LINGUISTIC DIMENSIONS OF GENDER REPRESENTATION: A MULTIMODAL DISCOURSE ANALYSIS OF PAKISTANI ENGLISH MAGAZINE ADVERTISEMENTS

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ABSTRACT

This study investigates the linguistic dimensions of gender representation in Pakistani English magazine advertisements, focusing on two key publications, SHE and Friday Times. Utilizing a multimodal discourse analysis framework, the research examines how language, imagery, and layout collectively construct gendered narratives. Drawing on difference theory and multimodality, the study explores the interplay of text, visuals, and cultural norms in shaping perceptions of masculinity and femininity. The analysis reveals a dual narrative in gender representation: advertisements targeting men often emphasize authority, power, and professional success, employing bold text, large font sizes, and language associated with decisiveness and achievement. In contrast, advertisements directed at women frequently associate femininity with domestic responsibilities and beauty, using linguistic tools such as collocations and word choices tied to household tasks and aesthetics. Intertextuality and visual grammar are used strategically to reinforce these roles, creating layered meanings that resonate with cultural expectations. While some advertisements challenge traditional norms by including more inclusive portrayals, many still perpetuate stereotypical gender roles. This research addresses a critical gap in understanding gender representation in Pakistani media through a linguistic and multimodal lens. It underscores the need for advertisers to adopt progressive and inclusive strategies to promote equitable and diverse representations of gender in the media. The findings contribute to the broader discourse on gender and media, offering insights into the intersection of language, culture, and societal norms in advertising.

INTRODUCTION

This study investigates gender representation in Pakistani English-language advertisements. It provides background, theoretical framework, methodology, and selected advertisements for analysis. The paper structure includes a literature review, theoretical framework, methodology, analysis, and conclusion to resolve the research's objectives and address questions.

1.2 Background of the Study

One of the foremost phenomena in all societies down ages and especially in contemporary society, is the difference between genders based on social, cultural, and biological construction. The relationship between genders is not only based on power difference but it is unjust and unequal in such domains as education, dominance, power, and politics (Mahmud, 2010). This is the ultimate

reality of both sexes regardless of whether they work and live together or in a segregated environment. Collocations such as *gender stereotypes*, *gender representation*, and *gender ideas* appertain to how gender and differences are textually constructed and discussed According to Sunderland (2006), the portrayal of gender is often done through stereotyping; females are portrayed in a specific manner in a comedy about their alleged verbosity, which is a typical folk-linguistic stereotype. In most cases, the portrayal of females put the female gender at a disadvantage, but the given portrayal of a female often requires an unbiased interpretation. The different interpretations of the same text support a perspective of meaning co-constructed by the texts and by the one who reads or hears it.

In recent years, the portrayal of gender in media has emerged as a focal point of critical academic inquiry, reflecting broader societal concerns regarding gender equality and representation. This scrutiny extends to Pakistani English magazine advertisements, which, as a significant part of the media landscape, play a pivotal role in shaping public perceptions of gender roles and identities. The current state of gender representation in these advertisements offers a compelling glimpse into the interplay between global trends and local cultural norms. As Pakistan stands at the crossroads of traditional values and modern influences, examining its English magazine advertisements reveals not only the unique manifestations of gender portrayal but also contributes to the global discourse on gender representation in media.

This area of study is critical for several reasons. First, it enables an understanding of how gender stereotypes and roles are perpetuated or challenged in Pakistani society through media. Second, it provides insights into the cultural specificity of gender representation, offering a counterpoint to the predominantly Western-focused media studies. Lastly, by analyzing the multimodal aspects of advertisements combining linguistic with visual analysis this research contributes to the broader academic pursuit of understanding media's role in gender socialization and its implications for gender equity.

1.3 Multimodal Analysis

Multimodality is an interdisciplinary field that examines the interconnectedness of various semiotic modes in communication, such as language, images, gestures, and postures. It is essential in understanding communication in diverse contexts, from print media to television genres. Based on Halliday's semiotic analysis, visual grammar is a tool used to visualize social meanings in multimodal texts. This field is used in various contexts, including television and gender representation in magazines. The difference theory is used as a theoretical framework for understanding gender representation in Pakistani English language magazines, focusing on linguistic and visual modes. The study aims to provide a clear picture of gender representation in Pakistani English magazines using multimodality tools and methods, focusing on layout, color, text, language use, positioning, and physical representation.

The present study will be carried out by utilizing the Pakistani English magazine advertisement as the primary source. The number of advertisements would be fifteen. The data would be collected from SHE and Friday Times magazine advertisements featuring men and women.

1.4 Advertisements

The advertisements are taken from Pakistani English magazines, namely, SHE and Friday Times. There are 10 advertisements taken from both magazines. The magazines are taken from 2011 to 2015. One magazine is taken each year for study.

1.4.1 Rationale for Choice

This study aims to fill a gap in academic research on gender representation in Pakistani English magazine advertisements, a topic that has received increasing attention. The research is motivated by the dual role of these advertisements as carriers of global consumer culture and vessels of local socio-cultural values. It aligns with societal debates on gender equality and representation in Pakistan, aiming to shed light on the discourse surrounding gender roles, expectations, and the ongoing struggle for gender equality. The chosen theoretical framework integrates multimodal

analysis, acknowledging that gender representation in advertisements is not just about textual content but also visual design and composition. The study aims to contribute meaningfully to the ongoing dialogue on gender representation in Pakistani media and society.

1.4.2 Groups
There are 10 advertisements taken from both magazines. The advertisements are divided into five groups based on the similarities between them. The three groups are fashion advertisements, beauty and makeup advertisements, and gender-neutral advertisements.

1.5 Statement of the Problem
The study investigates gender representation in advertisements in Pakistani English magazines, focusing on both language use and implicit messages conveyed. Advertisers in the contemporary marketing age consider the reader's interest in effectively selling their products. Advertisements featuring men and women are composed differently based on the reader's interest. The study aims to analyze the impact of these advertisements on the psyche of both sexes, as advertisements are an essential part of human cognitive life. The study aims to understand the implicit and explicit linguistic patterns in advertisements

Research objectives and questions
Below are the specific objectives and research questions that will guide this investigation:

1.5 Objectives
1. To explore the representation of men and women in the advertisement of Pakistani English language magazine
2. To explore the kind of language used in the advertisements in the Pakistani English language magazines` featuring men and women

1.6 Research Questions
1. How are men and women represented in the advertisement of the Pakistani English language magazine?

2. What kind of language is used in the advertisements in the Pakistani English language magazines` featuring men and women?

1.7 Significance of the study
This research provides a comprehensive understanding of gender representation in advertisements in Pakistani English language magazines through multimodal discourse analysis. It explores how language, images, colour, layout, and positioning create gendered meanings. The study's focus on Pakistani magazines adds a cultural layer to the discourse, providing insights into a complex culture. The findings could inform advertisers, marketers, and policymakers about the influence of advertisements on gender views.

1.8 Delimitations of the Study
This study will be confined to analyzing advertisements sourced exclusively from two magazines: SHE and Friday Times. A total of 10 advertisements will be selected from these publications for detailed examinations. The advertisements analysed will be drawn from issues published between 2011 and 2015, as the magazines did not continue with regular publications beyond this period.

Literature Review
2.1 Introduction
This chapter aims to provide a comprehensive literature review on language and gender. The main goal of this literature review is to enhance our knowledge of the subject matter while also identifying the research gap and establishing a pertinent direction for further research. By delving into the extensive body of literature in this field, we can situate our own research within the broader context of linguistic and multimodal studies.

2.1.1 Language and Gender Representation in Advertising
Advertisements have evolved significantly with time, experiencing fast growth and widespread influence. Consequently, the construction of women's identities in advertisements has become a subject of interest for many eminent researchers.

Scholars have examined various aspects of the advertising discourse, including the development of women's identities, their portrayal and representation in media, the relationship between semiotics and women, and other related topics.

By examining and categorizing the existing literature, this review aims to shed light on the complex relationship among language, gender, and advertising. It aims to unleash the different ways in which language is utilized in advertisements to shape and perpetuate gender roles and stereotypes. By understanding the existing research landscape, we can identify gaps and areas that require further exploration. This review will provide a foundation for our research, allowing us to position our study within the existing body of linguistic research on language and gender in advertising.

2.2 Overview of Language and Gender

The terms language, gender and society are three most complex and closely connected terms. The most obvious question that arises is whether language affects or reflects the gender relationship or social life. The answer to this question will clear the concept of how language determines and reflects men's and women's speech, opinion, space, and choices.

The term *'gender'* is often confused with *'sex'* they considered as same. However, there are different definitions to define both terms. Sex is defined as related to biology, whereas gender is something that is psychologically and socially formed by interacting within social, educational and family settings. In simple words,

"gender is not something we have, but something we do, something we perform. Sex is a biological categorization based primarily on reproductive potential, whereas gender is the social elaboration of biological sex."
(West and Zimmerman 1987, p 125–151).

It implies that sex is an inherent characteristic that is present at birth. Gender is the opposition of sex. It is not brought with when a person a born, instead it is something that is psychologically and socially formed by human beings as per their rules and beliefs.

2.2.1 Language's Role in Stereotyping Males and Females in Social Contexts

Gender is discussed in different fields of social science (Marchbank and Letherby 2014). In a particular social context, the culture of a society establishes the legitimization of its values, meanings, expectations, interactions, and behavioral patterns. Many different structures are developed regarding gender. Based on what comes up in magazines, television or individual experiences reflects the portrayals of gender issues. Women are expected in the roles of caretaker and housewife. Conversely, males are depicted as providers and authority figures. Moreover, in many different cultures, married women are expected to take their husband's name, and daughters are restricted to home and look after their younger siblings; in contrast, sons enjoy the liberty to engage in outdoor play with their peers. Additionally, in many different schools and colleges, gendered-based positions are offered to the students for recruitment. Such gender issues are normalized and not given any importance due to daily practices.

