1. Coca Cola</td>
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<td>2. Sprite</td>
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<td>3. Fanta</td>
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<td>4. Diet Coke</td>
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Fairclough (2013) argues that the social practice regarding nonlinguistic and linguistic behavior are interdependent and form a mechanism that examines how language is used to obtain and exercise power in society.

The objectives of this study are: 1-To look for the ideologies exploited in these TVCs. 2- To find out the techniques used in the TVCs of cold drinks. 3- To describe the structure and underlying themes of the selected TVCs.

**Research Questions:**
The Research questions of this study are:
1. What are the ideologies describing in these TVCs?
2. How many techniques used in the TVCs of cold drinks?
3. 3-What is the structure significance and themes displaying by the selected TVCs?

**LITERATURE REVIEW**

Cook (2001) explains that advertisements serve a variety of purposes to influence people's comprehension, recall, and emotional states. It is also possible to say that advertisements are the social practice that not only provides people with information but also alters their intentions and ideologies.
Norman Fairclough established three-stage discourse analysis as, respectively, description, interpretation, and explication (Fairclough, 2015a).

"According to Dai (2015), there are three dimensions to text analysis, each of which serves a distinct purpose in analyzing the linguistic devices within a text for their influence and richness. Taking into account the situational context and the nature of the event, these devices are intentionally employed to captivate the audience. Critical discourse analysis entails identifying linguistic characteristics, accentuating the text's purpose, and interpreting the relationship between discursive procedures and context. Context is necessary for coherent and persuasive discourse, as disregarding it results in disorganized content. "Explaining linguistic devices and context facilitates the examination of social practices and their effects on society, illustrating the intertwined relationship between power and ideology."

According to (Emodi, 2011) language can be utilized as a tool for advertising and promoting the business and attracting the audience's attention. The producers of commercials pay close attention to the language used in commercials. The language of the advertisements should be appropriate and relevant to the audience's culture and requirements.

Commercials directly address issues of ethics, behavior, morality, and the formation of a culture. These are not exclusively for commercial use (Sinclair, 1987). According to Otieno (2021), the persuasive nature of advertising language is intended to increase patronage of a product, service, or even an idea. Emotions have a substantial impact on purchase and consumption decisions for a vast array of products, including food products.

According to Kruti and Alan (2009), persuasive advertising is intended to persuade consumers to make a purchase. To maintain this incentive, the advertisement must persuade prospective purchasers to believe in the product's or service's benefits. On the basis of the persuasiveness of the advertisement's diction, the prospective consumer makes his decision.

According to Meyers-Levy and Malaviya (1999, p. 45), the objective of the majority of advertising messages is to convince target consumers to adopt a particular product, service, or idea. Therefore, persuasive language is essential for effective advertising. Bornstein (1992) confirms that the less conscious consumers are of emotive elements in advertising, the more likely they are to be effective, since the
viewer has less opportunity to rationally evaluate, contradict, and weaken the stimuli's potency. Emotional content is used in advertising to increase attention and support message delivery. The superior processing of emotional content at low levels of attention explains why emotion can influence consumer behavior despite appearing to be a relatively weak form of persuasion.

Riaz (2017) argues that rising competition in the Pakistani beverage industry, particularly in the category of carbonated drinks, has made it difficult for marketers to attract and retain customers. When planning and investing in promotional activities, they consider a higher opportunity cost. For which emotional branding became a pivotal instrument and component that aided in revamping advertisement appeal, resulting in a greater return on investment for businesses in the industry. This study aimed to determine the effect of emotional branding on consumer purchasing behavior in Pakistan's soft drink beverage industry.

Hussain (2020) examines that the advertising of Unilever Pakistan Limited through the lens of discourse analysis. The study focused predominantly on the language employed in Unilever Pakistan's advertisements and the strategies employed by advertisers to attract and persuade consumers to purchase their products. This study also demonstrated that the "home and personal care" ideology is dominant in Unilever Pakistan's advertisements, and that Unilever products are required for a better living. The vernacular of advertisements is used to control the minds of the public. The choice of words, the manner in which they are spoken, and the context have a profound effect on the audience.

Beyond benefit-based gratification, Morrison and Crane (2007) define emotional branding as the creation of a strong emotional bond and unique emotional association with the brand. Additionally, it establishes a trustworthy relationship for the expansion of an emotional behavior.

