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Linguistic Strategies in Pakistani Advertising: A Critical Discourse Analysis of Social Class Targeting Using Fairclough's CDA Model

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Abstract:

This paper investigates how Pakistani television advertisements employ linguistic strategies to target distinct social classes. Using Fairclough's three-dimensional model of Critical Discourse Analysis (textual, discursive, and social practice), a purposive sample of ads aimed at upper-, middle-, and lower-class audiences was examined. Textual analysis revealed that luxury brands use sophisticated, aspirational language that foregrounds exclusivity and elite identity; middle-class ads mix cultural familiarity with aspirational cues that emphasize value, quality, and upward mobility; and lower-class ads rely on straightforward, pragmatic diction that highlights affordability and everyday functionality. Discursive practice shows how these linguistic choices engage audiences and reinforce prevailing cultural scripts, while the social-practice dimension uncovers the ways in which advertisers reproduce and

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legitimize class hierarchies. The study demonstrates that advertising discourse in Pakistan is not neutral but actively constructs and normalizes class distinctions, thereby shaping consumer behavior and sustaining social stratification. After analysis of selected advertisements in Pakistan from different social media platforms, this research paper demonstrates the use of language to build social personas and resonate with the priorities and goals of each social class. The findings unveil that how language is used to build stratification among various social classes and affecting customers' behaviors in Pakistan.

Keywords

Linguistic strategies, advertising, social classes, sociolinguistics, consumer behavior, marketing discourse, social stratification

1. Introduction:

Language is a complex organization of rules and symbols that are used for communicative purposes. It could be either verbal or non-verbal. It is an important tool that enables humans to interact and share thoughts and ideas with one another. It evolves over time due to different societal changes. Language is also very important in marketing and advertisements. Advertisements use specially crafted language to persuade the audience. The term "Advertisement" is derived from the Latin word "Advertere" that means to guide one's attention towards something. Advertising is an impactful process of communication which sells products but also delivers ideologies. Advertising serves as an effective means of communication. It communicates ideas and sells goods at the same time. (El-Dali, 2019). Public relations advertising, trade advertising, and consumer advertising are the three primary categories. In ads, language is a crucial persuasive technique. It persuades customers to buy particular goods. (Edouihri, 2024).

Pakistani advertisements have become more complex over the years. Brands tactically reach various classes of consumers using language that is strategically designed for this end. The paper presents a first-hand systematic analysis of the linguistic decisions made in Pakistani television advertisements and how they impact on the deep-rooted class structures. Although earlier literature has reported the socio-cultural stratification of consumer markets in Pakistan, it is clear that it has no significant gaps in terms of critical discourse analysis, which challenges the language of commercial messages. Using the three-dimensional CDA model

developed by Fairclough on a purposely selected collection of adverts by three classic brands, BMW (high-end luxury), Vivo (relatively affordable), and Surf Excel (price-sensitive), the paper.

Reveals the discursive production and reproduction processes through which advertisers, media practitioners, and corporate executives collaborate to produce class-targeted discourse, thereby illuminating the interplay between corporate communication practices and broader ideological agendas. The findings add to the existing understanding of the relationship among language, power, and inequality in Pakistani media discourse. These also provide insight into how commercial communication sustains class divisions in socioeconomically diverse societies. Offers a methodological template to be used in a future by other scholars willing to engage in comparative cross-cultural analysis of the advertising discourse to be able to apply this analysis to other types of media (print, digital, social media) and other socio-cultural backgrounds. This study adds value to the literature on the media, class and identity, and provides viable suggestions to advertisers aiming to employ socially relevant communication tools, as it preempts linguistic processes that perpetuate the differences in classes in Pakistani advertisements.

The paper forwards an argument about the affordances of language in associating commodities with class-based identities. It also shows how advertisers build up a specific social persona through conscious choices in linguistic features. This study thereby fulfills an important lacuna in the sociolinguistic literature on South Asian advertising.

1.1 Research Questions:

1. How are different Linguistic strategies used in the advertisements for targeting different social groups?
2. How is distinction made in the advertisements with the help of language between various social classes and their behaviors?

1.2 Research Objectives:

1. To explore the Linguistic strategies that are used by advertisers for targeting particular social classes.
2. To identify the language that is used in advertisements to make distinctions among various social classes and their behaviors.

2. Literature review:

The relationship between language and advertising has really captivated the imagination of scholars. Linguists, sociologists, and marketers have greatly explored this relationship. According to De Pelsmacker and Geuens (1996), language in advertising shapes perceptions of consumers, their identities, and purchasing behaviors. Understanding linguistic distinctions reveals socio-cultural dynamics that advertisers exploit. This paper is informed by this very idea when it analyzes class-targeting in advertising in the context of Pakistan.

