The Politics of Promotion: A Multimodal Analysis of the Ads of Punjab Government's Welfare Schemes

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Abstract

This research conducts a multimodal discourse analysis of Chief Minister Punjab's welfare schemes' advertisements in Pakistan. The study mainly focuses on the intersection of politics, discourse, promotion and persuasion in these advertisements. It explores the elements of meaning making strategies that work by creating an interaction between the visual and verbal resources. These elements are analyzed under the multimodal frameworks of Machin (2007) and Machin & Mayr (2012) to understand the ideological combination of visual and verbal messages to persuade the audience. The study is qualitative in nature and purposive sampling has been used utilized. The findings reveal that the traditional symbols and references are used manipulatively and ideologically to reinforce the cultural and national identity of CM Punjab in these advertisements by creating an emotional cue while addressing social and economic issues of the public. These discourses build her persona as a strong and progressive leader by emphasizing on the benefits and success of these schemes. The discursive strategies are designed carefully to construct a narrative of development, progress and social welfare as well as promote CM Punjab as the heroic figure who is dedicated to improving the lives of people in all the advertisements.

Keywords: Political Communication, Persuasion, Multimodal Discourse Analysis, Discursive Strategies, promotional schemes

Introduction

To capture the public's attention and to communicate their initiatives, the government takes the support of political advertisements. The political advertisements are a vital tool for governments and political parties to communicate with the public and to propagate their intended messages. It is a very crucial matter to understand how these advertisements convey their intended messages in a country like Pakistan where cultural values and the theme of national identity create sensitivity and touch the emotions of the people directly. This research aims to study the multimodal meaning making strategies used in political advertisements which focuses on how visual and verbal elements perform together to create persuasive and coherent messages. Persuasion is necessary for political communication. Advertisements are designed not only to give information but also to

grab public opinion in the required direction, assemble supporters, and put dominance on the voter behavior. According to Aristotle, persuasion involves ethos (credibility), pathos (emotional appeal), and logos (logical argument) (Kennedy, 2007). These persuasive strategies are accurately designed to mold perceptions and attitudes of the people in a political context. Machin (2007) argues that there can be no completely naïve viewing; we are always making meaning rather than just seeing. Politicians often use the tool of persuasion to grab the public's perception into the intended direction. They use excessively the discursive strategies which make their initiatives apparently favorable and necessary. They craft their narrative with the help of images, words and symbols in such a way that matches with the audience's values and concerns. Fairclough (2001) stated that language is a form of social practice, and the discursive strategies employed in political advertisements are central to constructing and negotiating power relations. In political advertisements, it looks so that politicians are promoting their welfare schemes, but their underlying intentions are often to mold public opinion in their favor and reinforce their identities. They try to promote their own self rather the scheme or the public benefit. These ads are particularly designed to create and maintain a positive image of the politician. These ads foreground the politician's commitment to public welfare while subtly persuading viewers about their capability and integrity. For instance, the picture of a politician who is inaugurating a housing project is not just about the housing scheme but also about reinforcing the politician's image as a compassionate and effective leader. To understand these crafted messages completely is a critical matter, multimodal discourse analysis (MDA) come up with a comprehensive framework to analyze these complex messages. MDA provides the tools to understand different modes of communication—such as text, images, and layout and how these modes interact with each others to convey meaning (Kress & van Leeuwen, 2001). The present study uses the tools of multimodal discourse analysis to analyze the elements of political advertisements. The study also seeks to uncover the deeper meanings which are embedded within the discourse. Moreover, it also investigates how these elements work combine to persuade and influence the audience. The advertisements which promote government initiatives related to employment, health and housing are selected for this study. These advertisements are addressing significant and sensitive social issues. These promotional artifacts use multimodality to convey their messages effectively. They mostly use the combination of images, text, colors, and layout to propagate the intended ideology. This research analyzes the tangled ways in which these elements work together to influence public perception and support. The research has used frameworks by Machin (2007) and Machin & Mayr (2012) to bring out all the aspects of meaning making strategies used in these advertisements. The research is significant to have a strong potential to enhance the understanding of political communication in Pakistan. The investigation of the meaning making strategies used in these advertisements by multimodal discourse analysis can give a deeper understanding how political messages are tailored to match with the public's concerns and aspirations. Moreover, the research also highlights the reinforcement of cultural and national identity with the help of visual and verbal elements.

