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THE STYLISTIC ANALYSIS OF PAKISTANI HAND WASH ADVERTISEMENTS DURING COVID-19

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KEYWORDS	ABSTRACT
<p>Advertising Language, Hand Wash products, Audiovisual Advertisements, Stylistic Analysis, COVID-19</p>	<p>The study focused on style of advertising language used in Pakistani hand wash products' audiovisual advertisements during COVID-19 to explore what is conveyed through visual, musical, verbal, and nonverbal features, and how it is conveyed to the target audience through the use of linguistic & figurative devices. Guy Cook's (1992) model 'describing TV advertisements' recommended in his book discourse of advertising was used as a theoretical framework for the investigation of the link between verbal, visual, image, & music used in audiovisual advertisements to target audience. The findings showed that hand wash products' advertisements were full of creativity and for marketing perspective they used diverse verbal and nonverbal features to arouse interest, attract attention, create conviction, stimulate desire, and get action from the target group in the COVID-19 context. The results offer significant information in extracting the desired outcomes and reaching the conclusion & making decision. In this drive, the study can be advantageous for those who want to understand the socio-pragmatic functions of language in AV advertisements through a stylistic lens from commercial to academic perspective.</p>
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INTRODUCTION

This study revolves around the stylistic analysis, advertising language, and COVID-19 audiovisual advertisements. This section contains some general definitions and explanations of these concepts and terms. [Mustansir, Farid and Hussain \(2024\)](#) described the style as the unique expression of the author's style through language in a particular discourse ranging from written text to verbal and nonverbal aspects. [Cahyani \(2023\)](#) defined those stylistics focuses on the application of language,

its purpose and effects. [Frantikova \(2017\)](#) wrote in his research that stylistic analysis deals with the breaking of the text into chunks and components for the comprehension of the different techniques, figures of speech, tools, methods, and textual items that are used in the creation of the message by the writer. Language is dynamic and its use and style are volatile according to the situation and mode of expression. The major function of the language used in these modes is to pursue the reader, viewer, or audience by providing information. Advertising utilizes loaded language with unique styles, colors, pictures, and music in the paid advertisements to evoke the people to purchase the products ([Li, 2009](#)).

[Zeeshan \(2015\)](#) has revealed seven purposes of advertising e.g., interaction, persuasion, information, creativity, profit growth, indirect presentation, sale, and visibility of product. Stylistics has changed its route from grammar (what) to the manner (how) in which language is used in any piece of text by linking chunks of a language system, their meaning, explanation, and their effect on reader, listener, or viewer ([Fomukong, 2016](#)). In other words, it has become a radical method concentrating on the veiled ideologies by linking the verbal, nonverbal, cultural, and contextual elements together. The pandemic COVID-19 has triggered worldwide disturbance in the life, economy, workplace, travel & education. Due to lockdown, businesses were closed, people were forced to remain at home; travel was banned or restricted completely. According to statistical report of [Ourworldindata.org \(2020\)](#) from March 2020, to June 2020, Coronavirus cases exceeded 200 million with 500,000 casualties around the globe. A 5.2% decline in world's economy was seen ([World Bank, 2020](#)). The business of advertisements was affected by the pandemic. Advertisers rapidly revisited their strategies and focused on risk and safety communication strategies e.g., safe health, social distancing, masking, and hand wash practices.

The governments counted on the advertising industry to inform, advise, and encourage their people about preventive measures against the virus and administration responses to COVID-19 ([Vranica, 2020](#)). It is established that stylistic analysis is helpful in the dissection of advertising language used in the print and audiovisual advertisements. [Corrius, Marco and Espasa \(2016\)](#) stated that it enables to make a connection amid persuasive language and relevant social and cultural contexts. Most of the stylistic analysis is conducted on the printed magazine or billboards advertisements focusing on beauty products, fabric brands, and vehicles. There is also not any prior study based on stylistic analysis of advertising language applied on antibacterial and antiseptic soaps or hand wash products' audiovisual advertisements with central focus on COVID-19. For example, [Haulofu \(2017\)](#) analyzed online advertisements of cellphone companies with help of stylistic investigation & [Deng, Ekachai, and Pokrywczynski \(2020\)](#) checked narrative, informational & transformational strategies in the public service messages advertised around the world by using 354 video samples. But there is not any study like the current study focusing on the Coronavirus issue with Pakistani products' advertisements.