Fairclough (2018a) views language as a medium of social power and social control. According to him, discourse can never be divorced from the constitution of social identities and relations. Bacchini (2018b) supports this view. By their very nature, advertisements exploit language to situate their products within specific social contexts. Essentially, advertising either reproduces or subverts prevailing relations of power. The messages are designed with careful appeal to the aspirations of their target

audiences. Quite often, advertisers use the language of in-group belongingness or exclusion. This conceptualization lies at the heart of the present study, which delves into how Pakistani advertisements employ language to constitute class-based identities and fortify social divides.

Critical Discourse Analysis emerged as a methodological tool for observing language as a source of social power. The main authors associated with it are, among others, Van Dijk (2006). According to Van Dijk, ideologies are central in discourse. Advertisements often reflect dominant ideologies and foreground them during a specific era. CDA unveils the latent meanings and conventions encoded in advertisements. These imply how language is used to create social order and consumer identities. This paper follows the same underlying CDA principles within the context of Pakistani television advertising space which has hardly been discussed in critical discourses so far.

The other theoretical framework is the concept of linguistic capital developed by Bourdieu (2018b) who argues that economic benefits go to individuals that have high linguistic competence. Rössel and Schroedter (2021) emphasise the demarcation of social classes by the use of specific linguistic resources, which provides a beneficial model to consider the use of tailored linguistic appeals to specific demographics in advertising. This analysis is also supported by the idea, introduced by Bernstein in the distinction between restricted and elaborated codes (Ivinson, 2018), which depicts how the language styles unique to classes create different reactions of the audience to the same ad.

Zarantonello et al. (2016) discovered that advertisements use language to provide indications of the identity and values of the audience, which also align the marketing messages to demographic, cultural, and social expectations. As Hagtvedt & Brasel (2017) verified, the language used in advertising influences perception of the brand and consumer loyalty; the messages that appeal to the cultural background of an audience result in a more powerful reaction. These results form a good background to the current research which narrows down to culturally specific language strategies in Pakistani television advertisement where the classes identity is mixed with both cultural and religious orientations. New evidence has been investigating the issue of class-based linguistic strategies in luxury branding. As an example, a study of the advertisements of luxury brands found that the language creates aspirational stories that are specific to the elite audience.

Kang and McMahon (2022) reviewed the mobilization of the language attributes (nostalgia and belonging) in general advertising. Though these studies shed some light on the intricate nature of the role played by language in consumer behavior development, they are mostly located in the Western settings. The current research fills a gap in the literature since it dwells on the issue of the expression of class division through language in a South Asian context with unique cultural and religious aspects by referring to Pakistani television ads. Together, the literature shows that advertising language is not only communicative, but expressive and supportive of larger social systems and ideological orders. This thesis empirically explores the discourse of Pakistani advertising based on the

framework of sociolinguistics theory, and demonstrates that language creates and supports class distinction in a developing economy. The piece thus fills a major gap in the sociolinguistic analysis of advertisement practices and illuminates the way in which the global marketing habits are acculturated to the local hierarchy of classes and culture.

3. Theoretical Framework:

This analysis bases its argument on the Norman Fairclough-related Theories that correspond to CDA. He is among the most influential linguists who have addressed the linguistic strategies of adverts. Fairclough's approach methods reveal that his theories validate the relationship between language, power, and social structures where, through language, communication as well as the conformation and creation of what exists in the social world are shaped. According to Fairclough, the three dimensions of discourse are textual, discursive practice, and socio-cultural practice. These will be used in this paper to analyze some adverts, enrich knowledge on how language can construct and reflect power dynamics within the society regarding separation through social class. This will allow for an examination of how advertisers craft messages to a particular social class, thereby either revealing or re-inscribing power dynamics and ideologies that will affect how consumers will act.

4. Methodology:

The following is an improved and extended version of your section titled Research Design. It retains the main concepts that you already have in mind, namely, CDA as the methodological foundation, the interest in

Pakistani advertisements, and the concerns with language, power, and consumer identity, but it introduces the practical details, which will be sought by the reviewers and readers.

4.1 Research Design:

The paper uses the Critical Discourse Analysis (CDA) approach, which follows the three-layer approach of Norman Fairclough (text, discursive practice, social practice). CDA is selected due to its ability to reveal the fact that language used in advertisements is not only descriptive, it also reproduces and negotiates social hierarchies(n.d.; Fairclough, 2013; Van Dijk, 2006). Based on Fairclough's three-dimensional model, the study will analyze text, discursive practice, and social practice. It serves as a good frame for examining how advertisements construct and reinforce social class differences by means of language. (Creswell & Clark, 2017).