Considering gender in language, Sidiqi (2003) states,

"In linguistics, the term referred to the grammatical categories that indexed sex in the structure of human languages. Feminist theorists of the 1960s to 1970s used the term 'gender' to refer to the construction of the categories of masculine and feminine in society. sThis construction was related to biological sex in contested way." (P, 4)

The correlation between language and gender predates the emergence of the women's movement in the late 1960s and early 1970s, potentially dating back as early as a century prior to the scholarly exploration of this issue. This discrepancy in speech patterns between men and women was evident in globally used proverbs, which highlighted the inclination towards verbosity in representing the linguistic expressions of female speech.

2.2.2 Linguistic sexism

The significance of studying language and gender can be traced back to the nineteenth century. The traces of the intersection between language and

gender can be found in publications related to the women's movement. Moreover, it also came up in feminist campaigns regarding the philosophy of feminists and personal names. However, research about issues of language and gender was established in the 1960s and 1970s with the second feminism movement. Back then, the writers worked on many books and articles on two different and most crucial issues: the significance of bias and differences in gender in the use of language and nature. For instance, Kramer (1977) raised significant questions in his essay regarding the potential differences in language usage between males and females. He also explored how language, in terms of its content, everyday usage, and structure, reflects and contributes to the perpetuation of gender-based inequalities. Additionally, he addressed the issue of changing sexist language. Other scholars in the field of language and gender at that time were similarly engaged in examining these questions to gain insight into the social dynamics underlying gender inequality manifested through language use. It was argued by feminist researchers that language serves as a platform for the expression of unequal power relations, with men enjoying greater freedom, social advantages, and perceived strength, while women experience reduced power and social disadvantages. These observations shed light on the manifestations of male dominance and strength within various linguistic aspects. The feminist researchers' argument was that languages are controlled by men because of their powerful position, for instance, most of the politicians, philosophers, linguists, grammarians, and orators were believed to be men (Frank and Anshen 1985). Therefore, sexism in language was encoded by men to show their powerful position over women. Even though, one of the researchers argued about the importance of promoting females as innovators and users of the world wide web, so that male's monopoly over females would not increase on internet language use (Marchbank & Letherby, 2014)

Johansson and Pettersson (2005) conducted a study on the role of language in Swedish alcohol advertisements. The research examined the linguistic strategies employed to target specific gender groups and reinforce gender norms in alcohol marketing. The study highlighted how language was used to associate certain gendered qualities and behaviors with alcohol consumption, reflecting and reinforcing societal expectations. The findings underscored the role of language in shaping gendered associations with alcohol and the potential influence on individuals' attitudes and behaviors.

Utterstrom (2006) believes that when composing any advertisement, it is essential to keep gender in mind. Since both men and women are customers who react differently to the products they buy and advertisements they see, it is therefore essential for marketers to consider gender first when designing any advertisement. The marketing of any product is dependent on gender in lending the product either the image of masculinity or femininity. Their study used two different lifestyle magazines of Sweden to investigate the portrayal of men and women, which provided a deeper understanding of print advertisements based on gender. The gendered-based advertisements can be easily differentiated by looking at their layouts. The layout for men's magazines is often designed for lifestyle products in which male models are preferred; however, the layout for women's magazines is often designed to focus on female models using a personalized format. Furthermore, the similarity of the elements and colours between the advertisements for men and women may be possible. Thus, the focus in the gender-based advertisement is the primary colours and elements used. Colours play a significant role in designing a magazine because both men and women have different choices when it comes to the preference of a particular colour. Considering the differences in the choices of both men and women the advertisements are made differently, keeping the gender of the particular audience in mind.

2.2.3 Role of Print & Electronic Media in Describing/Assigning Gender Roles

Behnam and Zamanian (2014) stated that language and gender play a vital role in the making of any advertisement; however, problems related to their roles remain highly controversial in the realm of advertisements. In their study, two different genres of magazines were analyzed to determine the use of language, keeping linguistic

and cultural differences in mind. Differences in speech, i.e., content and form of both men and women are of great importance, considering the language and society. Moreover, the main focus of their study was to find out how gender is portrayed and managed through means of language and society. To understand the role of advertisements in affecting the culturally generated gender-based stereotypes and the representations of images in the advertisements of both men and women were investigated through visuals and textual images of six magazines with the help of source text analysis and text typology. Their study shows that both similarities and differences can be found in the Iranian and British advertisement systems. The analysis of the British advertisement shows that women are portrayed less covered and as females in that part of the world have freedom of expressing their thoughts and showing their bodies; however, the analysis of the Iranian advertisements show that women in that society are represented as mothers and wives.

Li and Zhou (2016) examined the use of language in Chinese beauty product advertisements. Their research explored how language was utilized to construct gender ideals, particularly related to beauty standards and femininity, within the Chinese cultural context. The study revealed that language played a significant role in shaping gender representations in advertising, reinforcing traditional notions of beauty and femininity. The findings emphasized the impact of language on promoting certain beauty standards and its potential influence on individuals' self-perceptions and societal norms.

According to Yasmeen (2017) advertising of the products plays a significant role in the success of a brand to attract customers and promote their products. The meaning conveyed through these advertisements has a long-lasting, powerful, and influential impact on the customers and significantly affects society. The subject in the advertisements is perceived based on language, ideas, and symbolism. Her study determines the different traits and components of language in electronic and print media advertisements featuring women. Moreover, the study investigates the portrayal of females in media advertisements and the way they are portrayed

linguistically. Females are also represented in their social and cultural roles such as glamour models, homemakers, and babysitters. It also focuses on women being objectified to promote the brand's product, which is investigated by finding out the linguistic features used in the advertisements through different linguistic traits like syntax, morphology, semantics and phonology. To understand both women-oriented advertisements and the portrayal of women in the advertisements, the data of these advertisements were analyzed through quantitative and qualitative approaches. The findings of Yasmin's study (2017) from the perspectives of qualitative analysis show that the language used in these advertisements is filled with literary and rhetorical devices. On the other hand, from the perspective of quantitative analysis, a survey was done to record a difference in the customers' perceptions. It was noted that there were huge differences among the responses recorded based on education and age. But considering the response based on gender, there was a difference recorded in the perception of the receivers, which shows that most the receiver's responses express a certain level of agreement on the advertisement based on women. Jansson, Koller, & Saxer (2017) conducted a study on how gender is constructed in Swedish toy advertisements. The research focused on the linguistic features used to target and appeal to specific gender groups, shedding light on the role of language in reinforcing gendered divisions in children's toy marketing. The study revealed that language played a significant role in shaping gendered representations and expectations with specific linguistic cues employed to emphasize traditional gender roles and stereotypes associated with different types of toys. The findings highlighted the influence of language in perpetuating gendered marketing strategies and its potential impact on children's socialization.

2.2.4 Language's Role in Stereotyping Males and Females in Social Contexts

Jansson, Koller and Saxer (2017) conducted a study on gender representation in Swiss online job advertisements. They analysed the linguistic features used in job advertisements to attract male and female applicants and uncovered gender

biases and stereotypes present in the language. The research revealed that certain language choices tended to reinforce gendered expectations and perpetuated gender inequality in the workplace. The study highlighted the importance of using inclusive and unbiased language in job advertisements to promote equal opportunities for both genders and reduce gender-based discrimination.

Van Mulken, Nazir, & Stoehr (2018). investigated the portrayal of gender in Dutch toy advertisements. The study analyzed the use of language to reinforce gender stereotypes, examining how linguistic cues were employed to emphasize traditional gender roles and expectations regarding toys. The research revealed that language played a role in shaping gender representations in toy advertising, contributing to the perpetuation of societal gender norms. The findings underscored the need for more inclusive and diverse representations in toy marketing to challenge and expand traditional gender divisions. Sadiq et al.,(2018) investigated the linguistic strategies used in Pakistani print advertisements to represent gender. The study identified the presence of traditional gender roles and stereotypes in the language employed shedding light on the reinforcement of gendered norms in advertising discourse. The analysis revealed that language choices in advertisements often perpetuated gender biases and reinforced societal expectations regarding gender roles. The study emphasized the need for critical examination of language use in advertising to challenge and reshape existing gendered no Smith and Chen (2018) conducted a content analysis of gender representation in Super Bowl commercials. They examined the linguistic and visual cues used to portray gender and their impact on reinforcing gender stereotypes and traditional gender roles in advertising. The study revealed that language played a crucial role in perpetuating gender biases and reinforcing societal expectations regarding gender roles. The linguistic strategies employed in these commercials often emphasized gender-specific traits and reinforced traditional gender norms, which could influence viewers' perceptions of gender in society.

2.2.5 Multimodal Research on Gender Representation in Media

Sibanda (2020) explored the representation of gender in South African print advertisements. The study examined the linguistic devices used to construct gendered messages in advertising discourse and their implications for gender equality. The research shed light on the role of language in shaping gender perceptions within the South African context highlighting the ways in which language choices in advertisements can either challenge or reinforce gender stereotypes. The study emphasized the importance of promoting more balanced and empowering gender representations in advertising to support societal progress towards gender equality.

Nguyen (2021) focused on the understanding of discourse and the portrayal of gender specifically women in Vietnamese television advertisements. The study analyzed the language strategies used to promote gendered products and the linguistic devices employed to reinforce gender stereotypes and roles in Vietnamese society. The findings highlighted how language was utilized to construct and reinforce gender ideals, shaping societal perceptions of masculinity and femininity. The study shed light on the role of language in influencing gendered representations and expectations within the Vietnamese advertising context.