According to Gobe, M. (2010), emotional branding is viewed as an integral part of marketing practices that aids in establishing a strong emotional relationship with the consumer and aims to elicit a strong brand resonance. Presently, marketers are attempting to determine the impact of emotional branding on customer engagement and ultimate purchase decision.

In their study, Akber, A., and Kochoglu, I. (2013) found that emotional branding is one of the most effective methods to increase an organization's market strength and build brand loyalty by appealing to
customers' emotions. Guo and Wen (2021) describes that Coca-Cola has been a market leader in the beverage industry for a long time, and its success can be attributed to its use of the differentiation competition strategy to enhance its core competitiveness, brand awareness, consumer loyalty, and value awareness.

According to Hampf and Lindberg (2011), consumers will select a brand that they perceive to be consistent with their self-image. In this way, each individual consumer will attempt to express his or her identity through their choices. As a member of a larger social group, consumer preferences tend to converge on a particular pattern, thereby establishing the foundation of an individual's social identity.

Royo-Vela, (2005) argues that in addition, customer feedback has a positive impact on brand and consumer preferences. According to Woldesemayate (2020) this study sought to investigate the factors that influence consumer preference for Pepsi Cola or Coca-Cola soft drink brands in Addis Ababa, Ethiopia. Pepsi and Coca-Cola, on the other hand, attempted to elicit sensations, emotions, cognitions, and behavioral responses in response to brand-related stimuli through their brand design and identity, packaging, communications, and environments. In addition, there is a significant and positive relationship between brand awareness, brand comprehension, brand advertising, brand experience, and consumer brand preference.

RESEARCH METHODOLOGY

It includes the deep insight of two top-notch commercials for cold drinks in the electronic media. Three commercials, including Pepsi and Mountain Dew, will be thoroughly examined in every detail, including discourse analysis of the images, films, and hidden messages. We would be utilizing the three-dimensional framework of Fairclough to analyze them. This kind of framework aims to focus on the production of text, its possible interpretation by the audience, and the social conditions in which production and interpretation occur.

Discourse, text, discourse practice, and sociocultural practice are the three building blocks of Fairclough's framework. There are three dimensions to this framework: description, interpretation, and explanation. The entity that deals with the formal properties of text is called description. The interpretation stage deals with the cognitive processes of the audience. The social conditions in which a text is produced and interpreted are called the explanation stage.
RESULTS AND DISCUSSIONS

Text Analysis

The linguistic features of the text are discussed in this analysis, in which the transcription of the spoken dialogue is examined. Voiceover, visuals, and multimodality features will also be investigated. One of the crucial elements of commercials is voiceover. It is under 60 seconds. It can provide us with clear information as well as a hidden message.

In Pakistan, the Pepsi brand, which is very popular for carbonated drinks, tries to promote rap music to recognize and highlight the talents of street artists and young rappers. Pepsi has come up with a new campaign, "Why Not Meri Jaan?" in which the main focus is on young talent because it will help to renew and transform the traditional patterns of the music industry in Pakistan. This initiative will help flourish and strengthen the Pakistani music industry.

This brand has launched a music video in collaboration with the talented rap duo of Talha Anjum and Talha Yunus, as known as the Young Stunners. The commercial for Pepsi starts with a high drumbeat, followed by a male voiceover that is basically a rap song in which the main emphasis is on the line that we should be like a storm, which would never stop in any case. Let's make ourselves like that storm.

Let us embark on a journey whose destination will salute us, and why not? If we should sacrifice our sleep to fulfil our dreams, then why not do it? We should not care how hard it is, if we motivate ourselves enough to do it. The slogan of the Pepsi advertisement is "Why not try it, Jan?"

The use of "why" in the beginning suggests that there is a cause or reason for something, which compels one to motivate or express surprise. The purpose of using it in the beginning is that it establishes a bond between the assessor and the addressee, viewer, and product by asking questions of the audience about why not motivate yourself for the things that you have always desired in your life. This brand uses their product, carbonated drinks, as a source of motivation in this manner.

The main feature of this advertisement is the clothing of the characters because the leading characters usually wear dresses that match the color scheme of the product.
In the advertisement of Pepsi in 2022, they have broken the tradition of the color combination of the brand because they have used green and white stripes, which they added to the main logo of their brand in Pakistan.