Literature Review

Political promotions are crucial to a successful political campaign and government schemes regarding prosperity of people today. Political government always tries to maintain and secure its position among public by launching the prosperity schemes for the people. In the promotional advertisements of these schemes political leaders and government officials ensure that their image

should be properly managed to produce positive impressions. In the present age due to the growth of social media, government officials also need to keep their image positive every time. Political image management is a type of influence that an individual or group of individuals applies to public information about themselves through presentation methods and media manipulation. Political activists use ideologies and the shared belief system of people to construct and reconstruct the political vision of public. Thus, based on various ideologies and mythical beliefs, images of politicians/government officials and opinions about them are deliberately created for the intended purposes. The production and distribution of ideologically loaded images in promotional advertisement is the part of their welfare schemes to create a desired political vision among people. The linguists and discourse analysts use these discourses and uncover the impression maintaining strategies by implying different theories and methodologies. The following reviews will examine the related researches on how ideologically charged images are used in maintaining the images of the politicians/government officials. Martínez Lirola, M., (2016) conducted a research on multimodal discourse analysis of sample political posters in Ireland during and after the Celtic tigers. She analyzed the key political posters made for the campaigns of Irish political party Fianna Fáil framed in the Celtic Tiger (1997-2008) and post-Celtic Tiger years (2009-2012). She intended to observe first how the leader is represented, and later on pinpointing the similarities and possible differences between each. Van Leeuwen's (2008) social actor theory has been used by the researcher to uncover the discursive techniques used to shape the perception of Irish people to vote in a certain direction. In the analysis the tools of Kress and van Leeuwen's visual grammar (2006) were applied for the analysis of the images. The research concluded that politicians were shown in a consistent positive way, with high status and humble appearance so that people might get convinced to vote for the party they represent. Similarly, Sharhan, K.S. (2023) conducted a research on multimodal discourse analysis of Iraqi Parliamentary electoral posters in May 2018. The research aimed at finding out the ways and tools the political entities participating in those elections used in designing their posters and presenting themselves and their programs to the voters. The researcher has used the framework of Bateman (2008) and used the categories of content structure, rhetorical structure and linguistic structure to uncover the visual and verbal strategies used in the political posters. The research concluded with the identification of discursive persuasive elements like patriotism, sensitive religious ideologies and the promises of change and reformation. Bateman (2008) lays emphasis on the significance of social and cultural contexts in multimodal texts are created and interpreted. In the same way, Ross and Rivers (2017) analyzed the visual discursive properties of political memes related to two 2016 presidential candidates, Donald Trump and Hillary Clinton, using a discourse analytic perspective. They used Van Leeuwen's (2007) framework to analyze legitimizing discourse in relation to how they delegitimize. They focused on how memes are used to delegitimize a candidate and create a negative image of a political figure such as a presidential candidate. They conclude that (illegitimate) strategies of authorization, moral judgment, rationalization and mythopoeia are evident in political selves. The study examines the construction of the image of political leaders through the use of memes. Likewise, Ademilokun and Olateju (2015) examine some visual images in the political rally discourse of 2011 election campaigns in Southwestern Nigeria through multimodal discourse analysis. The data was comprised of purposively selected political visual artifacts from political rallies across the six Southwestern States in Nigeria (Osun, Oyo, Ondo, Ekiti, Ogun, and Lagos). The data was analyzed using Halliday's (1985) systemic metafunctional principles and Barthes' (1977) concepts of anchorage and relay. The study concluded that, semiotic resources or artifacts are an important aspect of political rallies because of the inherent political,

cultural, and social communication that are revealed through them. Though already present researches have extensively explored the multimodal discourse analysis of political advertisements, particularly those related to election campaigns, image management, and the construction of political leaders' identities through electoral posters and memes yet there is a noticeable gap in research focusing on the current Punjab government's use of promotional ads of welfare schemes. This research fills this gap by analyzing how the current government of Punjab, under the leadership of Maryam Nawaz as CM since 24th February 2024, uses these promotional advertisements to promote public welfare initiatives and enhances its credibility among the general public. This study provides a fresh perspective on the strategic communication efforts of a ruling government outside of election periods. It also offers a new insight into the role of multimodal elements in shaping public perception and reinforcing governmental authority through welfare-oriented promotions. The research is focusing particularly on how through traditional symbols and references the cultural and national identity is reinforced.

Framework for Data Analysis

To check the interplay between visual and verbal elements in political advertisements related to Chief Minister Punjab's welfare schemes, the study uses an approach to multimodal discourse analysis. The analysis is done by using the theoretical frameworks of Machin (2007) for visual analysis and Machin & Mayr (2012) for verbal analysis. These frameworks supply a comprehensive set of tools to deconstruct the semiotic resources used in the advertisements and help in understanding how these semiotic resources work together to create persuasive messages.