Problem Statement

The spread of Pandemic Corona is worldwide and due to its havocs, everybody including marketing business was affected around the globe, like physically, emotionally, psychologically, spiritually, socially, and culturally. The antibacterial cleansing and hand wash products are the major products

that are easily available to a large audience in market and on media and highly activated to cash the calamity, to get the attention and promotion of their brands by apparently spreading awareness about virus through linguistic and stylistic manipulation. This study focused on the most common stylistic features of advertising language used in Pakistani hand wash products' advertisements to explore that how multiple styles of the advertising language are utilized in the advertisements to target the audience.

Objectives of Study

1. To identify the most common visual, musical, verbal, and nonverbal stylistic features used in Pakistani hand wash products' audio-visual advertisements during COVID-19.
2. To analyse the use of language in Pakistani hand wash products' audio-visual advertisement during COVID-19 to target the audience.

Questions of Study

- Q1: What are the most common visual, musical, verbal, and nonverbal stylistic features of the advertising language used in Pakistani hand wash products' audio-visual advertisements during COVID-19?
- Q2: How has language been used in Pakistani hand wash products' audiovisual advertisements during COVID-19 to target the audience?

Theoretical Framework

Cook's (1992) model describing TV advertisements suggested in his book discourse of advertising was used as a theoretical framework for examination of most typical verbal and nonverbal (music, image, color) features and how they are practiced in audiovisual advertisements to target audience. According to cook, advertising discourse does not focus merely on text but also concentrates on contextual elements through verbal and nonverbal devices such as substance (medium), co-text, intertextuality, participants, paralanguage (pictures, colors), situation, and other symbols. Cook's model is helpful to analyze variety of advertising features of any type of advertisement. It covers non-textual levels such as substance, images, colors (semiotic), graphology (spelling deviations, font size, calligram), and stylistics deals with style in lexis, syntactic, cohesive features, and phonological schemes (rhyme, rhythm, echoing, homophone, alliteration), metaphor, simile, parallelism, fronting, hyperbole, personification, presupposition, euphemism, slogans, idioms, slangs (pragmatic, semantic, cultural aspects of the hidden and apparent meanings), etc. The researcher attempted to reveal the common textual and contextual elements of advertising language in Pakistani hand wash products' audiovisual advertisements.

LITERATURE REVIEW

Advertising informs about something to a large group of people by making a product prominent for selling purposes. Advertising functions to impacts peoples' social, national, or ethical attitudes to fulfill the commercial and economical demands. The 19th century was the beginning of printing advertising and newspapers were the main source of communication and in 1950 with the advent of technology, radio and TV product-oriented advertising got popularity. In 1990, the emergence of the internet made the advertising activity more personal, and due to social media, the availability

of instant information has decreased the efficiency of advertisements on television (Janoschka, 2004). The advertising industry adapted its strategies to align with this global health agenda, using various stylistic elements to impact public behavior and promote hand wash products. Fomukong (2016) reflects TV is still one of best advertisement sources (radio, print & online) for communication, getting attention, customers, profit, and money. Advertising language is a combination of social, cultural, and semiotic features relevant to public needs. Bingell (2002) mentioned that cultural norms, symbols, and contexts also contribute to bring powerful meaning to advertisements as well as interpret them.

Das's (2000) findings revealed that men are represented as authoritative in financial, automotive, and status symbol brands while instead of working women, females are represented as a beautiful sensational object in cosmetics, partner of men, and family caretaker in household advertisements. All of these ideologies and themes can be seen through stylistic analysis with the addition of critical discourse analysis, pragmatic approach, semiotics models, and text analysis in the advertisements to reveal the AIDA functions of communication in printed and audiovisual advertisements. Salda (2009) applied the cook's model to identify the distinctive features of style in the Czech and British magazine advertisements and found that there was not a major difference of style on textual as well as visual levels. Widyanti (2013) conducted a stylistic pragmatic study to identify the figurative language in magazine advertisements with the speech act framework. The results showed that the metaphor, metonymy, personification, simile, and representative speech act were highly used in the text. Melynda (2017) studied the linguistic and persuasion techniques in 'Maybelline New York' written advertisements with the application of Grey's modal for linguistic and Kleppner's model for persuasion devices.

Frantikova (2017) attempted the stylistic study to locate verbal & nonverbal aspects of audiovisual car advertisements with the help of the cook's model. Namwandi (2019) investigated the common stylistic devices with the help of the Textual Conceptual Functions in printed advertisements of the Oshana region with the qualitative approach. Likewise, Tantri, Pratiwi, Solikhah, and Handayani (2019) analyzed the presence and purposes of reality in television advertisements by utilizing CDA methodology with the checklist of cook's theory. Findings revealed that 90% of the advertisements were based on the intertext and all features of cook's theory were presented in the advertisements. Cahyani's (2023) findings confirmed the issues of genders in Perfume advertisements from feminist stylistics perspective. Above mentioned studies were conducted with stylistic methodology and with the application of some theory and models on different types of advertisements to find out the objectives of the studies. There was not any study that focused on the typical features of advertising language with the application of the stylistic methodology and cook's model on Pakistani hand wash products' audiovisual advertisements in the context of COVID-19 and this is also the gap of this study.