4.2 Definition of Social Classes:

For this study, social classes are defined in light of consumption patterns and economic positioning in Pakistani society. ("*Timothy Havens*, Black Television Travels," 2014). The upper class consists of rich consumers who buy high-end products, luxury international brands, and unique services. Such customers are concerned with prestige, exclusivity, and status symbols while making purchasing choices.

The middle class consists of households balancing quality with affordability. These consumers seek value-for-money purchases and aspire to social mobility. They find themselves attracted to products offering functional benefits and aspiration value; their patterns of consumption are thus a mix between needs and wants.

The lower class is composed of those budget-conscious consumers who place more emphasis on needs and affordability. These consumers focus on practical functionality and cost-effectiveness. Price sensitivity and value for money drive their purchasing decisions. Their consumption gives more emphasis to meeting daily household needs within limited economic means.

4.3 Sampling Method:

The study employs purposive sampling to select advertisements. This non-probability sampling method is appropriate for qualitative research as it allows the selection of information-rich cases (*Amazon.Com: Qualitative Research & Evaluation Methods: Integrating Theory and Practice: 9781412972123: Patton, Michael Quinn: Books*, n.d.). The sampling strategy focused on identifying advertisements that clearly demonstrate class-specific linguistic targeting. Three advertisements were selected as representative cases of distinct social class targeting strategies in Pakistani advertising.

4.4 Data Collection:

Data collection took place at the end of 2024. Ads were gathered from various Pakistani media platforms: TV, online media, and printed media, focusing on those with widespread reach that featured prominent brands in the Pakistani market. Car sales, technology products, and consumer durables were the three types of products chosen to be analyzed. This is a good selection that allows for the study of language use in consumer spaces to explore differences in message targeting various consumer groups in the Pakistani economic setting.

4.5 Selection Criteria:

This selection is done on various parameters to ensure that it is evident that the products are class-targeted marketing. Brand positioning is one such area where the selected brands are recognized for targeting a certain social group. BMW is an indicator for marketing luxury cars, Vivo is for the mid-range consumer for technology products, while Surf Excel is for a mass-market consumer.
Second, linguistic clarity: it was advertisements with clear linguistic content that allowed us to undertake detailed linguistic analysis. Through a linguistic analysis of the chosen ads, we were able to identify very specific engagement strategies based on particular social classes. Each of the campaigns used the language that appealed to the target audience, the cultural values and expectations of the particular class. The selected advertisements were also heavily placed in Pakistani media houses, which makes it certain that the strategies of language use identified were not isolated incidents of an uncommon marketing custom, as these were in fact the generalized practice of marketing in the mainstream. 3. This is achieved through the provision of accessibility and completeness. The advertisements could be scrutinized and read in full, which allowed for analyzing the words used, syntactic structures, and rhetorical tools employed

4.6 Data Sample:

The last set of data includes three advertisements (one from each category of social class) and offers a narrow, detailed case study that can be analyzed through Critical Discourse Analysis.

Table 1: Advertisement Sample

Advertisement	Brand	Product Category	Target Class	Primary Medium	Language
1	BMW	Automobile	Upper Class	Television / Digital	English
2	Vivo	Mobile Technology	Middle Class	Television / Digital	English
3	Surf Excel	Household Detergent	Lower Class	Television	Urdu / English

The corpus in this study contains three advertisements as presented in Table 1. All ads are for a distinct product category and social class. The BMW ad is a luxury product ad designed to cater to the wealthy consumer. Vivo ad is indicative of marketing to the middle class and an affordable, aspirational product. The Surf Excel ad is an illustration of mass marketing that is low-cost and aimed at families. The juxtaposition of these adverts allows comparisons to be made between linguistic strategies according to social class.

4.7 Analytical Framework:

The analysis critically utilizes Fairclough (2013). Every advertisement is subjected to 3D testing. A text analysis looks at the words themselves; the vocabulary, the grammar, and the rhetorical devices that occur, the use of metaphors, hyperbole, alliteration and repetition. The

language that is used shows how the product is pitched to their respective markets. (Cook, 1998). Every ad will undergo a three-dimension analysis. Analysis starts first with a look at the words themselves; the vocabulary, the grammar, the rhetorical devices that occur, the metaphors, the use of hyperbole, the alliteration, the repetition. The use of language illustrates how the product is marketed to their respective markets (Van Leeuwen, 2008).