Visual Analysis Framework

The present research conducts the visual analysis of the advertisements by using the framework given by Machin (2007). The framework focuses on the following key elements:

1. **Participants and Representation**: These components of toolkit provide assistance in analyzing the visual representation of people, objects, and settings in the advertisements. The roles assigned to different participants, their positioning, gaze, and the use of iconographic symbolism is analysed. These tools assist in understanding how the overall visual composition of the image constructs meanings and conveys ideological messages.
2. **Colour**: Color has a strong potential to make meaning as a semiotic resource. Colours due to their connotations can bring the emotional responses and create a sense of cultural meanings. The analysis describes the role of colour schemes in qualifying meaning in the advertisements. It pays attention on how the different colors contribute to the overall mood and impact of the message.
3. **Salience**: This component of multimodal toolkit provides an insight about the position, prominence and salience of the visual elements in the advertisements. It helps in analyzing the size of the visual elements, the focus, and placement as well. This component of the toolkit examines how visual elements are placed within the composition to guide the viewer's attention in to the required direction and to highlight the desired aspects of the message.
4. **Metaphoric associations and Connotation**: Metaphoric associations have a significant role in political communication. The analysis examines the role of traditional/cultural

symbols, cultural references, and iconography in meaning making process in the advertisements. The concept of metaphoric association helps in exploring the visual elements having connotations and their contribution to the reinforcement of cultural and national identity. It helps in understanding how these visual elements engage the target audience strongly on a deeper emotional level.

Verbal Analysis Framework

For the analysis of verbal elements, the research applies the framework given by Machin & Mayr (2012). The following components from the toolkit are used for this research.

1. **Lexical Choices and Vocabulary**: The specific lexical items used in the advertisement are analyzed while paying attention to their connotations they carry. This helps in analyzing the target people values and beliefs.
2. **Narrative Structure and Persuasion**: The narrative structure of the slogans and captions in the advertisements is analyzed. It includes the way information is organized and presented to the target people. The analysis of the narrative structure explores how the verbal elements work to create a persuasive message.
3. **Agency and Action**: The representation of agency and action in the text are crucial in constructing social identities and power relations. Machin (2007) argues about this tool that we analyze agency in the images (who does what) and action (what gets done). Through this approach, texts could be analyzed to show how people were represented as behaving, i.e. who was shown as being active and who as passive. In order to analyze through process of agency and action.
4. **Use of Nominations:** Direct nominations are analyzed in this research to determine the sense of inclusion. The analysis focuses on the use of nomination, how nominations are used to assign the agency to different actors. (e.g. the government, the public, or specific groups) to influence the people's perception about responsibility and power.
5. **Intertextuality and Cultural References**: Intertextual/cultural references within the verbal elements are analyzed. The use of culturally significant phrases and slogans and references to other text and historical events are analyzed. It helps in understanding the overall ideological message and reinforces cultural and national identity. This comprehensive approach facilitates the deeper understanding of the advertisements' visual and linguistic discourses.

Research Questions

Q.1 How do the visual elements in the advertisements convey the intended message, and what role do these elements play in reinforcing cultural and national identity?

Q.2 How do the visual and verbal elements in the advertisements work together to create a coherent and persuasive message to emphasize social welfare?

Q.3 What strategies do the advertisements employ to engage their target audience to popularize socialist ideologies?

Data Analysis

In the following section, the data has been analyzed to highlight the discursive features used in the advertisements to persuade the audience. The images are given the numbers to keep them in an order. All the categories of the analytical frameworks discussed in the methodology section are applied one by one on the images to extract all the essence of the intended meaning. The images are downloaded directly from the launched schemes' websites. Purposive sampling technique has been used to select the advertisements out of all launched schemes by the government of Punjab since 24th February 2024. Five advertisements have been selected for the in-depth visual and linguistic analyses.

Image 1

Image retrieved from, https://ehsaaswebportal.pk/apni-chat-apna-ghar-scheme/

Visual Analysis

1. Participants and Representation:

In Image 1, there is one participant Maryam Nawaz standing on the right side while on left side is a well-constructed, neat and clean home, which can be a dream of every middle class person. She is wearing a traditional dress that reinforces her national identity. The modern, well-constructed house is represented as a goal of life and dream of middle class homeless people. It also represents a shelter in the hardships of life. The picture modern and well-designed house symbolizes the secure future for struggling people. Maryam Nawaz in traditional attire representing her national identity reinforces the idea of leadership and devotion. Her hand is raised to her forehead as she is seeking shade from sunshine. Shade and sunshine both the ideas are significant in creating emotional response among homeless people.

2. Color:

The Picture of house is extremely relatable. The color scheme is very neutral and dreamy. The leader is wearing white dress. White color symbolizes purity, sincerity, and peace. These all qualities are highly admirable in leadership. The green and white color in background is

representing Pakistan's national colors. The combination of green and white in background reinforces the idea of national service and identity.