RESEARCH METHODOLOGY

The descriptive qualitative case study approach and stylistic analysis were utilized to understand and explore the context-bound research objectives in this study. Descriptive design can be either qualitative (deals with gathering, organizing, describing data and events through words) (Saeed,

(Ghani, & Afshan, 2020) or quantitative (information in numbers) (Ghani & Hussain, 2021; Sarwar & Ghani, 2024). Explorative design is used in this stylistic work. A convenient sampling technique was applied to select the sample of the study. All available videos of Dettol, Lifebuoy, Safeguard, and Protex hand wash products were selected that contained the theme of COVID-19 which were total seven in numbers. Two samples per hand wash product from Dettol, Lifebuoy, and only one video sample was chosen for Protex because it was a new product launched during Covid-19. So, as compare to other brands, there was only one video which was also advertised on Pakistani channels. The hand wash advertisement videos were downloaded from YouTube. The YouTube was the data collection tool in this study. Videos were selected carefully and downloaded from the website of the <https://www.youtube.com/>. All samples were launched in Pakistan during the one-year time of COVID-19 from March 2020 to February 2021. The content of the video samples was in the native language Urdu with a combination of English vocabulary, the samples were transcribed in English from the Urdu language for better comprehension and analysis of the advertising language. Data were analyzed according to Cook's theory. The researcher tried to maintain ethical considerations in this study.

RESULTS & DISCUSSION

General & Linguistic Characteristics of Samples

Ciccarelli (2014) mentioned that fifteen seconds length is a standard length according to experts of the North American advertisement industry and thirteen seconds duration is suitable for successful communication in advertisement. Lifebuoy handwash products' advertisement followed the ideal length of 15 and 21 seconds and Dettol selected 35 and 45 seconds long for hand wash audiovisual advertisements. While Safeguard & Protex adopted short movie characteristics for advertisements with length of 1 minute 11 seconds to 1 minute 28 seconds. The basic purpose behind such strategies is to fix the product in minds of audience. The videos were also a combination of sound, written and spoken words, music, and images, and content of advertisements was constructed through narrative, informational, rhythmic, and conversational style. Overall themes in relevance to Corona can be seen in verbal and nonverbal representations not only in videos and in printed images throughout analysis of study.

Slogan Analysis

Brands or products campaign slogans are catchy phrases that are used for promotion of the brands during a campaign or for a long time. Pakistani hand wash products' audiovisual campaign slogans during COVID-19 are given below:

Dettol, 'CHOTI CHOTI ADATEIN APNAO,
HIFAZAT KADAIRA BRHAO'.

The slogan of the Dettol hand wash products is in imperative, capital, and bold structure. The choice of vocabulary reveals the importance of little things in the making of bigger things (adopt small habits, increase the circle of protection) by using the theme of construction where little habits are bricks and can be used to stand the high buildings. Rhyming and bold capitalization, green circle attracts the attention of target audience who can be from any age group and member of a complete

unit family. This slogan is uttered in a female voice in the background that contributes trust, care, and authenticity in information and urges the target audience to avail themselves of the protection for their families.

Figure 1 Slogans' Samples used in Pakistani Hand Wash Products' AV Advertisements



Lifebuoy_ 'PUMP, RUB, CHOO the VIRUS

Hathon ki hifazat Pakistan ki hifazat' (Protected hands, protected Pakistan)

The choice of imperatives, single verbs, adjective phrases, foreign words (Protex, choo equivalent of English verb disappear), and unusual capitalization is used. The appearance of celebrity and red and white colors in second handwash products' campaign slogan produces the sense of familiarity, association, seriousness, authenticity, protection, and elimination of the virus in a dramatic way. By directly mentioning name of the country Pakistan, this product conveys the message of obligation, safety priority, and love for the motherland of audience that it is the only Lifebuoy that can protect them and their motherland from the virus and power of protection against the virus is in the hands of Pakistani nation. This protection can be availed in just three easy steps & this easiness is claimed by Lifebuoy only.

Safeguard_ 'Stay Safe' and 'NEW MISSION NEW ENEMY'

The third hand wash products' campaign slogan emphasizes the danger and social distancing by applying theme of an action game like a mission of safety by killing. This purpose is achieved by minimal pairing, parallelism, repetition, alliteration that is popular trend among advertisers to get attention for anything in a warning tone.