Secondly is the discursive practice analysis which considers the advertisements as communication events. This analysis attempts to access the production, distribution, and consumption of the text. It also tries to analyse how the text seeks to connect with specific audiences. (Fairclough, 2013). Following that, some authors elucidate the intertextualities in ads, aiming to evaluate the extent to which the ads borrow from wider cultural discourses. Ultimately, the last aspect is the strategy of social practice analysis which tries to connect commercials with wider social systems. The examination of an advertisement by conducting a critical discourse analysis involves studying whether the text has employed any terms which either reinforce power relations or counter it.

4.8 Data Analysis Procedure:

At first, the Researcher did a very simple analysis means we took each ad and 1 line: capture all ad copy (quote slogans, body text, taglines, etc., all text, and you may note any visual stuff useful in interpreting the language. Next, we went through a detailed analysis of each ad text: what are the salient linguistic features; what type do they always use; what's going on with word choices can you identify tone, meaning and social

cues; what about sentence structure formal, or complicated, or simple; what rhetorical devices can you identify and what are they trying to convince the people. Next, moved on to the discursive practice of each ad. How does each ad position its target audience? What production choices impact the take-up of messages, and how do these ads tap talk back to larger advertising conversations? The ultimate step in the advertising process was situating the ad in a social context. Researcher contextualized these ads within the larger Pakistani culture and society, which classes opt for them, and what ideological information do the word choices/connections tell us. Subsequently, the three class groupings are compared and noted where there are repetitions and where there are sharp changes.

4.9 Criteria for Class Categorization:

Ads are designed for social classes through evident language and context clues. Upper-class targets: language is slanted toward English with sophisticated, formal vocabulary. Word selection is aimed at exclusivity, elitism, luxury, and performance. The tone is formal and ambitious. Imagery is reduced to its elegance. These products' pricing is positioned in the high end of markets.

Targeting middle-class consumers: The language is a blend of English with Urdu spoken in their area or completely in English language that is comprehensible to the consumer. An assortment of vocabulary is used with ambitions combined with feasibility. Issues of value for money, quality, and utility are emphasized along with the demands of the new lifestyle. Nothing but a friendly-professional tone is maintained. The

graphics are modern & commensurate with lifestyles. Prices are fixed at an average that is.

Poor targets: Language is in Urdu or English that is easy to understand for mass communication. Words revolve around Themes: Guanine, Value for Money, Family, Advantage. This is accompanied by a positive and inclusive tone that encourages the poor. Pictures include settings that are relatable to the poor. Costing is more directed at being cost-effective.

4.10 Validity and Reliability:

This research is grounded in robust methods that ensure the results remain valid. Fairclough's framework underpins this study, positioning Critical Discourse Analysis (CDA) as its core theoretical lens. By treating text, discourse, and context as inseparable strands, CDA gives us a holistic way to interrogate how meaning is constructed and contested.

To make this approach accessible, the Researcher walks you through the analysis step by step. You can follow along or do the work yourself to verify that the findings hold up. For each advertisement, we use a consistent set of linguistic features across the three domains, rather than cherry-picking a single marker. This multi-feature strategy ensures that several elements converge on the same interpretation, strengthening the robustness of our conclusions. When researchers compare the three social-class groups, we systematically look for language patterns, both common threads and distinctive quirks. By documenting every similarity and difference, we can be confident that our portrait of how language varies across social strata is both accurate and nuanced.

4.11 Limitations:

The paper acknowledges several constraints that temper the reach of its findings. First, the qualitative corpus is limited to just three advertisements, each representing a single social class. While this enables a rich, in-depth CDA, it also means the identified patterns cannot be taken as universal rules for class-targeted advertising in Pakistan. The narrow brand and product range may overlook other linguistic strategies that appear in different categories. Future work could broaden the parallel-corpus design to include a wider array of brands and sectors, thereby capturing a more representative repertoire of class-specific tactics.

Second, the study's reliance on socially defined class labels, derived from consumption habits and economic status, fails to account for the layered, sometimes contradictory identities of individual consumers. Audience reactions can vary markedly depending on contextual factors, suggesting that class is a fluid, rather than fixed, construct in the advertising arena. Third, while the primary focus is on textual content, the research only touches on multimodal elements. A fuller analysis that systematically examines images, color palettes, background music, and other non-verbal cues could uncover additional layers of class signaling. Despite these caveats, the work offers valuable insight into how linguistic choices in Pakistani ads construct and appeal to distinct social groups. The case studies illuminate the nexus of language, advertising, and social stratification, laying the groundwork for more expansive, multimodal investigations in the future.