3. Salience and Framing:

The image is divided into two significant parts i.e. a well-constructed, neat home and the picture of Maryam Nawaz, making a significant gesture and wearing traditional attire. The house occupying a little bit more space in the image but focus is equal on both the parts of the image. The prominence of house draws immediate attention of the target audience. The leader's image, immediately next to the house image is indicating the central position of Maryam Nawaz in launching the scheme. It also highlights her leadership and devotion for the people. The framing of the image suggests a narrative where a leader promises to give secure and quality life to her people.

4. Symbolism and Connotation:

The leader's hand gesture, as seeking shade from the sunshine, symbolizes her as the protector of her people from the hardships of homelessness. It also connotes the idea of sympathy to homeless people. It conveys the message of understanding the hardships of homeless people. It gives a sense of responsible and sympathetic leadership. The house primarily represents the material benefit of scheme. Connotatively it suggests the protected and secure future for homeless people. The traditional attire of the leader in combination of her emphatic gesture asserts her national identity. It also connects her with the audience on an emotional level. Moreover, it reinforces her image as a caring and culturally rooted leader who can understand the most pressing needs of public and can solve the most chronic problem of the people.

Verbal Analysis

A significant verbal announcement on the image, "CM Announces 'Apni Chat Apna Ghar Scheme' in Punjab," makes it a persuasive message that sounds deeply with the public's most pressing need. The use of possessive pronoun with the word "Chat" (Roof) creates an emotional and personal appeal to the target audience. The word "Chat" connotatively uses in Urdu language for the protection and shelter from the hardships of life. It makes the advertisement more relatable for the common public. The word "ghar" (Home) has an emotional connotation in Pakistani culture. Home is the place where people can find shelter at night from the tiresome of whole day hectic routine. The advertisement foregrounds the two significant elements: the shelter and the provider of the shelter. The verbal announcement matches with the hand gesture of the leader and symbolizes protection from homelessness. This reinforces the leader's national identity and hits the emotional helplessness of the middle and lower classes. It touches the emotions of the people who are most affected by the housing crisis. The advertisement come up with a critical issue and engages the target people on both a rational and emotional level. The touch of emotional appeal in the promotional advertisement is making the message more compelling and persuasive.
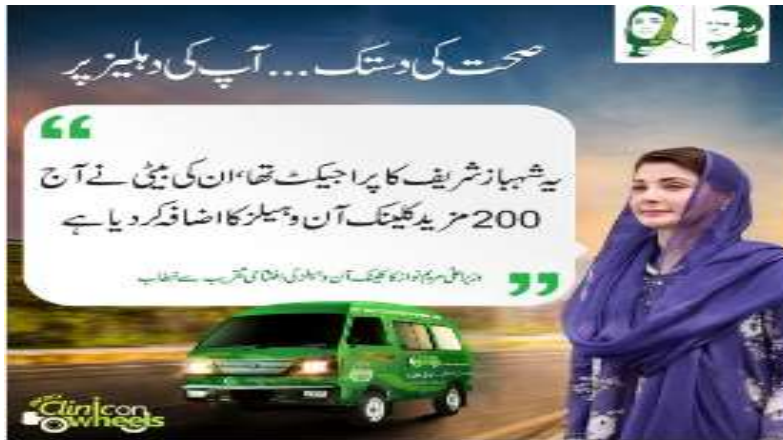
Image 2

Image retrieved from, https://images.app.goo.gl/AxJaw1qjFTeTrU4h9

Visual Analysis

1. Participants and Representation:

The image is composed of different semiotic resources having significant meaning potential. The picture of Maryam Nawaz wearing traditional attire with a peaceful smile on her face is present at the most prominent position in the overall composition of the image. A green labeled van is running on the road with turned on headlights. The road is smooth and carpeted. In the background, the sky looks as if dawn is about to break. Machin (2007) stated that in any visual composition designers use semiotic resources to connote particular discourses that allow them, therefore, to define reality in a particular way. Maryam Nawaz in traditional attire is reinforcing the idea of national identity. Her presence signifies leadership, compassion, and a personal commitment to the well-being of the citizens. Her peaceful smile represents her as a composed and committed leader of the public. The running green van connotes the idea of mobility and accessibility. It also emphasizes it's quick availability at the door step of the people. It's turned on headlights and running position shows its activity and potency. The smooth and carpeted road symbolizes, progress, modernity, development and stability. It also emphasizes the idea of efficiency and ease. A smoothly running van on a carpeted road and peaceful smile on Maryam Nawaz's face both elements work for the idea of perfection in the performance of government. Overall the image suggests a positive portrayal of infrastructure and advancement.