Durrant and Rayson (2021) investigated the role of language in the representation of gender in UK political party election leaflets. The study examined the linguistic features used to depict male and female candidates, revealing patterns of gendered language and highlighting the challenges faced by women in political discourse. The research shed light on the role of language in shaping gendered representations in political communication, with certain linguistic choices reflecting and perpetuating gender biases and stereotypes. The study emphasized the need for more inclusive and equitable language use in political discourse to promote gender equality in political representation.

2.3 Research gap

This study aims to address a research gap by examining the effects of linguistic elements in

men and women-oriented advertisements in Pakistani English language magazines. Previous studies have focused on the impact of language and visual cues independently, but there is a need for more comprehensive research on the linguistics effects. This research will help researchers understand how these elements influence individuals' perceptions and attitudes towards gender and contribute to the development of more effective and inclusive advertising strategies. The study aims to provide insights into the cognitive and emotional processes underlying gender-related responses to advertisements, contributing to a broader understanding of gender representation in Pakistani English magazines

2.4 Conclusion

The literature review highlights the role of language in advertising and its impact on perpetuating gender stereotypes and inequalities. Key findings and research gaps have been identified, emphasizing the need for a comprehensive examination of gender representation in advertising. Both language and visual cues play a significant role in shaping gender representations. Future research should explore the collective influence of linguistic and visual cues to better understand gender construction and perpetuation. Addressing these gaps can advance our understanding of language and representation in advertising, develop strategies to challenge gender stereotypes, and contribute to a more inclusive society

3.0 Theoretical Framework and Methodology
3.1 Introduction

This study explores gender representation in Pakistani English magazine advertisements using different theories of language and gender, including deficit theory, dominance theory, and difference theory. The difference theory is used as the theoretical foundation for the study. The selected advertisements will be analyzed using a multimodal approach, including visual, and gestural, and spatial modes of communication. The study aims to explore gender differences in text, colour, images, and physical representation in these advertisements.

3.2 Theories of Language and Gender
3.2.1 Introduction

This section is a systematic and progressive description of some major language and gender theories: the deficit theory, dominance theory, and difference theory. It will focus on the main elements of these language and gender theories that will serve as a theoretical foundation for this study.

The following language and gender theories are discussed in detail:

1. Deficit theory
2. Dominance theory
3. Difference theory

3.2.2 Deficit theory

In her most famous work, *Language And Women's Place* (1975), Lakoff investigated the major differences between language used by men and women, which gave rise to decades of research on language and gender. Her objectives were to understand how the difference in the language use can tell us about the major sexual and gender differences between men and women. She believed that women have been taught to use language in a way that belittle them to subordinate status in society. Her theory was based on unsystematic observations, self-reflection and media analysis. She presented a deficit model of language and gender. She argued that women's language is weak, deficient, unimportant and uncertain, as compared to the standard language used by men. She believed that women's language contributes to their inferior status. She viewed men's speech as a standard language and women's speech as unacceptable. Kramer (1977) explains women situation in today's world from a linguistic perspective:

English speakers believe- and linguists appear to be no exception- that men's speech is forceful, efficient, blunt, authoritative, serious, effective, sparing and masterful; they believe that women's speech is weak, trivial, ineffectual, tentative, hesitant, hyperpolite, euphemistic and is often marked by gossip and gibberish. (p 43-56)

Lakoff (1975) assumed that problems related to women cannot be solved by only adopting men's manner of using language. She believed that women who try to adopt men's way of using

language are criticized for being less feminine, on the other hand, women who use their own way of using language are *"ridiculed as unable to think clearly, unable to take part in a serious discussion…as less than fully human"* (p. 13). She theorizes that language plays a great role in gender inequality, and it can serve in women's lack of power in two domains: the language used for a woman and the language used about a woman. She argued that there are some features of women's use of language, which makes us believe that women are weak and less dominant than men. She supported her claim by stating that women are observed to be speaking less frequently than men. Women pretend that they are paying attention by using minimal responses such as, *mm* and *Yeah*. The pitch of their voice is higher in range than men. They use standard English as compared to men. They also use correct pronunciation and hyper-correct grammar and are very good at using a higher range of intonations. Moreover, they use question intonations in declarative sentences, with the help of increasing in the pitch of their voice at the end of the sentence. Women tend to use qualifiers and hedges such as *type of*' and kind *of*'. They are also believed to be using polite language employing polite forms such as *would you like to..* or *if you would like to….* . Women apologize more than men with frequent use of such forms as forms, *I am sorry but I didn't mean that* (Carli 1990, pp 941-950). Women use more tag questions than men. A tag question is like a phrase that is used at the end of the declarative sentence that changes the declarative sentence into an interrogative; for instance, *it is a beautiful morning, isn't it*? (McMillan, Clifton, McGrath & Gale, 1977). As per Lakoff (1975), the formation of tag questions in women's language appears to be tentative and uncertain.

On the other hand, men tend to use tag questions more in educational meetings and corporate settings (Dubois & Crouch, 1975). They have a wide range of special lexicons for colours; man has a special lexicon for sports. They use empty adjectives and intensifiers more than men, for example, *I am very happy to see you* or *you are looking so pretty* (Aries, 1996). Women's language includes euphemisms more than men's.

The reduplicated forms of language can be seen more in women's language than men's; for instance, women use reduplicated forms such as *tinny winny* or *itsy bitsy*. Women paraphrase more frequently and use direct quotations in their language. They also frequently use model constructions such as could, would, should, and WH imperatives, for instance, why don't you sleep now? They often use requests and indirect commands. e.g *isn't it too hot here? A request to turn on the fan or AC*. Females tend to use pure language more than males and use formal language by avoiding slang such as *shit*. They use super-polite forms of language by using words like *My dear*. They do not use language for aggression, humiliation or threats. Women lack a sense of humor; they do not understand jokes easily. They also do not tell jokes. (McHugh & Hambaugh, Maureen 2010).

Jespersen (1922) theorized that women are comparatively more talkative than man. They use incomplete sentences because they speak before they even have planned what they will say. He explains it as:

The explanation of this characteristic feminine usage is, I think, that women much more often than men break of without finishing their sentences, because they start talking without having thought out what they are going to say (pp 250)

Women are more emotional than grammatical and use words like '*and*' to connect sentences. They are believed to be using more adjectives such as *nice* and *beautiful* . They also exaggerate things by using words such as *so handsome* and *so beautiful* and use more adverbs and hyperboles. It is also believed that women vocabulary is very limited as compare to men. Their small range of vocabularies helps them to be more fluent in speaking than men. Thus it gives them the confidence to speak fast without any hesitation. On other hand, men seem to be trying to search for a word in their large range of vocabularies (Jespersen 1992, pp 385).

Moreover, he also theorizes that works written by women are comparatively easier to read than those written by men. Women use simple terminologies and words that are easily understandable for the readers. They are better

than men in foreign languages however when it comes to translating a complex text, men are better. Women use gross and indirect expressions which make them less effective in their communication than men and are considered to be responsible for debilitating the language. Men are believed to be the reason for adding new words into the language.

3.2.3 Dominance theory

Language is a valuable medium that expresses gender differences. The dominance of men in language use can be observed in conversations where they are the decision-makers, which gives women a supporting position in a specific discussion. The stereotypes that considered women as passive and incompetent to take the roles of leadership have changed with modern developments in the patriarchal society. One of the reasons these stereotypes survive in modern society, where women are considered equally powerful as men, is due to the difference in the language used by both men and women. The inherited beliefs of society go from one generation to another, thus preserving the way of communication irrespective of the change in the environment. Men's domination in conversation has fixed their dominance in the social order. Dominance shapes the important traits in men's language use. The other characteristics are highly rooted in their thirst for power. Men's domination can be seen in men-to-men speech which shows the method of maintaining the audience in a conversation and accepting the dominance. In a classroom environment, male students will often try to get the teacher's attention to exercise and maintain dominance in the class. The male students will always try to be more active in the class than female students. Language patterns are foremost important in identifying the gender role. If a speech pattern of a man does not have the male speech pattern then he will be considered as less masculine and same goes to the females (Singh 2001,p 4).

The difference in gender can be understood better by looking at the relationship between gender and power (Hare-Mustin & Marecek, 1994). The dominant approach believes that differences in status and power are the apparent gender differences. The behaviour of a woman is often shown as the behaviors of an individual in a subordinate position. This view was stated by Lakoff (1975) and some other well-known theorists, such as Carli (1990), who believe that women's linguistic choice reflects a subordinate position or lack of power. According to O'Barr and Atkins (1980), the differences in the language used by both men and women are based on specific situations, depending on who has the power and authority in a conversation. The differences in the language are not based on gender. They challenged Lakoff's idea that the differences in the language used by both men and women are due to gender. In their research on the testimonies of the courtroom, women who belonged to a high social class did not use the linguistic forms of supposed women's language as compared to women belonging to a lower social class who used the linguistic forms associated with supposed women's language. They did it by examining the language of the courtroom for two years for ten basic speech differences between men and women proposed by Lakoff (1975). They found out that the differences proposed by Lakoff (1975) were not due to the difference in gender, but they were due to the difference in power. Their study supports the idea that difference in the language is situation-oriented. It means that the difference in the language is due to the power and authority of a particular gender in a conversation rather than the difference in their genders. To support their ideas, O'Barr and Atkins (1980) conducted an experiment on three groups of men and women. The first pair of men and women were observed to be using more components of women's language. It was due to the lack of power in their lives. The man was an ambulance driver while the woman was a 68-year-old housewife. The second pair consisted of a doctor and a policeman. Their language had less use of women's language components due to the power they enjoyed because of their jobs and positions. The third and the last pair had the language components of the first two pairs. From this experiment, they found out that the recorded speech patterns neither consisted of all components of supposed women's language nor it was constrained to women. As per the researchers,

women who were from high social class and educated used less components and characteristics of women's language. Similar traits of women's language were observed in men's language who used the components of women's language less frequently. As per O'Barr and Atkins (1980), a strong status may come from either a strong social position in a larger society or a position given by a court. Therefore, it is not the gender that brings changes in one's communication patterns. Rather, it is more about the social status and power that they have within a society, which determines the way they communicate.