5. Analysis:

A critical discourse analysis of three advertisements that target the different social classes of the Pakistani society is done in this paper. The analysis of the advertisements will also include the textual elements, practices in which the advertisements occur, and other practices wherein the advertisements also engage.

This analysis offers critique of the advertisements offers signs of language's presence in creating identities based on different social classes, hence continuing to strengthen the different social inequalities, which previous research was based on quotations.

5.1 Linguistic Strategies in Upper-Class Targeted Advertisements

Advertisements that reach higher in Stratum use complicated language while creating elite identity. One such advertisement is that of BMW cars, showing how words trigger consumer behavior of luxury goods due to status representation:

"Unleash the Ultimate Driving Experience. The BMW is more than a car; it's a statement of performance, precision, and prestige. Crafted for those who demand excellence, it redefines luxury on every journey."

The product is pushed into identity and social status in, and this advert is a classic case of aspirational storytelling, which takes this format.

Textual Analysis

- **Exclusivity and Elite Identity Construction:** High-end vocabulary, for example, ultimate, precision, prestige, and others, symbolizes cultural and linguistic capital (Bacchini, 2018b). In referring to their expressions as "*created for those people who demand the best*," they specifically focus on high-end

markets and exclude all the rest, thereby making the classes' differences normal.

- **Metaphorical Enhancement and Hyperbole:** "*Unleash the Ultimate Driving Experience*" is used as a slogan that converts the act of driving into a luxurious experience (Cook, 2001). Mysterious and appealing through statements like the one that redefines luxury on every drive in a world beyond the mundane, the brand takes it a level higher (Hagtvedt & Adam Brasel, 2017).
- **Technical Precision and Performance Discourse:** Words like *"performance"* and *"precision"* plea to upper-class ideals of proficiency and class (Van Dijk, 2006). The compound rhythm, formal tone and syntax strengthen sophistication and social distance, improving claim.

These tactics work well for the reason that upper-class customers answer back to delicacy, nonfigurative language, and status markers instead of concrete profits.

Discursive Practice

- **Target Audience Positioning:**

  The ad compliments individuals belonging to high-status, creating a community of BMW proprietors unified by determination and success (Zarantonello et al., 2016).
- **Production Techniques and Intertextuality:**

  BMW is placed as a lifestyle brand associated to extensive discourses of achievement and German manufacturing brilliance

(Cook, 2001). Hidden contrasts with opponents sustain sophistication while proclaiming supremacy.

- **Consumer Engagement:**

  The Imperatives like *"Unleash"* summons the audience to envision an eminent distinctiveness, bring into line with aspiring promoting approaches (Harrison et al., 2012).

Social Practice

- **Representation of Class and Social Stratification:**

  BMW ownership is often connected to top identity and high-status life, and it presents luxury as an indicator of subjective achievement and obfuscating organizational disparity (Fairclough, 2013; Van Dijk, 2006)

- **Cultural and Economic Context:**

  In Pakistan, where commercial variation is clear, the luxury ads of English-language emphasize instructive honor and upper-class individuality. Expressions like *"prestige"* appeal to social morals of status and gratitude.

- **Ideological Reinforcement:**

  The advertisement endorses consumerist and peculiar beliefs, presenting ingesting as a ethical and subjective virtue rather than an artefact of financial honor.

Here is a tabular form of Analysis of Ad:

Strategy	Example from ad	Purpose
Emotive language	"Ultimate Driving Experience"	To excite, and this makes the product appear aspirational.
Hyperbole	"Redefines luxury on every journey"	Exaggerating the qualities of the product for it to stand out from others.
Metaphor	"Unleash the Ultimate Driving Experience"	Give a sense of freedom, power, and adventure that the car is associated with car.

Declarative Sentences	"The BMW is more than a car"	To sound confident and authoritative in order to instill trust in the brand.
Personal Appeal	"For those who demand excellence"	Directly connect with the listener's desires and values.
Repetition	"Luxury"	To drive home key ideas, such as luxury, and hang in the audience's psyche.
Alliteration	"Performance, precision, and prestige"	To provide rhythm and make the message more interesting and memorable.
Cultural Values	"A statement of performance, precision, and prestige"	To connect the car to collective ideas about success, power, and being affluent.
Imperative Tone	"Unleash the Ultimate Driving Experience"	To motivate the audience toward action, creating a sense of urgency to consider the product.