2.Color:

The overall color scheme is dominated by bright colors which suggest hopes and ambitions. The bright green color of the van symbolizes health, vitality, and growth. Maryam Nawaz's bright purple dress conveys the idea of dignity, wisdom, and positive intention. The sky is shown in shades of blue and orange. Blue and Orange resemble the dawn which symbolizes the beginning of a new era and the promise of a brighter future.

3. Salience and Framing:

The van and image of Maryam Nawaz are the most significant elements of this image. The van is representing the service for people by government and the image of Maryam Nawaz is giving the idea of service provider. These two are the most significant and prominent elements of this composition. The image is divided into two sections: the service (van) on the left and the leadership (Maryam Nawaz) on the right. This framing gives a good narrative flow to the image. For the viewer this narrative flow provides a significant association between the service and the provider of the service. The van's movement in the forward direction represents its fast approach to the new destinations. It also signifies the idea of reaching out to people in need.

4. Symbolism and Connotation:

Maryam Nawaz's bright purple dress represents her strength and her strong connection to her traditional values and to the people of Punjab as well. Her traditional dress and her peaceful smile represent her as a confident and hopeful leader. The overall impact of her presence with the promotion of a newly launched welfare scheme is reassuring and signaling that the situation in Punjab is improving under her leadership. The moving van with a serving label "Clinic on Wheels" symbolizes the government commitment to public to provide health services at their door step. The running condition of van evokes optimism and creates a sense of satisfaction that government is no more away from its people. The depiction of the sky as dawn is near to break connotes the help is on the way. The orange color of horizon in cultural connotation suggests the hope of a new beginning. It represents the start of a revolutionary era where healthcare becomes accessible to everyone, particularly in rural or underserved areas. The bright colors as the color of Maryam Nawaz's dress are culturally significant and are adding the progressive and life-enhancing elements to her leadership.

Verbal Analysis

Slogan and Caption:

The caption for the scheme launched by Maryam Nawaz is "Health Knocks at your Doorstep". Two lexical items with significant connotations are used in this slogan i.e. 'Knock' and 'doorstep'. 'Knock' connotes the idea of awareness and accessibility while 'Doorstep' conveys approach, ease and efficiency. Both words collectively imply the healthcare is no longer distant but is brought directly to the homes of people. The main slogan conveys the message of care and convenience. The slogan addresses the basic human need i.e. health. The people who were struggling hard to approach the healthcare services in past may find reassurance and an emotional appeal in this slogan.

The caption on the picture is using a direct nomination. Father-daughter nominations are referring to Shehbaz Sharif and Maryam Nawaz and emphasize the idea of a family dedicated to serving the nation. This connotes a familial commitment to the well-being of Pakistan. It creates the impact of legacy and continuity in leadership. The use of nominations familial gives a personal touch to the message, making it more relatable and trustworthy for the audience. It implies that the leadership

is not just about politics but about genuine care and responsibility passed down through generations.

The health issues of public always prove sensitive to gain trust and support of the public for the running government. The promotional schemes of government regarding the health of people engage the public emotionally because this is a sensitive issue that resonates deeply with the public. The assurance that healthcare is now at their doorstep is meant to evoke feelings of relief, security, and gratitude.

A powerful narrative is created by the use of effective visual and verbal elements. It perfectly represents that the government is not only aware of the public's health concerns but is also actively taking steps to address them in a way that is personal, accessible, and immediate.

Image 3

Image retrieved from, https://images.app.goo.gl/HVV5v4epUPDqsMu56

Visual Analysis

1. **Participants and Representation**:

The image contains two prominent political figures: Maryam Nawaz (CM Punjab) and Nawaz Sharief (Former Prime Minister of Pakistan and her father). Nawaz Sharif is waving and Maryam Nawaz is standing in front of him with calm and composed body language. According to Machin (2007) a comprehensive dictionary of poses exists in our mind which carries meanings or meaning potential. These poses often carry connotations which are based on certain associations. The back ground is green and aligns with the theme of national Identity, agriculture and prosperity of the country. Nawaz Sharif, Maryam Nawaz and background of the image are the three visual elements in this artifact possessing full meaning potential. Nawaz Sharif's gesture of waving is a symbol of leadership and connection with the public. It portrays him as a figure that is actively engaged with the people. Maryam Nawaz's calm posture and her traditional dress symbolize stability and continuity in leadership. The combine presence of father (former prime minister) and daughter (present CM Punjab) is reinforcing the narrative of a family dedicated to the welfare of Pakistan.

The green back ground symbolizes peace and prosperity. Another significant element having strong meaning potential is the image of fully ripened wheat crop in the background. It represents prosperity of farmers. Machin (2007) argued that certain objects present in the image with the combination of participants and poses may connote meanings and provide meaning potential.