In order to make the advertisement catchy and memorable, certain words are used in both Urdu and Pakistani English, like Toofan, Himmat, Janoon Lagan, Yaqeen, Jazba, and Mhanat.

The main slogan for the advertisement of Mountain Dew is; Yar Hain, To Paar Hain, which is written in Roman English, is mostly used in Pakistan. The disclaimer visible throughout the advertisement says, "Please do not imitate the stunts performed under the supervision of professionals," which proves that the product itself is not the source of energy and enthusiasm but rather a mostly preplanned activity.

The linguistic features used in this advertisement consist of all the conversational captions spoken by three male characters. The main focus of this advertisement is to highlight the theme of friendship. Three young people are shown because male youths are primarily targeted as an audience in Mountain Dew advertisements.
One friend was in trouble because he was getting late for an interview for his job, but unfortunately, his dress got untidy due to the travel in buses. He calls to his friends for help. They become so enthusiastic that after rushing through heavy traffic and lots of adventure, thrills, and a tough journey, they at least become successful in delivering the clothes for his job. At the end of advertisements, one voice repeats the advertisement's slogan.

Three well-known actors (Fahad Mustafa and Ahad Raza Mir) and you, the YouTuber (Shaveer Jafari), got selected for this advertisement because of your high following on social media. The different brands always use the famous person who is the main attraction for the audience in order to get a high sales rate for their product.

**Discourse Practice**

This section will discuss the processes in order to find out the target audience, how they receive the certain ideologies of different brands' advertisements, how the text and the receiver may interact with each other, and how the brands advertise their products and how they are framed. Because of the recent campaign with the slogan "Why Not Meri Jaan,"

Pepsi's advertisement in 2022 primarily targets an audience that is keenly interested in cricket matches. It is associated with the T-20 World Cup, which inspires cricket fans to cheer on their team by drinking Pepsi instead of water. The three cricketers, Babar Azam, Shadab Khan, and Sheen Sha Afraidi, are portrayed as symbols of motivation, courage, and strength in their cricket uniforms. They are all standing in sign positions as they play a game to inspire and encourage cricket fans to enjoy the
game with a Pepsi drink. In this Pepsi commercial, a cricket fan enjoys the soda while watching the game in the audience.

Figure 3. Advertisement used on TVCs

The Mountain Dew advertisement is aimed at attracting adventurous male youth who like to be involved in extreme and daring sports. There is not a single female character in this advertisement. The major characters indulge themselves in a dangerous stunt afterward, and they do not have even the slightest hint of fear. Thus, the advertisement encourages the idea that Mountain Dew eliminates your fear and makes you strong enough to overcome any dangerous situation.

Social Practice

In this phase of analysis, we will discuss the larger part of the picture and the social conditions that explain the process of production and consumption of the text.

Figure 4. Advertisement used on TVCs
The Pepsi advertisement is a part of a larger campaign, "Why Not Meri Jaan," which creates emotional appeals to bring people together and share their views and feelings while watching matches and communicate the feelings of happiness and joy. They are fascinated by the values that people celebrate, and they infuse their products with these values as well as moments of enjoyment that enhance their happiness in such a way that one appears incomplete without the other.

In the advertisement for Mountain Dew, the target audience is only male youth, which is mostly seen in their advertisements. Their major emphasis is on sports culture. The main character in the advertisement usually threatened his life for the completion of certain tasks. After performing life-threatening stunts, the lead characters grab the bottles of Mountain Dew and drink them. It conveys the message that DEW increases your energy level while decreasing your fears so that you stop at nothing while performing tasks. This advertisement always appeals to the daring and adventurous side of male youth.

CONCLUSION

The main aim is to show how these discourses operate at various ideological levels to persuade and appeal to the public into purchasing the products, as well as how a sizable community of devoted consumers is formed on the basis of these ideologies and social values that these commercials tend to construct or reiterate by association. The analysis also sheds light on how commodities are elevated to fetish status in order to promote widespread consumerism. The goods are portrayed as having magical properties that can unite people, make them joyful, or make them courageous. Thus, qualities that individuals highly appreciate, such as belonging to a group, being brave, or being social, are used against them in order to persuade them to buy the specific product, such as carbonated drinks.

REFERENCES