The BMW ad does not talk of a car; it speaks of a bond of exclusivity, a label to a highbrow group of people. It makes use of vigorous and descriptive wordplays, insane assertions that put the car above its usefulness and into a desire of independence, and that of extraordinary positioning through words like unleash. Restating the luxury cues maintains the high end of the brand in the fore. The rhythm of performance, precision, and prestige alliteration is reminiscent of sophistication in the very product. A personal invitation, such as those who insist on excellence, swells the audience and indicates that these people are not welcome. The orders in the copy make this urgent and empowering. In conclusion, these strategies define and maintain a high-

end identity in Pakistan, which is befitting to the distinction theory of Bourdieu.

5.2 Linguistic Strategies in Middle-Class Targeted Advertisements:

Middle-class advertising is more likely to combine aspiration and practicality in terms of use of language which looks both achievable and aspirational. Look closely at the Vivo advert below and you virtually feel the connective tissue between grubby, every day issues to that very aspirational yet attainable dream about the upward social mobility that so many middle class consumers have in their heads. The tagline of the ad, more local, more global is misleadingly straightforward but it traces the push-pull of identity that a significant number of this group balances between: keeping itself connected to the culture and stretching towards the cosmopolitan. Zarantonello et al. (2016) refer to these as dual-coded messaging language, which is language that targets two or more value systems.

Text Analysis: The textual analysis reveals that the identity positioning is a holy land of linguistic simplicity.

Balancing Local Identity and Global Aspiration: That parallel construction-more local, more global-develops a language equilibrium. It is to say that one does not have to be sacrificed for the other; it appeals to people to balance tradition and modern involvement. The use of more rather than the use of absolutes like completely or purely depicts the pragmatic frame of mind in middle classes: they look for the improvement and the gradual rise, but not the dramatic revolution. Here, there is a

measured tone, reflective of their social attitude, working their way up the ladder while remaining attached to their roots.

The words local and global do not have just a simple meaning in the Pakistani context but have a heavy connotation. Whereas a local connotes authenticity, cultural values and a sense of community that is so cherished by so many families in the middle classes i.e. traditional family set ups and customary practices; global connotes modernity, international standards and upward mobility that so many middle-class people so desire (fair, n.d.).

Accessibility and Inclusivity: The advert is short and concise, using a simple language that can be understood by people in the middle of the spectrum of the population regardless of their educational level. While the BMW advert has an elaborate structure, this advert simply speaks in simple terms that can be easily understood the first time round. Cook (2001) It is also a reminder that, good middle-market advertising must be a bit sophisticated and at the same time to be clear but not to the extent that a customer is scared off by tight wording; no hi-tech language or flowery descriptions just straight middle-class attitude that needs to know what this product does (Hagtvedt & Brasel, 2017).

Implicit Value Proposition: Implicit Value Proposition: The value proposition is not proclaimed, it is implied. The implication of this message is that Vivo tech assists users to remain locally connected but exploit global opportunities. This unofficial assertion gives credit to the audience-the audience is assumed to be smart enough to read between the lines and understand the gains without having to be told. It is otherwise

known as the 'Un-asserted attribution' (Van Leeuwen 2008). The emphasis on the use of the word local and global in the advertisement is also a positive indicator of functionality: the product can be applied to every aspect of life. Such a broad practical appeal would particularly appeal to the needs and wants of middle classes, with good value and multi-purpose utility.

Why These Strategies?

Vivo is advertising its message in a middle-class-minded way: optimistic about the development but smart about spending. They want new and better technology; however, they know the prices and value, Bourdieu 1986. The language is simple, as it should be, and respectful, clever without being snobbish or pretentious as most advertisements of luxury products are. This is a balance between the local topicality and a universal gloss, which addresses the tension between the traditional and the modern that most middle consumers in the country are exposed to- to need to have modern technology without the cultural hassles. It is short and right to the point, like the choices used by most of them because of their busy lives and results oriented lifestyle. Blinkering at any suggestion of superiority, the advertisement placed Vivo in the position of an agent of betterment, and not a status symbol, which makes it fit into a middle-class conception of success as a consequence of effort and practical decisions, rather than spectacular consumption of stupid and vacant dreams (Fairclough, 2015).

Discursive Practice: The discursive analysis shows how the advertisement negotiates identities and values of the middle-class in

relation to general trends in marketing. Positioning Target Audience The ad is targeted towards the middle-income that require affordable yet high-value technology that could serve both the traditional functions and the new ones. The two-sided appeal befits the subtlety of identity maneuvers that mark the middle class existence in developing economies such as Pakistan. The local and global elements come within the foreground; it does not even hint at you having to choose which identities to adhere to. Such a courteous approach to brand loyalty presents acknowledgment of the high order identity labor which middle-class consumers conduct on an everyday basis.