2.**Color**

Color: As the main theme of the scheme launched by the government is agriculture so the green color is used to make it dominant. Moreover green color in Pakistani culture is the representative of national identity. It further represents agriculture, growth, and prosperity. The pink dress of Maryam Nawaz is symbolic of nurturing and care. Moreover it is highlighting the ideals of support and leadership in her personality. The overall image possesses bright and vibrant colors which are indicating hope and positive change.

2. **Salience and Framing**:

Salience: The positioning of the participants and their gestures are the most important elements in this image which carry maximum meaning potential to draw the attention of the viewer. The combination of their presence conveys a message of strong, stable leadership that is transferred from generation to generation. The figure of Nawaz Sharif is positioned just behind the Maryam Nawaz's. It indicates the familial influence in the policies of government. The image composition overall creates an association between the leadership and the prosperity of farmers.

3. **Symbolism and Connotation**:

Nawaz Sharif's Gesture: Nawaz Sharif's gesture symbolizes leadership, connection, and a promise to the people. His presence in the image suggests continuity, leadership and commitment. His presence also gives a familial touch to the promotional advertisement; it indicates the transformation of traditional values, love and devotion for the public to the next generation. Maryam Nawaz's traditional attire and composed expression shows her deep rooted cultural and traditional values and a sense of continuity in devoted leadership.

Green Background: The green color and fully ripened wheat field indicate the prosperity of farmers. In Pakistani culture for the farmers the biggest blessing is an excellent wheat crop. The image of wheat crop in the background is an emotional appeal for the farmers and can grab the support and favor for the government. It also conveys the message of growth, prosperity, and a bright future for the nation's farmers.

Verbal Analysis

The slogan "سرسبز پنجاب خوشحال کاشتکار" (Prosperous Farmers, Green Punjab) directly address to the needs of farmers. If the fields of Punjab would be green, certainly the beneficiary will be farmers collectively. The two words with almost same connotation are significantly used here: Green and Prosperous. A farmer's prosperity is attached to his fields. The word green connotatively is used for the superb production of the fields of Punjab. If the fields would be green the ultimate benefit would go to the farmers. The slogan is in the form of a commitment. It indicates

a promise from Punjab Government. The promise emphasizes the importance of agriculture in the province and the government's commitment to support it. Along with the slogan another statement is also present in the advertisement that mentions a commitment from Maryam Nawaz and Nawaz Sharif to the farmers. It reinforces the narrative of a leadership that is actively indulged in improving the lives of the agricultural community. Similar to previous advertisements, the father-daughter nomination (Nawaz Sharif and Maryam Nawaz) is used to convey a sense of familial responsibility towards the nation. The direct nomination conveys the idea of continuity in leadership and a shared commitment to the welfare of the people. This familial reference increases the credibility of the message and portrays the true passion of the leaders as they devoted their lives for the country's future. The promotional advertisement is designed particularly to create an emotional connection with the farming community. The message overall is intended to show the concerns of government regarding the well-being of farmers of Punjab. It evokes feelings of hope, security, and confidence. It represents the credibility of the government that under this leadership, the prosperity of the farmers will lead to a thriving Punjab. The slogan and the visual elements together create a persuasive narrative that the government is not only aware of the farmers' needs but is also dedicated to addressing them in a meaningful and impactful way.

Image 4

Image retrieved from, https://images.app.goo.gl/J8an5QhVE5JXMLXT9

Visual Analysis

1. Participants and Representation:

The primary focus is on Maryam Nawaz in the advertisement. Maryam Nawaz in traditional blue attire represents health and care. Her representation in blue is strategic, maintaining her image as a nurturing and caring figure. Her image in advertisement associates her directly with the concept of health and public welfare. Another significant image in the advertisement is a stethoscope placed on a red heart. Machin (2007) argues that colors are also metaphorically associated with some abstract concepts. Here red heart and stethoscope aligns the concept of advertisement with the main idea of scheme. These two significant props with the main image of Maryam Nawaz depict the concept of care and cure from the heart diseases and the main provider of these health care services. Machin (2007) stated that the props therefore transport meanings that connote a

whole way of life. The advertisement goal is to connect Maryam Nawaz with the well-being of the public and this is done through the use of her image in a positive light with some significant props.

2. Color

The visual narrative is dominated by blue color. Machin (2007) writes about the Panofsky's (1970) study of visual representation that it involves the identification of such symbols, tracing the way these became established. These symbols can be abstracted shapes, objects, colors and people, etc. Blue symbolizes health, healing, and trust. The high modality of the blue color immediately drags the attention towards healthcare and suggests reliability and calmness. The red heart presents a sharp contrast with blue. This sharp contrast draws the attention immediately and indicates the urgency and significance of heart health. This color choice makes the visual more realistic and credible and creates a strong impact on the mind of the target audience.