In conclusion, the dominance theory highlights how language reflects and perpetuates gender differences and power dynamics. It suggests that men dominate language use, shaping social roles and maintaining power. However, alternative perspectives challenge the gender-based explanation, emphasizing situational factors and power dynamics. Ultimately, social status and power within society influence individuals' communication patterns rather than gender alone.

3.2.4 Difference theory

Some well-known linguists like Grief (1980), Spender (1980), Fishman (1983), Coates (1986), and Tannen (1990) explored the difference in gender by examining the difference in pronunciation, intonation, discourse style and vocabulary in language use. Their studies focus on the reasons behind these differences in language use. All these theorists have presented their own perspectives regarding language and gender theories based on the difference approach.

Grief (1980) is the first theorist who presented her gender theory based on the difference approach by analyzing the gender differences in the use of two conversational management techniques, continuous speech and interruptions in the conversation between pre-school students and parents. She conducted an experiment on 16 children from age 2 to 5 and their parents. Each pair were involved in a semi-structured play for 30 minutes. There were not many differences in the use of these two conversational techniques between boys and girls, However, it was observed that fathers spoke continuously and interrupted

more than mothers. It was also noticed that both parents would interrupt their daughters more than the son. They would also speak continuously to their daughters. The findings of her experiment were related to the differences in power between men and women. Spender (1980) is another theorist who is the proponent of the radical view of language as embodying patterns that nourishes male power. She believes that it is hard to change this power system, since our way of thinking shapes the world and encourages this male power system,

The crux of our problems lies in being able to find and shift the rules which control our actions and which prompts patriarchal system into existence. Yet the tools we have for making this are part of that patriarchal system. While we can change, we must not only use language, which is at our disposal. But that very language and the circumstances for its use in turn structure a patriarchal system (p 57)

Moreover, Fishman (1980) believes that the conversation between two sexes often fails, not because of the component of women's language in their use of language, but it is due to the way men respond or do not respond. Her most influential work *Conversational Shitwork (1977)* supports the idea that women do their best to keep the conversation alive. She challenges Lakoff (1975) idea of women ask questions due to their insecurities and hesitance in conversation. She also believes women ask questions because of their power not because of their weak personalities. She supports the idea that questions are part of conversations. She also states that in a mixed-sex conversation, men are believed to speaking twice as long as women.

Coates (1986) is another theorist who presented her study-based difference approach. She argued that the difference in the language of both genders is because of the variance they develop in their speaking style due to their division into all-girls and all-boys groups. Boys and girls tend to sit in the same sex groups to avoid confronting each other. It is observed that being in a same-sex group affects an individual's social and linguistic development. Moreover, gender is the main reason behind girls being motivated to be typically 'girls' and boys' to be typically 'boys'.

She appreciates girls for having a small circle of friends. Girls play in smaller groups of two girls. Their friendship is mostly based on talks, whereas boys have a larger circle of friends. They play in large groups and have a leader in the group. She further mentioned two other theorists, Maltz and Borker (1982), who suggested that both girls and boys adopt different reasons for using language. They suggested the three things' women learn to do: first, they tend to develop and sustain relationships of equality and togetherness; second, they criticize people in a way that is acceptable and appreciable; third, their interpretation of other girls' speech is accurate and to the point. On the other hand, men are more concerned with doing these three things: first, they try to assert the dominant position; second, they try to grab the attention of the audience and gather audience; third, they try to profess themselves when someone's else is on the floor.

Lastly, the most well-known theorist and a big proponent of the difference theory is Deborah Tannen (1990) who presented her gender theory based on the difference approach. She believes that the gender difference begins in childhood. She also believes that parents speak differently with their children. They use words about feelings with daughters and more verbs with sons. She states that the difference in the conversation between men and women can be seen in the cultural dialects. She further believes that the miscommunication between men and women is due to cultural differences and not based on superiority or inferiority.

Tannen (1990) believes that men are always interested in getting the top position by expressing their knowledge of the world. They try to get the top rank while interacting with someone. On the contrary, women use words that express intimation and discussion. They try to maintain connection and exchange information by using *rapport talk.* Compared to men, they are believed to be polite in nature and express unification that leaves an impeccable effect on people's minds. On the other hand, men try to form their status by using *report talk*. They try to deliver knowledge and information by controlling the conversation. Women often use sentences that show the difference in power. The aim of women's

conversation is to provide opinions instead of clearly explaining what they want to say. Therefore, men do not heed women's small talk because their conversation does not contain any information, unlike men who always try to provide knowledge and information during their conversation. The focus of difference theory is not only limited to the language use by a specific gender but also the characteristics related to a particular gender. Furthermore, she proposed six points of language used by men and women. Those six points are:

a. Advice and understanding
Men always try to give advice whereas women try to understand everything. To men, language is a means of solving problems. To women, it is a way of empathy. As per Tannen (1984), finding a solution to a complaint is a big challenge for many men. She explains in the following instance: *"When my mother tells my father she doesn't feel well, he invariably offers to take her to the doctor. Invariably, she is disappointed with his reaction. Like many men, he is focused on what he can do, whereas she wants sympathy."* (pp 180).

b. Status vs support
Women want support and men are in search of status. Men consider language as a way of showing dominance. It implies that men see the world as a place of keeping a strong and high status. They try to be dominant in all aspects. They will control others to be dominant. Women consider language as a medium of supporting ideas and confirming. They see the same world from a completely different perspective; for them, the world is a place of connecting people and searching for support.

c. Information vs feelings
Men in their conversation always try to provide information whereas women are more interested in expressing their feelings. Men seem to be very particular about facts. Whereas women are believed to be concerned with emotions. Historically and culturally, men's concerns were considered more important than women's. Sharing information and speech are considered

less important than sharing sentiments and delineation.

d. Order vs proposal
Men make orders whereas women make proposals. It is believed that man uses imperatives, whereas woman uses indirect or hidden imperatives. It is also believed that woman suggests others to do things in an indirect way. For example, *Let's, why can't we? Or wouldn't it be better, if all three of us...?.*

e. Conflict vs compromise
Women tend to compromise, whereas men often create conflicts. Men will never try to find a way to settle things easily; rather, they will argue. Women will try hard to find a way. This situation can be seen in an organisation where a man will argue with management on their unfavourable decision. Man will resist it. Whereas women may agree to whatever the decision is. They may also complain later.

f. Independence vs intimacy
Man expresses independence and woman expresses intimacy. Men do things by themselves. Women look for support. They only think about seeking support, connecting people and closeness, and striving to preserve intimacy. Men only look for status and try to keep focus only on being independent. These characteristics of both genders can lead to differences in opinion and view regarding the same situation (Khan, Rubab & Akbar, 2020).

The difference theory is a theoretical framework used in a study on gender representation in Pakistani English magazine advertisements. It acknowledges and respects the sociolinguistic cultures of men and women, allowing a more nuanced understanding of gender construction and representation. This approach avoids labelling one gender's language as deficient or dominant, promoting a more inclusive perspective. The difference theory also takes a cross-cultural approach, allowing a comprehensive analysis of variations in gender communication patterns within Pakistani English magazine advertisements. It can help challenge and deconstruct gender stereotypes by examining implicit meanings in language and paralinguistic features, leading to a more critical and conscious consumption of advertisements, ultimately promoting more inclusive and equitable representations of gender in advertising.

3.3 Methodology
3.3.1 Introduction
This section presents a systematic description methodology employed for the present study. A good methodology helps to provide clear direction and works as an instruction manual. Moreover, it provides guidelines to research in every step of the research and guides a researcher to keep coherence in the study. This chapter defines the research methods and different steps for conducting this study.

3.3.2 Research Design
This study will utilize qualitative research methods. The magazine advertising will be examined using a multimodal method, allowing for investigation of many forms of communication through Multimodal Discourse investigation. This method will explore several modes of communication, including language, color, imagery, and physical representation. The study investigates the influence of layout, language usage, color, location, and physical representation in Pakistani English magazines.

3.3 Data collection
Primary data for this study are collected from advertisements in the Pakistani English magazines SHE and Friday Times, focusing on issues that feature both men and women. The sample comprises ten advertisements selected through purposive sampling to ensure a representative range of gender portrayals is included. This sampling technique is employed to specifically focus on those advertisements that provide rich, relevant, and diverse data regarding gender representations, which is crucial for an effective multimodal analysis.

3.4 Data analysis procedure
The data gathered from the magazine advertisements will be analyzed using multimodal discourse analysis, which incorporates a variety of

semiotic modes, including text, colour, images, and physical layout. This approach is supported by the tools of multimodality described below:

3.5 Conclusion
This study uses difference theory to understand gender representation in Pakistani English publications. Pakistani English magazine ads can be analysed using the difference theory. Multi-modal tools like verbal, visual, gestural, and spatial modes will be used to analyse advertising communication. These tools will be used by examining Pakistani English magazine ads' layout, colour, content, language use, location, and physical representation.

4.0 Linguistic Analysis of Pakistani English Magazine Advertisement
4.1 Introduction
This study explores the different linguistic choices used in advertisements to represent gender. This section focuses on the language used in the advertisement for men and women. The advertisements are divided into four groups based on a recurring theme to understand better the similarities and differences in the representation of both male and female genders in Pakistani English magazines' advertisements. This section focuses on linguistic modality within the multimodal analysis of the advertisements.