Protex- 'WASH KARO PROTEx KARO' (choose Protex to choose Protection), Protection ka Naya Naam (Protections' New Name). The final hand wash products' slogan achieved attention over minimal modeling, imperatives, capitalization, parallelism, allusion, naming, and blue, green, & white color combination strategies.

Lexical Items Analysis

Lexical items play a vital role in the reception of the meaning, communication of the message in an appealing way. In this linking, they can be arranged in the single, multiword (antibacterial soap),

traditional compound (COVID-19, off-time), and collocational (washroom, Safeguard) patterns in advertisements. The Pakistani hand wash products' AV advertisements contained total nouns (170), adjectives (34), pronouns (32), and verbs (104), and the detail of the most occurring lexical items are given below:

Table 1 Frequency of nouns in Pakistani hand wash products' AV advertisements

Nouns	Frequency	Nouns	Frequency
Protex	19	Protection	4
Dettol	17	Safeguard	4
Pakistan	13	Determination	3
Hands	12	Spread	2
Soap	7	Disease	2
Germs	6	Lifebuoy	2
Virus	6	Risk	2
Hero/Heros	4	Circle	2

Most of the nouns used in the four Pakistani hand wash products' AV advertisements are proper, concrete, abstract and plural nouns. Lifebuoy used (18), Safeguard (78), Protex (25), and Dettol (49) nouns. Protex and Dettol used naming strategies in their products' advertisements to get attention, and trust. The prioritizing for noun 'Pakistan' is used 12 times in Safeguard advertisement only to create intimacy. Plurality conveys the numbers and seriousness of the claim & use of abstract nouns e.g., viruses are used to affect psychology and feelings of people. Concrete nouns suggest practical solution for something invisible. The pre-nominal expressions as 'My heros' are used to make target audience feel proud by assuming themselves as heroes and this pride can be enjoyed only with products of Safeguard.

Table 2 Frequency of adjectives in Pakistani hand wash products' AV advertisements

Adjectives	Frequency	Adjectives	Frequency
Safe	7	Pakistani	2
Clean	5	New	2
Dear	1	Tired	2
Beloved	1	Good	1

Descriptive, proper, simple, and positive adjectives were used to stir the emotions in the four hand wash products' AV advertisements. Lifebuoy used (3), Safeguard (17), Dettol (8), and Protex (6), adjectives. Only Safeguard used the adjective 'safe' 7 times to make the product's need genuine and demanding for the audience by describing products and Covid issue effectively with suitable adjectives e.g., antibacterial soap, tiny habits, protected Pakistan, good and bad times, new name, new Protex, etc.

Table 3 Frequency of verbs in Pakistani hand wash products' AV advertisements

Verbs	Frequency	Verbs	Frequency
Wash	22	Choo (disappear)	3
Keep	9	Stay	3

Spread	5	Extend	2
Pump	3	Remember	2
Rub	3	Gives	2

The careful study showed that four Pakistani hand wash products' Lifebuoy used (14), Safeguard (40), Dettol (24), and Protex (26) action verbs to encourage the involvement of the audience for doing something actual against the abstract situation that emerged due to the virus in the diverse circumstances.

Table 4 Frequency of pronouns in Pakistani hand wash products' AV advertisements

Pronouns	Frequency	Pronouns	Frequency
You	10	Everyone/one	3
I	8	Him/himself	2
It	6	Them/themselves	2
Me	5		

Lifebuoy used I, me, you personal and second pronouns (4), Protex (4), Dettol first and third person (8), Safeguard first, second, third (16). First-person 'I' show role of addresser who is giving suggestion and motivating to win target audience, we (celebrities or iconic figures of cartoon fictional heroes) represent experts of products that make demand of product indirectly, and third-person pronouns show the inexperienced group that can be manipulated. All Pakistani hands wash products used pronouns to create, closeness, ease, teamwork spirit, satisfy sense of care, love, psychological needs of target audience.

Syntactic Items Analysis

The four-hand wash products' AV advertisements used variety of sentences such as Imperative (49), exclamatory (2), interrogative (7), and declarative (35) are present in advertisements' content and the presence of imperative and declarative is dominant.

- ✓ Imperative: 'Germs ko tum na spread kro' (Do not spread the germs). (Protex)
- ✓ Exclamatory: 'Brother, there is a virus outside!' (Lifebuoy)
- ✓ Interrogative: 'Are you with me?' (Safeguard)
- ✓ Declarative: 'Bemariyaan hathon se bhi phelti hein' (Diseases are spread by hands). (Dettol)

The examples indicate that advertisers want to give information which is why they frequently used declarative and in form of suggestions and directives, imperatives encourage the target audience for the active participation by directly communicating with them. In this linking, the short, simple, conditional, compound, complex sentences, cohesive devices, conjunction, repetition, ellipsis, and parallelism are practiced in the Pakistani hand wash products' AV advertisements to capture the visual, hearing, and listening attention of the audience through the balance constructions, to save money, space, and time in communicating the information with flow and rhythm through powerful economic expressions.

