

CRITICAL DISCOURSE ANALYSIS OF UFONE ADVERTISING



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Dedication

I dedicate my dissertation to my beloved

Off spring Shiza Ali, Saira Ali and Rohaan Ali

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Declaration

I do solemnly declare that this research work has been written by

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Abstract

The world has become a global village due to the communication revolution. The best way of communication is the calling networks provided by different cellular networking companies. These companies provide different packages to their users. In order to attract young people who rely heavily on advertisements, these advertisements create power of discourse to attract the target consumer and to promote the ideologies of love, beauty, and success as well as voice quality. The main purpose of this study is to investigate how they create the power of discourse to sell their products. For this purpose, this study addressed two basic research questions: (a) what is the core language of Ufone ads? And (b) what is the ideology of Ufone ads? The data was composed advertisements such as TVCs and print ads. The data was analyzed according to Fairclough's (1995) three-dimensional approach of discourse analysis and the results were discussed in terms of discourse, power and ideology. The findings suggest that Ufone constructs the ideologies of individuality, patriotism and Islam to show self-esteem, love and identity with cultural values. Apart from these ideologies the findings show that the advertiser manipulates the target consumer through the power of advertising discourse. This research only looks at the discourses of TVCs and print ads of Ufone, other studies can be done on billboards as this area is still not explored completely.

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CHAPTER ONE

INRODUCTION

1.2 Introduction

Advertisement has become a part and parcel of our daily life. We are surrounded by advertisements which impress us in almost all walks of life. The increased use of advertisement has grabbed the attention of researchers. It has become a subject of academic writings and researches in the discipline of discourse analysis. Advertisement plays different roles in the social and economic fabric. This exemplary role is essentially linked with the actual nature of ads: Advertising is the most illustrative and liveliest form of discourse with its inner displaying functions which are the foundation stones of discourse analysis with respect to discursive interpretation method (Cook, 1992).