3. Salience and Framing:

Maryam Nawaz due to her prominent position in the image has become the focal point. Her image is larger and more vivid as compared to the other elements. It increases her salience and ensures that viewers immediately recognize her as the central figure. The red heart and stethoscope are positioned on the lower left. These are also framed within a symbolic context that reinforces the healthcare theme. The framing is neat and looks antiseptic. It focuses the viewer's attention on the key elements of advertisement without distraction.

4. Symbolism and Connotation:

The advertisement uses the stylized heart, which universally represents love and affection. In the particular context of this advertisement, this stylized heart connotes health, specifically heart health. The stethoscope, a medical tool symbolizes the healthcare services. The visual representation of Maryam Nawaz in a blue dress directly aligns her presence as a healer or caretaker. She is presenting the role of provider of relief to the people. The verbal metaphor of "Maryam" as "Marham" (ointment) further creates a deep cultural connotation to suggest her as a source of healing and comfort for the effected community.

Verbal Analysis

1. Slogan and Caption:

The slogan "Maryam Hai Marham" (Maryam is Ointment) is a tactful wordplay that creates a rhetorical effect on the mind of the reader. It creates a memorable and impactful phrase that associates Maryam Nawaz directly with healing and care. The visual and verbal elements join the forces together and strengthen the relation between her identity as the provider and the healthcare services. The caption puts a force on the significance of the healthcare initiative. It specifically targets the heart patients and grabs their attention toward the sympathetic initiative of the government to provide medical relief.

2. Nomination:

Maryam Nawaz's name on a prominent position in the slogan makes the message personalized. It creates a personal, more relatable and direct impact on the minds of the target audience. This nomination tool depicts her image more elevated and presents her as a responsible figure for the initiatives of welfare. This direct nomination creates a strong personal connection between her and the audience. The repeated use of her name across the advertisement strengthens her connection with the healthcare services which are being offered.

The advertisement effectively merges visual and verbal elements to create a coherent and persuasive message. The aim of advertisement is to promote public welfare schemes, particularly care and cure from heart diseases. Through associative use of color, symbolism, and verbal metaphor, the ad portrays Maryam Nawaz as a nurturing and reliable figure connected with healing and care. The interaction between the verbal metaphor of "Maryam" as "Marham" and the symbolic representation of colors and props strengthens the overall impact and makes the advertisement both unforgettable and influential.

Image 5

Image retrieved from, https://8171passgov.com/youth-interest-free-loan/

Visual Analysis

1. Participants and Representation:

There are two main participants in this image: one is Maryam Nawaz and the other is a group of young professionals. Machin (2007) stated that participants present in the image with the combination of poses and objects may connote meanings and provide meaning potential. The image of Maryam Nawaz is placed at the top write corner of the advertisement. She is wearing traditional yellow dress. Her position in the advertisement is associating her with the leadership of scheme. Her gesture also conveys a significant message regarding the unemployment in Pakistan. Her gesture represents a strong and assertive statement. Her gesture could be interpreted as a

symbol of determination or assurance. The three young professionals in the center represent different professional sectors of society (business, agriculture, and technology). This group of young professionals symbolizes the diverse opportunities that the loan scheme offers. The presence of these figures in the advertisement represents a broad age group that the scheme targets. It stresses the inclusivity of a large age group and opportunity for almost all young professionals.

2. Color

The advertisement uses a neutral background of white color. It symbolizes transparency and clarity which is necessary in government schemes. The logo of Punjab government, the logo of scheme and the main caption is written in green color which represents national identity and patriotism. A black stripe is given at the bottom of the advertisement on which an optimistic statement (in white color) is written against unemployment. The yellow attire of Maryam Nawaz conveys optimism and positivity. She is conveying a hopeful message through the scheme.

3. Salience and Framing

Maryam Nawaz is framing separately on the top right corner of the advertisement. She draws the attention of the people due to this position as an authoritative figure behind the initiative taken by the government. This position makes her the secondary focus after the main text and the group of young professionals in the center. The positioning of the young professionals in front of their respective work environments highlights the practical application of the loan scheme. It makes clear that the scheme is designed to support various professional sectors. The official logo of the Government of Punjab has given a sense of credibility and authority to the message.

4. Symbolism and Connotation

The advertisement has used a wide range of symbols to convey its message. The group of young professionals represents the future of Pakistan. It shows the potential for growth and success across different fields. The green color connotes prosperity and also ties the loan scheme directly to the economic and social well-being of the country. The text in Urdu language makes it more relatable and increases the scheme's accessibility to the general public. The presence of Maryam Nawaz in yellow traditional dress with a significant gesture connotes leadership, care, and commitment to the youth and their futures. This gesture often depicts a person's complete control on situation and emphasis on positivity. It might represent an attempt to convince the audience that the problem of unemployment will be addressed effectively.