- ✓ Protex? Short sentence
- ✓ 'Bemariyaan hathon sy b phelti hein' (Diseases are also spread by hands) Simple sentence
- ✓ 'Soap hoto Dettol hi ho' (If it is soap, then it is Dettol). Conditional Sentence

- ✓ 'Ok, ab me chalta hun mgr aik bat yad rakhen (ok, I walk now but remember one thing). (Compound sentence + Conjunction)
- ✓ 'Ab har Pakistani hero bnyyga qk har Pakistani khud ko safe rkhyga' (Now every Pakistani will become hero because every Pakistani will keep himself safe. (Safeguard) (Complex sentence + Cohesive devices).
- ✓ 'Dekhein na, kbhi bemaar to kbhi paitdard, junk food se, pollution se, sab se door rakhti hun (Look, sometimes sick, sometimes stomach ache, I keep away from junk food, pollution, and everyone) Dettol. (Parallelism)
- ✓ 'Shehar hoja jungle, peer hoja mungle'
- ✓ 'But sabun to...' (But soap is...) (Dettol) (ellipsis)
- ✓ 'An apple a day keeps...'
- ✓ 'Wash kro, Protex kro, Protex kro, wash kro' (do wash, do Protex). (Anaphora (initial word) epanaphora (end word) repetition and parallelism)

Semantic Analysis

This analysis deals with examination of meaning. Advertisers use short and effective vocabulary to approach the meaning through different angles by considering verbal (Personification, metaphors, metonymy, fronting, parallelism, hyperbole), nonverbal, (musical, and pictorial), 1 elements from multimodality perspective.

Figure 2. Personification used in Pakistani Hand Wash AV Advertisements



The above pictures' screenshots revealed presence of personification over Commander's costume having the picture of the soap on the chest, in Lifebuoy 'Larey virus or bacteria se' attributes the soap human characteristics of fighting and in Protex 'virus abi thka nhi (the virus is not tired yet)', 'virus mein hai ab bdum (the virus is still energetic)'. Personification makes the advertisements more persuasive, impressive, and extraordinary for the audience by making a positive representation of the brands.

Metaphor 'germs ki chutti ki ghantii (germs off-time bell)', 'hifazat ka दौरa (circle of protection)' in Dettol, 'Coronavirus ki phailti hui aag (spreading fire of Coronavirus), soap as a weapon in

Safeguard 'pump, rub, choo' metaphor for the magic trick in Lifebuoy and 'Protex' for protection against the virus in Protex hand wash AV advertisements are used through verbal expressions. While falling chips of Mahjong games in Safeguard, voice, and picture of the school bell, round shapes for logo resemblance in Dettol, a sign of hi-five, crossed arms and red and green apples in Protex, the disappearance of spiky shapes of virus in bubbles and white foam gloves in Lifebuoy hand wash advertisements are pictorial metaphors of protection. Red white and green bright colors and dramatic serious music in Safeguard and light music with soothing effects in Protex and Lifebuoy are the metaphorical representations of the COVID-19 situation represented by these four Pakistani wash brands. The examples of synecdoche in the four advertisements samples are 'germs, diseases and virus stand for Corona and 'Saaf hathon ki hogi jeet' in Safeguard hands stands for whole target audience as well as Pakistani people. Therefore, all types of metaphors contribute to making the product memorable; people believe in the products and become motivated to buy those products.

Figure 3 Metaphors used in Pakistani hand wash AV advertisements



Figure 4 Hyperbole used in Pakistani hand wash AV advertisements



In Dettol hyperbole is practiced through 'an apple a day keeps...'; 'soap hoto Dettol hi ho, (if it is soap, it must be Dettol) and 'Dettol deta hai 100 bemariyaan phelany waly jraseem sy mukamal tahafuz

(complete protection against germs that spread a hundred diseases). Pictorial negative hyperbole can be seen in use of Lifebuoy hand wash bottle in Dettol advertisement when dr. said 'Keep him away from such soap' and Lifebuoy claimed as 'World's No.1 germs protection soap'. The English proverb 'an apple a day is an example of a cliché These strategies were used to fulfill the purposes for attention, motivation to purchase a product by making extraordinary and unusual claims and by devaluing the opposite products through words, images, facts, and figures. To influence the mind of audience in context of COVID-19, fronting is also used in Lifebuoy and Protex hand wash product's advertisements 'Lifebuoy hand wash k sath kren pump, rub or virus' (with Lifebuoy hand wash, pump, rub & choo the virus) & 'back to school aany k bad, playground, washroom jany k bad, hathon ko dhona must kro' (After coming back to school, after going to playground, washroom, you must wash your hands).