4.1.2 Linguistic Mode: Lexical Level
The language of advertisements is based on different linguistic modes to create a long-lasting impact on the psyche of the reader and consumer. The advertisers use various linguistic tools in different taglines and jingles of advertisements to achieve their goal most effectively. The utilization of different linguistic tools adds more value to the advertisements and makes sure that the consumers remember them. The advertiser aims to make the ad interesting for the consumers. The purpose of making the ad attractive is to get the maximum response from the consumers, as the advertiser desires to sell the product they are advertising. Therefore, making advertisements attractive is necessary. Advertisers must use easy, outstanding, and interesting words for the readers. To achieve this, the advertiser will use the linguistic devices

of collocations, intertextuality, idiomatic constructions, and word formation.

4.2 Linguistic Dimension: A Multimodal Analysis
It is essential to know that advertisements are based on different modes of communication in which language plays an essential role in conveying the message. Therefore, selecting and utilizing proper and creative words is an important aspect of advertising language. The advertisers make sure that the words they choose attract the target readers. However, it is more challenging than it sounds. Creating a magical impact in the language used in advertisements depends upon selecting and utilizing the most influential and proper words. The language of any advertisement is mostly based on the product it is promoting. Male and female models are used for the promotion of various well-known brands. The present section will analyze the different characteristics of the text used for men and women in the advertisements of different magazines by looking at the word choice, vocabulary, and font size. Vocabulary plays an important in the formation of any advertisement. Catchy tag lines and jingles add more value to the advertisement and helps the advertisers to achieve their goal. Font size is a crucial element in conveying a message more effectively. Lastly, lexical choice makes the advertisement more attractive and effective by evoking emotions, ensuring clarity, highlighting the advantages of the product being advertised, establishing brand's image, and making the advertisement different from other competitors.

4.3 Fashion Advertisements
The representation of gender roles and ideals in the advertisement has been the subject of scrutiny and evolution (Beeker-Herby, 2016, p.6). This analysis examines the role of fashion advertisements in shaping societal perceptions of gender, focusing on female-centered themes. The analysis reviews linguistic modes to examine representations that resonate with the target audience while challenging traditional norms. The focus is on the nuances, complexities, and changes in gender representation, acknowledging

the fashion industry's ongoing journey towards diversity and inclusivity. This section investigates fashion-focused advertisements (See Appendix A).

4.3.1 Highlighting

Advertisement 1 is taken from an English Pakistani magazine, SHE, published in October, 2011. In the advertisement, the text *UTTERLY WEARABLE* is detached from the rest of the text. It implies that the text written in capital letters is emphasized. The advertiser has used the technique of highlighting by keeping the words away from other parts of the text using capital letters. The advertiser is trying to focus the readers' attention on the text written in capital letters by placing it over the model. The text placement in an advertisement is crucial, as in advertisement 1 the text is placed in the center and the lower part for easy read. The text is written over the model wearing a beautiful dress, encouraging readers to read and view the important features. The smart placement of the text *UTTERLY WEARABLE* significantly affects buyers' psyche, as readers will ultimately notice the dress being advertised. The overall composition of the advertisement shows that the main focus is on the dress, with the text and words bringing readers' attention directly to the dress. Advertisement 2 is taken from SHE magazine, published in August 2012, featuring a female model promoting a dress. The text is placed on the right side, with the brand's name written in bold and capital letters, giving it more weight and importance. Advertisement 3 is taken from Pakistani English magazine, published in August, 2012. The text *GLAM UP!* is used to catch readers' attention, written in bold and capital letters with an exclamation mark at the end. The larger font size of *GLAM* gives it more weightage, as it highlights essential elements of the advertisement. The term *GLAM* is often used for prominent female models and actresses, making it a valuable tool in advertising. It is commonly linked with their overall appearance and looks (Allen & Mendick, 2013, p. 77). The text provides an exaggerated depiction of the female's physical appearance and clothing. Advertisement 4 is taken from Pakistani English magazine published in August, 2012. the text *THE ELEGANCE OF STYLE!* is written in capital letters to highlight the main theme of the advertisement. The text is written in bold letters to bring the readers' attention to the sophistication and elegance of the look and overall appearance of the dress promoted in the advertisement by the male model. The advertiser has used an exclamation mark at the end of the text to put more emphasis on it, as highlighting is a way of giving more weightage or significance to a particular idea or thing in an advertisement, so the advertiser has deliberately written the text in bold letters with an exclamation mark at the end to give importance to the text. Moreover, the placement of the text is also an essential part of composing an effective advertisement. The text is placed on the wooden table to make it easily visible to the readers. Using a male model in a fashion-based advertisement challenges the stereotype that only women can be featured in such advertisements. The deliberate inclusion of a male model adds a distinctive element to the advertisement.

In conclusion, the linguistic mode of highlighting in advertisement 1 contributes to the representation of gender. The strategic use of highlight, such as detaching the text *UTTERLY WEARABLE* and placing it over the model, directs attention to the dress and reinforces traditional gender stereotypes. Advertisement 2 also represents gender through the linguistic mode of highlighting. The highlight mode emphasizes the brand's name in capital and bold letters, indicating its significance. The intentional use of the phrase *GLAM UP!* in the advertisement 3, accompanying the portrayal of a female model, contributes to the overall message by enhancing its depth and significance. Lastly, advertisement 4 also represents gender through highlighting. The highlight mode draws readers' attention to the text *THE ELEGANCE OF STYLE!* by using capital letters, bold font, and an exclamation mark, emphasizing the significance of elegance and style. The placement of the text alongside a male model wearing a stylish outfit reinforces the association of these qualities with masculinity. Overall, the advertisers have used the linguistic mode of highlighting to emphasize the importance of the products being sold in the advertisements.

In terms of their portrayal and use of linguistic highlighting techniques, the advertisements

featuring male and female models display a combination of differences and similarities. Advertisements 1, 2 and 3 feature female models who conform to gender stereotypes by emphasizing physical appearance and allure, whereas Advertisement 4 features a male model in a fashion context, challenging these conventions. All advertisements emphasize specific terms or phrases using capitalization, bold font, and exclamation marks to draw attention to the products. Despite gender distinctions, the common focus in all advertisements is promoting the products, with highlighting serving as a unifying tool to accentuate their significance.

4.3.2 Word Choice

In advertisement 1, the advertiser has used the word *UTTERLY WEARABLE* twice. The repetition of the same text shows that the writer wants to direct the reader's attention to the message. To emphasize the point in advertisement 1, the advertiser uses the adverb *UTTERLY* to create an aesthetic effect in the language used in the text of the advertisement. This choice of words makes it easier for the advertiser to compose an effective advertisement to attract the target buyers (Clark, 2016, pp. 45-61). The advertiser has strategically used the word *GLAM* in the advertisement 3 as it is commonly associated with top female actresses and models, emphasizing and exaggerating their overall appearance by describing their looks and attire. The purpose of this word choice is to effectively capture the intended audience's attention, with a specific emphasis on an appeal to the female gender. The use of the phrase *GLAM UP!* in the advertisement, accompanying the portrayal of a female model, contributes to the overall message by enhancing its depth and significance with specific focus given to its aspirational appeal. Using such phrases by the advertiser establishes a connection between the product or brand being advertised and concepts related to beauty, style, and personal development, enhancing its appeal to the intended audience.

4.3.3 Collocation

In advertisement 2, the words *DIVA, BRIDAL, AND PRINCESS* are used for the female model.

Such words are mostly associated with females who are thought to be attractive and beautiful. These lexical items form a strong connection between the model and the text used in the advertisement. Moreover, by using such lexicon the advertisers also reach the target audience by using terms peculiar to particular gender. As shown in advertisement 2, terms like *DIVA, BRIDAL, AND PRINCESS* are typically used for the female gender. Therefore, the advertiser has used these lexical items only to attract the female audience to buy the product. Lastly, in advertisement 4, the words *ELEGANCE AND STYLE* are written on the right side of the advertisement. The model in the advertisement is a man who is wearing a beautiful dress. Using lexicon as these creates a strong connection between the text and other entities in the advertisement and those engaged in reading it, as it is easier for the readers to link the words with the advertisement and the overall messages conveyed in it. It further enhances the memorability and advertisement's impact.

Advertisement 1 uses word choice to represent gender, intensifying its appeal to the target audience. The word *UTTERLY WEARABLE* intensifies its desirability, aligning with societal expectations of femininity. Advertisement 2 uses lexical items like *DIVA, BRIDAL* and *PRINCESS* to reinforce traditional gender roles and associations with elegance, beauty, and femininity. The advertisement constructs a representation of gender that aligns with societal norms and expectations by employing gender-specific language and imagery. The phrase *GLAM UP!* is used to enhance the message, connecting the product or brand to concepts related to beauty, style, and personal development. In advertisement 4, vocabularies like *ELEGANCE* and *STYLE* evoke traditional notions of male fashion and aesthetics, constructing a representation of gender that aligns with societal expectations of men as fashion-forward and embodying elegance and style.

The representation of gender in these fashion advertisements exhibits apparent differences and is shaped by conventional cultural norms and expectations. Advertisements 1, 2, and 3 prominently represents female models and

conform to establish societal standards by accentuating feminine aesthetics, gracefulness, and connections to noteworthy occasions. Using vocabulary such as *DIVA, BRIDAL, PRINCESS* and strategic emphasis reinforces prevailing prejudices catering to the female audience. In contrast, advertising 4 presents a detachment from conventional gender roles by including a male model, emphasizing the sophistication and fashion-forward nature of the male attire by using different lexical items as *ELEGANCE* and *STYLE*. This deviation challenges preconceived notions and portrays masculinity positively. The variations in gender representation observed in these advertisements illustrate the intricate and dynamic characteristics of gender norms within the fashion industry. In light of the ongoing evolution of the fashion industry, advertisers must adopt a stance that embraces diversity and inclusivity. It entails deviation from traditional conventions and acknowledging a broader spectrum of gender representations, fostering a more inclusive environment.