Production Techniques and Intertextuality: The simplicity of the advert is also a production decision, which conveys the message of accessibilities and genuineness. This very simple approach insinuates openness and dependability, which seem to be crucial to most middle-class consumers who can be price-conscience as opposed to the extravagant production of luxury adverts (Cook, 2001). The slogan constitutes larger discourses of globalization and localization common in the marketing today. It places Vivo in the discourses of cultural identity in an increasingly interlinked world, the discourses especially vital to the middle-class consumers who directly feel the tension (Fairclough, 1995). The intertextual allusions in the advert carry the overtures of the middle classes who have to experience various cultural worlds. Most of the middle-class Pakistani people still uphold a traditional family set-up, despite interacting with the international media, technology and culture. This lived reality is recognized in the advert.

Consumer Engagement: It is not an accident that the ad is so clean, but rather a message of sincerity and silence. Kang and McMahon 2021 Although flashy and overproduced is the glitz which would be valued by the rich, its opposite can make this look natural and truthful, which matter to the van-morrow consumer with money concerns. It is evidently feeding into the debate of global brands that are served by local preferences, the identifying feature of the modern-day marketing trends. It places the Vivo in the context of what it is to be global in the more interconnected world, which can be relatable to the van-morrow consumer who is grappling with the globalism of media, technology and culture and their more local identity. These advertisements are evocative of the van-morrow life where the consumers merge the two sides of their identity.

Social Practice: This is the language that tries to position middle-class consumers who feel that Vivo is not revolutionizing their lifestyle but making it better. This produces a small risk of purchase important for the financially intelligent buyers. Middle-class markets are a necessity in order to achieve effectiveness (Bourdieu, 1986). By making it come through delivery or reminding us about what we are getting, instead of telling us that it is going to revolutionize. Its performance is connected to the promotion works via word of mouth since it tends to take into consideration the point of view of various family members.

Cultural and Economic Context: Scores of middle-class Pakistani customers put a lion's share of the household budget into gadgets, which they feel is smart investment in better education and job prospects and staying in touch with family. The ad focusing on roundness-utility-local

and global features justifies that investment on solid grounds - proves that the product has a number of significant functions. It's middle-class practicality, sense of value that is quantified rather than at the altar of luxury desiring or lusting after bare bones cheap but the best of what you can have on a constrained-budget.

Ideological Implications: There is an embeddedness of the fact that this ad upholds the view that technology can uplift people in social life and make them interested in the cultural sphere. Buying Vivo gets positioned as empowerment, a means to engage more in the local community and the global realm. It takes both the local and the global as equals and furtively pushes pride over culture, embracing modern advancement. It is an attitude compatible with middle-class nationalism in terms of heritage and demands economic development and foreign relationships.

Here is the synopsis of the analysis:

Strategy	Example from ad	Purpose
Lexical Choices	“More local, more global”	The words "local" and "global" represent two dimensions: familiarity and approachability (local), and global reach and prestige. It extends to a diverse audience if these values are balanced.
Syntax	Short, concise sentence	The ad is simple, thus clear and easy to understand. It rapidly communicates adaptability and broad appeal by the brand.

Tone	Confident and inclusive	The ad was positive and had a message to convince the readership that Vivo caters to local and international needs, hence building it as a reliable and effective brand.
Repetition	“More”	It was a positive advert with a message to convince the readers of meeting the needs both locally and internationally, hence building the brand as reliable and effective.
Cultural Context	“Local” and “global”	The use of "more" develops the double appeal local and global and reinforces this versatility and balance associated with the brand.
Metaphor	“More local, more global”	The phrase functions somewhat like a metaphor, which essentially focuses on the Vivo’s ability to easily adjust to the various markets through words like flexibility and inclusiveness.
Intertextuality	“More local, more global”	It is a concept which is also a part of larger culture writings on globalization in general, and it is what makes the ad relevant to contemporary marketing on a global level.

The slogan of Vivo, “More local, More global” helps to connect the heritage aspects and the more recent aspects of their marketing. The word “more” is easy to echo, and its mirror type of structure creates a movement that does not require a tear-down or a change of some kind. The language is straightforward and concise, so that it appeals to both the educated or the non-educated individuals. It offers value unobtrusively to the sensibilities of the middle-class consumer who would be more likely to make a purchase which is viable (something which is dependable). In terms of the rhetoric, the ad message can be explained as one which helps to climb higher while at the same time respecting their heritage.