Pragmatic & Cultural Discourse Analysis

The verbal and pictorial irony is used in Dettol hand wash add in form of Lifebuoy hand wash bottle. The doctor made the value of other brand lower through negative remarks. Foreign words, code-switching, slang, and non-standard diction and strategies are used in the samples of Pakistani hand wash products' AV advertisements to find new interest for target audience by minimizing distance, building up relations, trust, care, friendliness, and products' cultural value through the promotion of local & cultural expressions: 'Arry, yaar, protection ka Naya Naam, wash kro Protex kro, Chachoo, uncle (Protex), dekhiye na!, junk food se pollution se, common cultural idiomatic expressions (germs off-time bell, spreading fire of Corona,) germs ki chutti ki ghnti (Dettol) Corona ko munh tor jawab (dealing with iron fist or in a harsh manner), peer hoya mangal, shehar hoya jungle, safe rahein, are you with me, hath dhony ki power, thumbs k nakhun (thumb's nail), Corona se safe Pakistan, mery heroes, are repeated examples of code-switching from English vocabulary to Urdu language in the advertisements' samples.

Figure 5 Pragmatic and cultural themes used in Pakistani hand wash AV advertisements



Pakistani hand wash advertisements were combination of audio, visual, written, and spoken forms (substances), target audience were people of Pakistan from children to adults (participants) with formal, informal and slang expressions (register) with the theme of Coronavirus and its prevention

(context) through the suggestions of a variety of hand wash products' advertisements (desired message) organized through figurative devices (style) and developed around the local cultural, national, and traditional themes of family and country protection, school children, through verbal, nonverbal choices, the animated and children characters. Lifebuoy selected indoor protection theme with siblings, and sense of care ranging from home to national level by hiring the actors, singers, and celebrities in their COVID-19 promotion. Lifebuoy advertisements were arranged with a personal impersonal discourse style (Leech, 1966) that is full of suggestions, exclamatory, and interrogatives.

Safeguard approached the target audience of school children and parents in animated short movie. Safeguard hand wash advertisers' focus was the Pakistani nation and they used many verbal and nonverbal devices (my citizen, my heroes, Pakistani flag, and anthem, etc.) to win the audience. Protex also focused on family, school, and social levels with colloquial (public) formal (figure of doctor to achieve seriousness and authenticity) style popular in advertisements. In this regard, Dettol's advertisements were around the family protection theme by focusing on Urdu language with foreign words, proverbs, and visual representations of the concept. They were providing the awareness through empathy and showing care but indirectly all hand wash brands were promoting their products.

Phonological Level Analysis

Rhythm & Rhyme

The Pakistani hand wash AV advertisements, advertised during COVID-19, were full of prosodic features like rhythm, rhyme, assonance, consonance, and alliteration phonological devices. Rhythm creates a soothing and pleasant effect on audience with the association of some background music or nonverbal sounds. Dettol's second sample was organized in lyrical form. 'Germs ki chutti ki ghnti hai baj gai bahar jany ka wakt ho, Aagy brho, khul kr hnso jb Dettol Dettol ho, Dettol Dettol ho', (Dettol). Protex is also combination of narrative, conversational and rhythmic patterns that moves the audience with the message and increases the chances of remembering the product easily. 'Khtra nhi hua hai kam, virus mein hai ab bhi dum, Tum bhi na relax kro, wash kro Protex kro, Protex kro, wash kro', Safeguard is a mixture of narrative and rhythmic style with additional lyrical expressions that are the signature mark of Safeguard advertisements. 'Aao phir tehreek chlaein, pyary dais me apny sfai ki aadat aam bnaen, Pak Pak Pakistan, Saaf Saaf Pakistan, har pal, har dum Azam hamara Safeguard Pakistan'.