Fashion advertisements not only reflect but also shape societal norms about gender, often reinforcing traditional roles through their portrayal of femininity and masculinity. As societal expectations evolve, there's a growing trend towards more inclusive and diverse representations, challenging outdated stereotypes and promoting a broader spectrum of beauty and style. This shift underscores the need for advertisers to balance commercial interests with a commitment to social responsibility, promoting diversity and challenging gender norms.

4.4 Male-Specific Advertisements

The analysis of advertisements 5, 6 and 7 (See Appendix C) are specifically aimed toward male audiences, focusing on themes of work and achievement. This analysis examines highlighting and intertextuality to uncover the deliberate ways these advertisements purposefully exploit ideals of authority and accomplishment, therefore conforming with conventional gender roles within professional environments.

4.4.1 Highlighting

In advertisement 5, which is taken from a Pakistani English magazine, SHE, published in August 2012, the word *WORK* is written in capital and bold letters. The word *WORK* is centralized for emphasis and to give more value to it. It is placed alone and detached from other text in the advertisement, which makes it stand out. The text in the lower part of the advertisement is placed below the lexical item *WORK* to make a connection. The text is also written in capital letters to bring the readers' attention directly to the text after reading the lexeme *WORK*. Highlighting forms a social relationship between the reader and the composer of the advertisement. Thus, the text *"AS THE HEAD OF THE COMPANY, MY ATTIRE IS AN INVESTMENT I MAKE TOWARDS MY SUCCESSFUL JOURNEY"* establishes a strong social relationship between the composer of the advertisement and those engaged in reading it. Advertisement 6 is taken from Friday Times, published in December, 2015. In the advertisement, the text at the top is highlighted by using a different color for the text in contrast with the background. The difference in the color of the text and the background makes the composition of the advertisement more attractive to the readers. Moreover, the text at the top of the advertisement is written in bold letters and placed at the top to make it easily readable and approachable for the readers. Lastly, the essential words in the text, *HEALTHY, WEALTHY,* and *WISE*, are written in bold letters to highlight the crucial elements of the prominent tagline of the advertisement. Advertisement 7 is taken from a Pakistani English magazine Friday Times, published in December, 2011. In the text of the advertisement, highlighting is used to draw attention to the most critical points and features of the *HTC RADAR* smartphone. The phrase *Mobilink Indigo exclusively introduces HTC RADAR* in bold font, drawing the reader's attention immediately and emphasizing that the product is only available through Mobilink Indigo. *Never miss a moment!* It is probably written in a bigger or bolder font to stand out and reinforce the advertisement central message. This method ensures that the reader quickly associates the smartphone with capturing and remembering

essential moments. By highlighting parts of the text, the advertisement successfully shows the unique selling points of the smartphone and encourages people to learn more about its features. In conclusion, Advertisements effectively capture the audience's attention and create social connections by using various linguistic devices such as capitalization, bold letters, colour contrast, and strategic placement. Advertisement 5 and 6 reveal a significant gender bias, as they primarily depict accomplished, career-focused males. The lack of female presence in these advertisements raises concerns about perpetuating preconceived notions. Advertisers must carefully assess and modify visual and textual components to promote inclusivity and diversity to create a more equitable portrayal of different gender identities and experiences.

4.4.2 Word choice
Advertisement 5 demonstrates a deliberate selection of words to convey its message effectively. The tagline *Healthy, Wealthy, Wise* employs impactful adjectives to describe the desirable qualities associated with the advertised product or brand. The word *Healthy* emphasizes the health benefits or positive attributes of the product. *Wealthy* suggests abundance, prosperity, or value, implying that the product can contribute to the customer's well-being in various ways. Finally, *Wise* implies intelligence, discernment, or making smart choices, positioning the product as a wise and advantageous option. The word choice in the tagline aims to evoke positive associations and appeal to the target audience's desires or aspirations. Additionally, using lexemes such as *quality, value*, or specific product features in the supporting text further emphasizes the product's benefits or unique selling points. These carefully selected words contribute to the advertisement's persuasive nature by highlighting the product's positive qualities and value proposition. By employing well-chosen words that evoke positive connotations and appeal to the target audience's desires, Advertisement effectively communicates the advantages and desirability of the advertised product or brand.

In conclusion, advertisement 5 adeptly conveys the attributes of the goods; however, it raises apprehensions about gender portrayal. The emphasis on adjectives that are primarily associated with males may contribute to the continuation of gender stereotypes. The lack of terminology geared towards females underscores the need for inclusive word choices and representations

4.4.3 Intertextuality
In an advertisement, the main tagline forms so many references. To understand the tagline, we need to understand the references it creates. For example, the words *WISE* and *WEALTHY* are usually associated with men. It signals the men's authority and power in making the right decisions. Similarly, in the advertisement, the words like *WISE, DECISION*, and *WEALTHY* refer to the man shown in the advertisement. The prominent tagline uses both horizontal and vertical axis. It creates a direct link between the image of the man and the rest of the text used in the advertisement using a vertical axis. On the other hand, the horizontal axis signals to the men who have the power and authority to make the right decision. Advertisement 7 is about a smartphone and its specification. The text *Mobilink indigo exclusively introduces HTC RADAR* has a vertical axis. It creates a strong link between the text and other entities, such as the smartphone and the rest of the text in the advertisement. The text is signaling towards the smartphone and its specifications. To understand the prominent tagline, *Never miss a moment!* The readers would need to understand the other texts in the advertisement. The main tagline indicates that if the smartphone has all these features, which are mentioned in the advertisement's text, then it can be enjoyed and used by all people anytime without any hesitation.

4.4.4 Collocation
In Advertisement 5, the lexical items are used according to the image used in the advertisement. The word *WORK* and the text *AS THE HEAD OF THE COMPANY, MY ATTIR IS AN INVESTMENT I MAKE TOWARDS MY SUCCESSFUL JOURNEY* are used according to the overall composition of the text. The lexical items such as *WORK, HEAD, INVESTMENT, AND SUCCESSFUL* also indicate a male

obsession with power and authority. Moreover, the use of pronouns *I* and *MY* personalises the message and presents it from the perspective of the individual in the image, who is portrayed as the *head of the company by using these pronouns.* Using the pronoun *I* suggests that the man speaks directly about his own experiences and decisions, emphasising his role as a successful individual in an authoritative position. The pronoun *my* further emphasises the text's specificity to the man's perspective and actions by emphasizing the text's individuality. Lastly, in advertisement 7, the text below the image of a man wearing an office uniform brings more sense and meaning to the advertisement. Overall, logical collocations, intertextual allusions, and strategic word use all contribute to creating effective advertisements. In addition to efficiently communicating the desired message, these linguistic modes also build relationships, arouse emotions, and resonate with the targeted audience, increasing the overall impact and persuasiveness of the advertisements. Advertisements 5 and 6 focus on work and success, specifically targeting men. Advertisement 5 uses highlighting to establish the male figure as the company's leader, reinforcing conventional gender roles and societal expectations. The lexical items such as *HEAD, INVESTMENT*, and "*SUCCESSFUL* reinforce male-driven aspirations and authority in professional settings. Advertisement 6 uses intertextuality to highlight attributes commonly associated with men, such as *HEALTHY* and *WEALTHY,* framing the product as a prudent choice for the male audience. Both advertisements conform to societal norms regarding masculine dominance, decision-making processes, and achievement in professional environments. Advertisement 7 effectively utilises highlighting and intertextuality to convey its message. The intertextuality aspect of the advertisement connects the text with the featured smartphone and its specifications. In terms of gender representation, both figures do not explicitly convey specific gender roles or stereotypes. The primary emphasis is given to the health aspects and product attributes that possess broad appeal, irrespective of gender. Nevertheless, it is

imperative to assess the portrayal of gender in advertising within the broader societal context.

In analyzing male-specific advertisements, the socio-cultural perspective highlights the reinforcement of traditional gender roles that associate men with authority, work, and success. These advertisements cater to societal expectations of masculinity, emphasizing qualities like decisiveness, power, and professional achievement. This focus reflects and perpetuates a cultural norm where men are primarily valued for their economic and professional contributions. However, such portrayals can limit the broader societal understanding of masculinity, neglecting other facets of male identity and experience. As cultural narratives evolve, there is a growing need for advertising to broaden its depiction of men, moving beyond traditional roles to include a more diverse and nuanced portrayal that reflects the complexities of modern masculinity. This shift is essential not only for fostering gender inclusivity but also for challenging and reshaping outdated societal constructs about gender roles.

4.5 Women Focused Advertisements

The present analysis examines language strategies in advertisements 8, 9, and 10, (See Appendix C) to understand their effectiveness pertaining to both genders.

4.5.1 Highlighting

Advertisement 8 from the Pakistani English magazine SHE, published in August 2012, features a text titled *THIS RAMADAN BLEND, CHOP, WHISK, AND MORE WITH JUST ONE TOOL* in capital letters. The text is written in capital letters to make it more important. Advertisers aim to use easily readable words and convey the main message to their target audience. The placement and font size of the text help direct readers' attention to the main message embedded in the advertisement's text. Advertisement 9 is from a Pakistani English magazine, SHE, published in November 2015. It features bold coloured tag lines with bold text, and Advertisement 10 uses white and black backgrounds to make the main text more visible.

Both advertisements highlight the main text in bold letters and large font sizes, making them more noticeable and attractive to readers. The use of bold letters and large font sizes in the lower section of the advertisement sets *SUPER ASIA* apart from other texts. The advertiser's choice of accurate font sizes and attractive colors is crucial for creating a unique and creative advertisement. The use of large fonts and bright colors in the advertisement adds a spark to the language and makes the advertisement more engaging and memorable. Both advertisements showcase the importance of color modulation in creating a visually appealing and engaging advertisement. Advertisement 10 from a Pakistani English magazine, Friday Times, published in July 2013, features the text *Health is Wealth*. The tagline is prominently displayed at the top of the advertisement, with a larger font size than the other text. The tagline is written in bold style, and its colors contrast with the background, making it easier to read.