Verbal Analysis

1. Slogan and Caption:

The main slogan, "Barozgar Nojwan, Khushhaal Pakistan" (Empowered Youth, Prosperous Pakistan) is a powerful statement that addresses directly the main concern of youth i.e. unemployment. The caption present at the bottom of the advertisement reinforces this message by stating that no young person will remain unemployed. The Logo of government of Punjab is present at the top of the advertisement which is further establishing its credibility and scope. The

language of main slogan and caption is straightforward and optimistic. The direct language is inducing a sense of confidence among the audience that the government is actively working to solve unemployment issues.

2. Nomination:

The tool of direct nomination in term "Naujawan" (youth) is prominently used in the main slogan. It directly addresses the target audience (unemployed youth). Maryam Nawaz is not nominated directly in the text but her visual presence strengthens the personal contact between the leader and the public. The direct nomination is given to youth to grab their attention towards the scheme launched by the government. It helps in building a sense of trust and relatability among the youth upon government. Maryam Nawaz is presented at a dominant place in the advertisement, looking a key figure who understands and addresses the needs of the youth.

The advertisement's main purpose is to evoke hope and optimism. The picture of young professionals succeeding in various fields is combined with the confident slogan. It creates a sense of empowerment and possibility for the youth. The presence of Maryam Nawaz in warm yellow with a significant gesture adds encouragement. The audience feel supported and motivated to take advantage of the scheme through her significant appearance in the advertisement.

Conclusion and Discussion

This research paper explored the visual and verbal elements used in political advertisements related to public welfare schemes in Punjab, Pakistan, with a specific focus on the portrayal of leadership. The research has employed Machin (2007) and Machin and Mayr (2012) frameworks to conduct a multimodal discourse analysis of the selected advertisements. Through verbal and visual analysis it has become clear that these promotions tactfully use a range of semiotic resources like imagery, color schemes, gestures, and verbal messaging to create coherent and persuasive messages. The detailed analysis of visual resources has made it clear that the strategic use of color, particularly green, played a significant role in creating a strong national identity of political leaders. It has also connected prosperity and growth to the agricultural sector connotatively. The most effective thing among the semiotic resources is the poses of Nawaz Sharif and Maryam Nawaz in traditional attire with different significant gestures. According to Machin (2007) a comprehensive dictionary of poses exists in our mind which carries meanings or meaning potential. These poses often carry connotations which are based on certain associations. The confident, approachable expressions have further shaped their role as compassionate and committed leaders who better understand and fulfill the needs of the people. The credibility of the familial leadership has been enhanced by the use of father- daughter nomination technique. It has also served the purpose of putting an emotional appeal in the advertisement. It positions the leadership as not just political representatives but as caretakers of the nation who have devoted the generations for the safety and prosperity of the people. This familial representation is a powerful tool in political communication, as it creates a relatable and trustworthy image of the leaders. The verbal analysis explained how language is used to strengthen the visual messages. The emotions related to health, prosperity and security are evoked among vulnerable groups like farmers and the general public through slogans and captions which are carefully crafted. The father-daughter nomination is used as a tool to create a sense of continuity and build a positive image of the whole political family. Overall, the research highlights

how visual and verbal elements work mutually to create impactful political communication that shapes the perception of the audience on both rational and emotional levels. The analysis reveals the leaders' national and cultural identity successfully. It also shows how emotional cues are created to engage the public emotionally by addressing their needs and aspirations. The findings of this study bring out through multimodal discourse analysis how the political advertisements communicate with the public in intricate ways. In the context of Punjab, Pakistan, where cultural and national identity plays a significant role in political communication, the strategic use of visual and verbal elements becomes crucial in shaping public perception and garnering support. To evoke a sense of national pride and identity the deliberate use of green color in the advertisements taps successfully into deep-seated national sentiments. The prominence of green, is not just an indication to the agricultural theme but also an impactful choice to create a sense of patriotism. The green color in Pakistan also symbolizes growth, prosperity, and Islam. By using such cultural symbols, the advertisements effectively make the political messaging more resonant and impactful. In conclusion, this research contributes to the understanding of how political communication in Pakistan is shaped by cultural, national, and emotional factors. The effective use of visual and verbal elements in the advertisements analyzed demonstrates the power of multimodal discourse in creating persuasive and impactful political messages. Future research could explore how these strategies compare with those used in other regions and contexts, particularly in how cultural and national identities are manipulated in political communication.

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