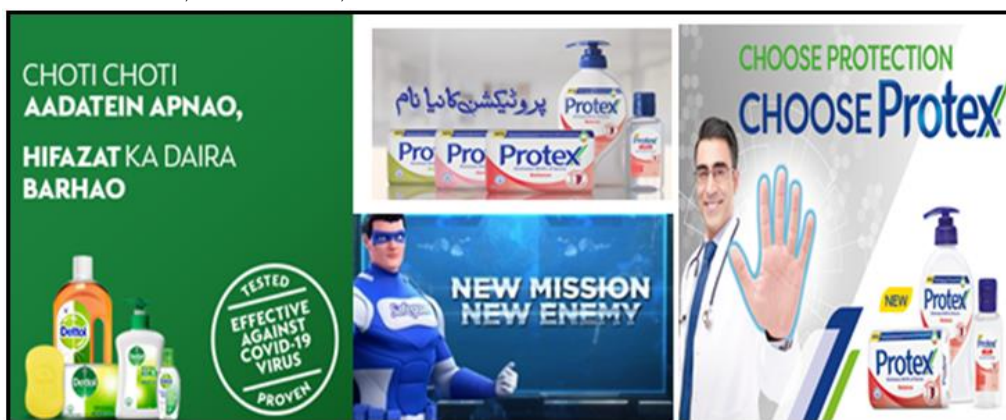
Alliteration & Consonance

Alliteration, consonance & assonance are most powerful devices excessively used in advertisements to attract the target listeners or viewers of every age. The examples of alliteration in Dettol hand wash products AV advertisements are the repetition of /k//d//t/ sounds kabhi bemar to kabhi paitrd, sab say, soap say, germs ki chutti ki ghnti hai baj gai, choti, choti adtain apnao. In Lifebuoy /k/s/ sounds 'sabun se, Corona ko', in Safeguard, /j/s/p/z/k/m/b/h/ sounds 'jahan jahan,, saaf or safe, Pak Pak Pakistan, zurat zaroor corona ko, khud ko, meri manzil, barha bees, har pal har dum,

ʔ in Protex /k/w/p/ sounds 'kia karun/, ʔ wash kro Protex kro, Protex kro wash kro, are frequently occurring sounds.

Consonance /r/l/t/ŋ/d/t/k/m/ʈ/ʌks/ 'door rakhna, sheher hoya jungle peer hoya mungle, saaf or safe bemariyaan hathon, mein kahun, jahan jahan, yaad dilate, Dettol Dettol, hathon ki hifazat Pakistan ki hifazat, Pak Pak Pakistan, hr dum azam hmara, and wash kro Protex kro, Protex kro wash kro are less used in advertisements as compare to resonance. There are some examples of echoing noticed in samples, Dettol Dettol, pump rub, Pak Pak Pakistan, hathon ki hifazat, Pakistan ki hifazat, jany khany, wash kro Protex kro, Protex kro wash kro. On visual level, presence of echo in ʈ/ʌ/, /n/, /t/, /z/ sounds and assonance in /I/, /i/, /u:/, /əʊ/ can be seen in figure 5.

Figure 6 Alliteration, Consonance, ʔ Assonance in Pakistani Hand Wash AV Advertisements



Homophones are also practiced in advertisements and there are two examples of homophones in the names of hand wash products such as 'Safeguard and Lifebuoy'. A safeguard is something like a rule, a supporting object or material, and the curved part of auto bikes that are used for protection from accidents and damages. But instead of using anything in the advertisement, it stands for hand wash brand name through animated character commander Safeguard who is the representation of the hand wash product that is promoting the idea of protection from invisible viruses and diseases. Lifebuoy is something in a round shape tube or ring that can be seen hanging with ships and boats and it is used to protect lives in water. But in ads, advertisers did not use any lifesaving ring tube and this polysemy of meaning is the highly attractive strategy for getting attention and retention opposite things.

Visual & Audio Analysis

The four hands wash brands were replete with visual and aural devices. At the graphical level, all advertisements were organized over animated and human characters. All advertisements selected the school children and families to convey the message against virus and there is not any reference to babies and old people in all advertisements. This indicates that school children ʔ adults are the main victims of viruses who have a constant linking with society on daily basis. The information was

provided in form of bold and capitalized text in white, red or blue fonts with or without background music or voices.

Figure 7 The graphical & textual representation used in Pakistani hand wash AV advertisements



Safeguard did not apply this strategy because its animated character himself is the live promotion of the brand. Lifebuoy hand wash advertisements also used a unique strategy of English subtitles on the screen to approach a wide audience of every background and culture. Thus, for standard advertisement layout brand signature or logo should be placed in the left or right bottom as it is done by the Protex while Lifebuoy only Put products' items on the screen without any additional information and logo on the top left corner, Safeguard did not use any strategy except its shield logo with product name. in this connection, the best method was utilized by the Dettol advertisement, it was arranged with image, additional information, central logo, slogan, and symbolic representation of the circle of protection that contributes towards gripping the audience on psychology and hit them emotionally.