In conclusion, the examined advertisements use various highlighting approaches to accentuate essential messages and provide visual allure. The tactics include center placement, capitalization, alterations in font sizes, use of bold letters, and integration of contrasting colors. Through the purposeful use of linguistic tools, advertisers effectively direct the attention of readers, successfully communicate their primary messages and augment the overall appeal of their advertisements.

4.5.2 Word Choice

In advertisements 8, 9, and 10, word choice plays a crucial role in conveying the desired message and capturing readers' attention. The use of words *CHOP, BLEND,* and *WHISK* reflects a deliberate association with household chores, specifically cooking and food preparation. These words are commonly used in the context of kitchen activities and are typically associated with domestic tasks traditionally assigned to women. The placement of the text over a female model adds another layer to this association, reinforcing gendered roles and expectations. In advertisement 9, the advertisement effectively employs word choice, including Urdu language text to convey its

message. The tagline *ATIBAR HAR NASAL KA*[1] is a prime example of word choice that adds depth and resonance to the advertisement. The use of the brand name *SUPER ASIA* in bold letters and different font sizes creates emphasis and highlights the significance of the brand. The contrasting colors of white text on a black background contribute to the overall highlighting effect in the advertisement. In advertisement 10, the advertisers employ an intentional choice of words to communicate its intended message efficiently. The phrase *Health is Wealth* is strategically used as a tagline to establish a powerful and enduring impression on the target audience. The supporting text may contain words that highlight the attributes or advantages of the advertised product or service, eliciting positive associations and emphasizing the significance of health, well-being, and the value of the advertised product. By leveraging the power of familiar and impactful words, Advertisement 10 effectively communicates the central theme of health and well-being while emphasizing the value and significance of the advertised product or service to the target audience

4.5.3 Intertextuality

In advertisement 9, the tagline signals the quality and reliability of the product being advertised. However, to fully understand the meaning of the text in the tagline *ATIBAR HAR NASAL KA,* the readers must remember the original reference and understand the context in which the tagline is used. The tagline enlightens the readers about the reliability and durability of the product, making it their first choice due to its reliability and quality. In advertisement 10, the tagline creates an apparent connection between the product and the tagline, helping readers understand the product's importance, quality, and reliability. The advertiser has smartly used both horizontal and vertical axes to make the advertisement more effective by directly connecting and engaging the readers.

The analysis of the above advertisements examines strategic word choices to communicate messages, evoke emotions, and establish linkages with gender roles, cultural norms, and product

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[1] Trust of every generation (Translation mine)

characteristics. These choices significantly shape the audience's response to the advertisements. Intertextuality is a potent linguistic device for creating connections within advertisements, improving readers' comprehension and inspiration. Some advertisements conform overtly to gender stereotypes, while others use subtle approaches to appeal to a broader audience. The analysis reveals a pattern highlighting traditionally associated roles and characteristics between men and women. Women's representations are primarily focused on kitchen activities, with words like *BLEND, CHOP,* and *WHISK* associated with outdoor activities and women with domestic chores.

In the analysis of women-focused advertisements, the socio-cultural perspective reveals how these ads reinforce traditional gender roles through the strategic use of language and imagery, particularly associating women with domesticity and kitchen tasks. Such advertisements not only highlight gender-specific roles but also reflect cultural expectations and norms that align femininity with household chores. While these ads effectively engage their target audience using techniques like highlighting and word choice, they also perpetuate conventional views that limit women's roles to domestic spheres. This approach underscores the broader societal challenge of expanding the portrayal of women in media to encompass diverse roles beyond traditional confines, advocating for a more balanced and inclusive representation that mirrors the evolving dynamics of modern gender identities.

4.6 Conclusion

In conclusion, the detailed analysis of advertisements of Pakistani English magazines uncovers various linguistic strategies employed in portraying gender. Within the realm of advertisements, individuals of both male and female genders are portrayed in diverse contexts, highlighting distinct roles, attributes, and societal norms. Certain advertisements emphasize male gender representation by employing bold fonts, larger font sizes, and contrasting color schemes. The selection of terms such as *work, head, investment,* and *successful* is deliberately employed to perpetuate conventional gender roles and thus establish a correlation between men and

attributes such as power, authority, and achievement within professional contexts. The advertisements reinforce traditional gender norms by depicting men as authoritative figures and key decision-makers within professional settings. Conversely, female gender representation frequently correlates with engagement in household chores and domestic responsibilities. Terms such as *BLEND, CHOP*, and *WHISK* are employed to establish associations between women and culinary tasks, thereby perpetuating conventional gender norms that assign women the domestic responsibility for cooking and food preparation. Furthermore, intertextuality is a prevalent strategy employed in advertising to establish associations and allusions, thus influencing the readers' interpretations and perspectives. Intertextuality is strategically employed in specific advertisements to establish cultural resonance by incorporating widely acknowledged phrases and proverbs. Using idiomatic constructions in advertisements augments their appeal and allure, indirectly reinforcing gender associations that align with conventional cultural norms.

It is imperative to acknowledge that not all advertisements explicitly depict gender stereotypes. Certain advertisements prioritize universal themes such as *health and wealth*, appealing to individuals irrespective of gender. The advertisements employ linguistic tools to establish a connection with the intended audience based on mutual values and aspirations rather than perpetuating conventional gender norms. The representation of both male and female genders in Pakistani English magazines is achieved through linguistic techniques. While certain advertisements perpetuate established gender norms and stereotypes, others employ more inclusive strategies that embrace diversity and question conventional gender roles. In the context of advertisers' ongoing efforts to connect with diverse audiences, it is imperative to exercise caution regarding the influence of language on the representation of gender. Through the adoption of progressive and inclusive messaging, advertisers have the potential to actively contribute towards fostering a more equitable and respectful representation of gender within the realm of

advertising. The development of advertisements that challenge and transcend detrimental stereotypes while accurately portraying individuals has the potential to cultivate a more inclusive and embracing society.

Conclusion
6.1 Introduction
This study used linguistic methods to examine Pakistani English magazine ads from SHE and Friday Times. This chapter uses difference theory to summarize the study's findings. The study aimed to demonstrate how linguistics affects male and female gender representation in Pakistani English magazine advertising. This chapter finishes and summarizes the study.

6.3 The Research Findings
This study investigates Pakistani English magazine ads' various gender representations in language and image. Advertisements depict men and women in different positions, traits, and social expectations. The linguistic study has demonstrated that certain ads employ bold fonts, larger letter sizes, and contrasting colour schemes to portray men. Specific vocabulary links men to authority, control, and professional achievement, reinforcing gender norms. Men dominate professional settings and make decisions in the ads, reinforcing gender norms. However, female gender representation generally correlates with family and domestic obligations. Language like *BLEND, CHOP,* and *WHISK* reinforces gender norms that assign women primary duty for cooking and food preparation. Advertising intertextuality creates linkages and references, influencing reader interpretations and opinions. Idiomatic constructs in ads make them more appealing and reinforce traditional gender stereotypes. It is important to recognize that not all ads perpetuate gender stereotypes. Some ads target all genders with health and prosperity themes. These ads employ language to connect with their audience by appealing to common values and goals rather than gender prejudices. Linguistic tools enable gender equality in Pakistani English magazine ads. Many ads reinforce gender norms and stereotypes, but others celebrate diversity and question gender roles.

Given advertisers' efforts to incorporate diverse audiences, language's impact on gender representation must be considered. Advertisers can promote gender equality in advertising by using progressive and inclusive messaging. Ads that challenge negative stereotypes and accurately portray people can help create a more accepting society. In conclusion, our visual study shows that Pakistani English periodicals generally support gender norms, stereotypes, and power hierarchies. Some ads defy gender conventions, but they often function within a larger framework that reinforces them

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Appendix A
Fashion Advertisements