The term “Globalization” is the one that is used in reference to real-life matters concerning living in a globalized world. Speaking social aspects of the message of this advert entail the fact that the message reflects the middle-class ethos of progress, utility and their sense of shared cultural identity. In general, the marketing message is that of inclusiveness, of being good, of not being forced to trumpet of being status-wise.”

7.3 Linguistic Strategies in Lower-Class Targeted Advertisements

The poor class ads are based on simple, easy, realistic words, and the relevance of "*economy and value for money*." The appeal to the monetary aspect of the average household is made by "catch phrases" like “Daag Ache Hai” and "more value, less expense," but the emotional aspect has not been lost to the advertiser. The catch phrase “*Daag Ache Hai*” understands spots for what they are controllable, maybe desirable and eliminates fear associated with a clean household or home, implying a healthy, actively living household. The language is in Urdu, thus

understandable to all. Simple sentences with reduced complexity save time and are easy to understand.

On the message component, the viewer is placed in a competent and engaged family without a sense of inadequacy. The smoothness in the story and the clues reflecting the domestic life are factors in the recognition and trust. The affordability has been established through breaking down the economics to acknowledge the truth about budget constraint. The emotionally appealing message is justified in housekeeping and kids' development.

Concerning the societal aspect, the advertisement shows the values of the lower-end society: family, functionality, frugality. It verifies experience in spite of the stereotypes surrounding poverty and cleanliness. The trust and the loyalty are elicited because of the positive framing. The value of cost-consciousness is integrated with the feeling of safety offered from Surf Excel because it shows that it is aware of the concerns of the lower classes without being disrespectful.

Strategy	Example from ad	Purpose
Lexical Choices	"More value, less expense"	Appeals to budget-conscious families by clearly communicating affordability and value.
	"Daag Ache Hai" (Stains are good)	Associates stains with learning and resiliency, with daily lives of the viewers.
	"The best choice for your home"	Reassures consumers on the quality and reliability to

		assuage functionality concerns.
Syntax	Short, simple sentences	Eases tension, makes it clear to a wide audience, even those with no formal education
Tone	Supportive and optimistic	Helps establish trust with everyday hardships and values of the lower class;
Metaphor	"Stains are good"	Portrays hard work, and struggle with life as positive experiences; will connect emotionally, especially with families.
Repetition	"More value, less expense"	Reinforces the idea of affordability, ensuring it sticks in the audience's mind.
Cultural Context	"Ek Mukammal Jahan" (A complete world)	Suggests Surf Excel completes the home, aligning with the cultural ideal of household harmony.
Intertextuality	Common phrases about economy	Draws on societal values of thriftiness and responsibility, resonating with the lower class.

Surf Excel talks in a language of the people which is genuine and deals with the concepts of value for money. The advertising slogan, "Daag Ache Hai", starts to give a positive gaze at ads. Finally, there is More value, less expense which gives a clear message to for consumers. Urdu

is a common language and will facilitate the message to reach everyone. The ads show middle-class families who are practical and uniting, and establishing trusts based on the clichés of family. The brand represents the virtues of lower-class communities like family, economies, and common sense socially. It starts with a warm and emotional appreciation of housework with implicit rejection of social view of lower-class social perceptions. This gives a strong marketing message which mixes both concepts of value for money and emotions together.

8. Conclusion:

The knowledge of the adverts through the Critical Discourse Analysis prism developed by Norman Fairclough makes it clear that the language was employed in targeting certain portions of the societal groups in a manner that tends to promote certain societal ideas. The analysis of the Vivo, Surf Excel, and BMW adverts makes it clear that the message in the advertisement is conveyed on varied levels that might encompass the textual or social levels that are involved in television advertising. Even the minutest detail in the advertisement from the selected wordings employed in crafting a certain tone or even extra writings tends to be used in espousing the societal ideals in respect of the societal standards as well as the collective expectations of the social grouping to which a particular advert belongs. For instance, in reference to

In this manner, Surf exalt poses to the everyday, ordinary life of the lower income groups, while BMW targets the upper class values of luxury and elite status. In this way, advertisements not only map the

transaction of goods, they reinforce and reflect the already present societal constructs and ideological beliefs. The points discussed have led to an acknowledgment of the relevance of language, power, and ideology within advertisement communication. This will then be utilized to define the ways within which brand identities position themselves within the realms of the cultural and societal spaces with the intention of mass communication. A further suggestion for the final work could be to include an increasing amount of knowledge within the theoretical model applied for the analysis of digital marketing, hence recognizing how diverse discourses shape the consumer culture of today.

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