Figure 8 Logo style & color schemes used in Pakistani hand wash AV advertisements



All four brands' advertisements are arranged with bold, sharp, and bright colors such as Lifebuoy advertisement color scheme is red & white, and in COVID-19 context red stands for danger, violence, energy, emergency, motivation, and excitement. White stands for faith, purity & popular for medical

and hygiene genre. Dettol used the White, green, and yellow combination where green stands for health, stability, jealousy, money, and fortune and yellow symbolizes optimism, joy, impulsiveness, hope, and warmth and in COVID-19 context, it stands for protection, future hope, care, experience & representation of green nation. Protex intelligently chose the blue, white green, and red colors, here blue represents wisdom, freedom, cleanliness, loyalty, and technology and in the Coronavirus crisis, the launching of this hand wash product with its presentation conveys message of depth, stability, protection, and security.

Safeguard advertisement was in blue, green, and white scheme and its representation is completely symbolic for the Pakistani nation and its protection through implicit and explicit choices in the advertisement. The last feature is sound or music; all advertisements were accompanied with music or song in background and pitch, intonation and melodic notes were according to the seriousness of the situation. In Lifebuoy and Protex music and voices were in a lighter and pleasant mood while in Safeguard the music was dramatically used to enhance the seriousness of the situation. The only song without any dialogue or written text is a new strategy that makes the message moving piece and makes things easy to remember for the audience and this strategy was applied by Dettol. Music, picture, and background voice all contribute towards the effectiveness of the advertisement for the marketing purposes. Same thing has been supported by the work of [Mustansir, Farid and Hussain \(2024\)](#) that the practice of figurative devices makes the product more memorable and relatable to the audience.

DISCUSSION

The analysis revealed that the audio-visual advertisements are a more complex phenomenon as compare to print advertisements because their focus is on spoken, musical, and visual elements to communicate the message effectively instead of written words because often people ignore the message while reading and watching simultaneously. The analysis of all available samples of four hand wash products' AV advertisements revealed that all brands used similar linguistic, pictures, colors, cultural and contextual themes, and strategies for the promotion of their brands with Corona awareness message. This analysis was focused on stylistic elements, visual, linguistic, and semiotic, used in Pakistani hand wash advertisements during COVID-19 pandemic. They were also different in their style, logo representations, musical notes, and tones to get and touch the seriousness of the message in a COVID-19 context such as Protex was arranged in more colloquial style than Dettol advertisement.

The Protex and Safeguard were more focused on their products and dominant for informational, narrative, and conversational style with celebrity marketing and rhyming scheme as compare to Dettol and Lifebuoy. It was also confirmed by [Cahyani \(2023\)](#) that the sketch of the brand through powerful linguistic choices influences the target market and consumers effectively. Dettol selected the strategy of devaluing the opponent brands through negative hyperbole & irony and Lifebuoy also used the same technique by claiming the world's best germ protector brand. Protex advertisers efficiently made linguistic choices, eye-catching pictures, and colors with exact figures to define the excellence of their product and impression of sanitized, germ-free environments. The safeguard advertisers focused on Pakistani people with the explicit theme of protection and suitable use of

adjectives & phrases for better communication with target users to win popularity & business amid the target consumers.

CONCLUSION

The study focused on exploration of advertisement language in Covid-19 context with Pakistani hand wash products. It is concluded by the findings of the study that language is a powerful tool in advertisement business but addition of nonverbal, visual and contextual elements assists and boost the effect of advertisements and force the consumers to think about the message and create the need and desire to act according to the product's intended message. In the light of this study, there are some suggestions for future implications such as this study only focused on hand wash products with limited samples having COVID-19 theme, others can conduct it with a wide range of sampling and other products by comparing it with Indian or international advertisements in the context of Coronavirus. COVID-19 awareness messages by different organizations can be used as samples with the qualitative or quantitative approach to check the informational strategies or use of figurative devices in print or billboard advertisements as well. Discourse studies can be conducted with the application of stylistic or semiotic models to know manipulation and effects of verbal choices on the target audience.

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- You Tube video samples links:
- Dettol
- <https://www.youtube.com/watch?v=wAhiklBifQY> (duration 0:35)
- <https://www.youtube.com/watch?v=q6riM5xtcpq> (duration 0:45)
- Lifebuoy
- <https://www.youtube.com/watch?v=ENBIGxQ7rOI> (duration 0:20)
- <https://www.youtube.com/watch?v=ZHVHLrR5mTs> (duration 0:15)
- Safeguard
- https://www.youtube.com/watch?v=Im_B8lAdpbg (duration 1:11)
- <https://www.youtube.com/watch?v=XYUrhpy5ISk> (duration 1:21)
- Protex
- <https://www.youtube.com/watch?v=uDtjNu8waA4> (duration 1:28)