Advertisement 1 SHE Magazine 2011

Advertisement 2 SHE Magazine 2012
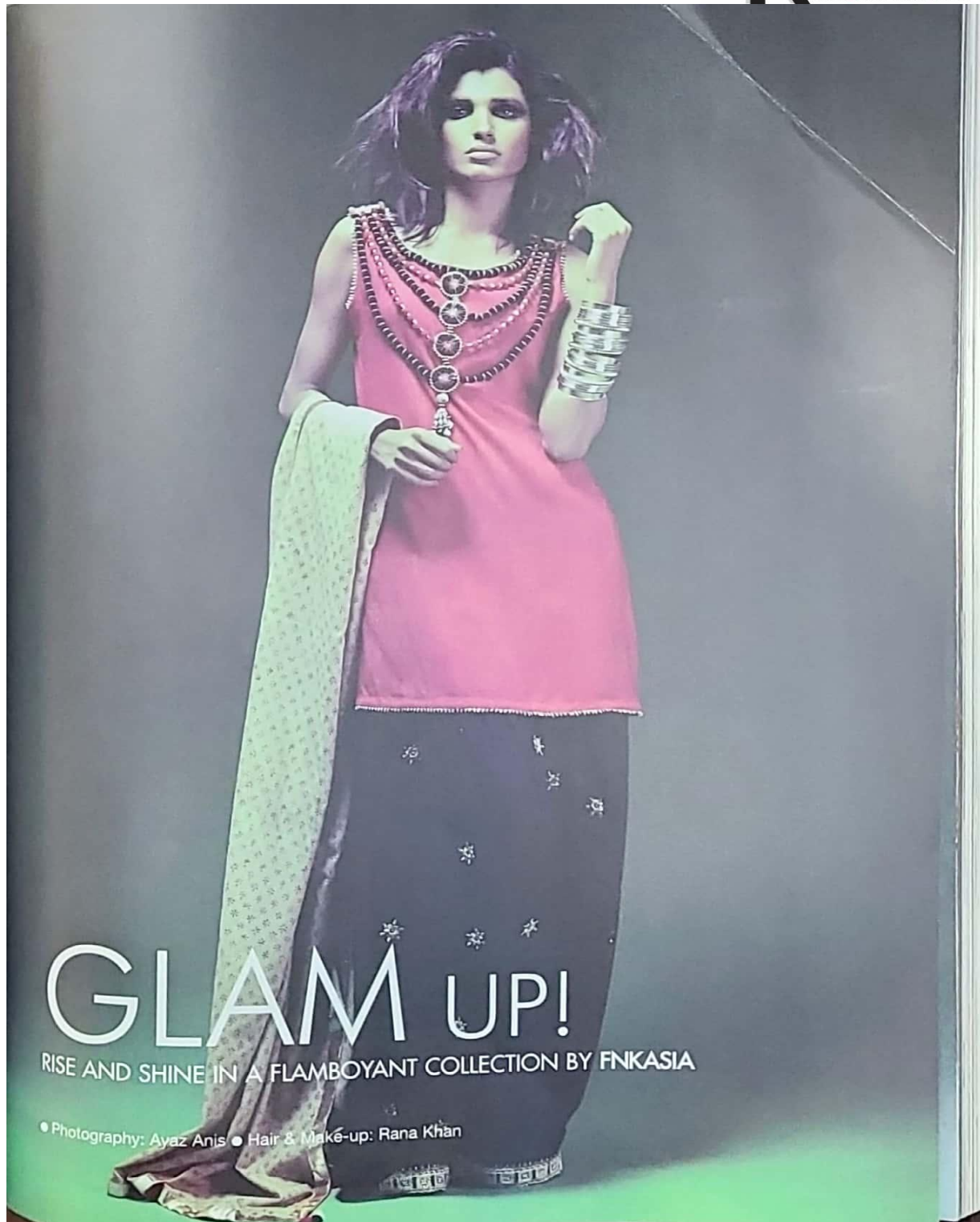
Advertisement 3 SHE Magazine 2012
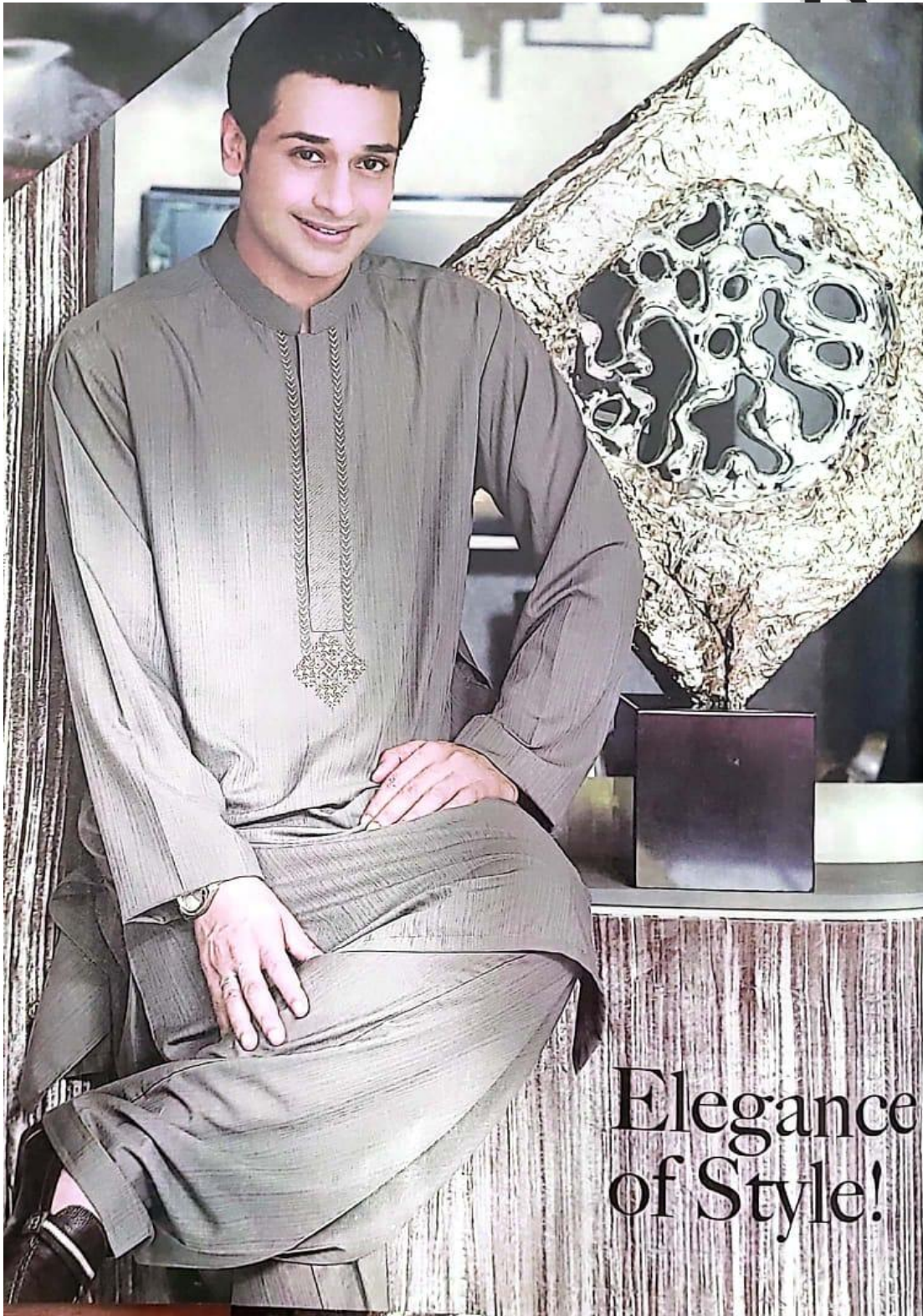
Appendix B
Male Specific Advertisements
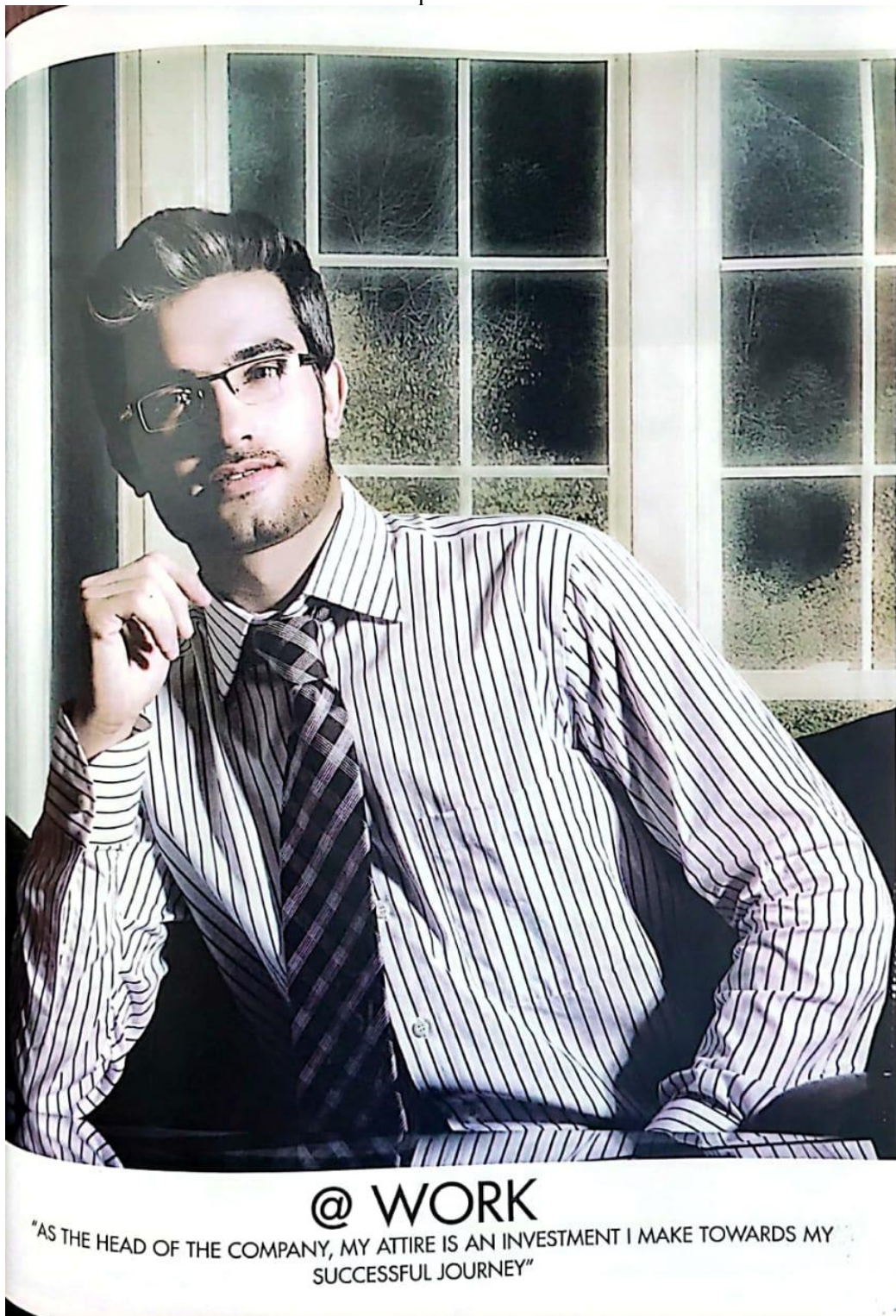
Advertisement 5 SHE Magazine 2012
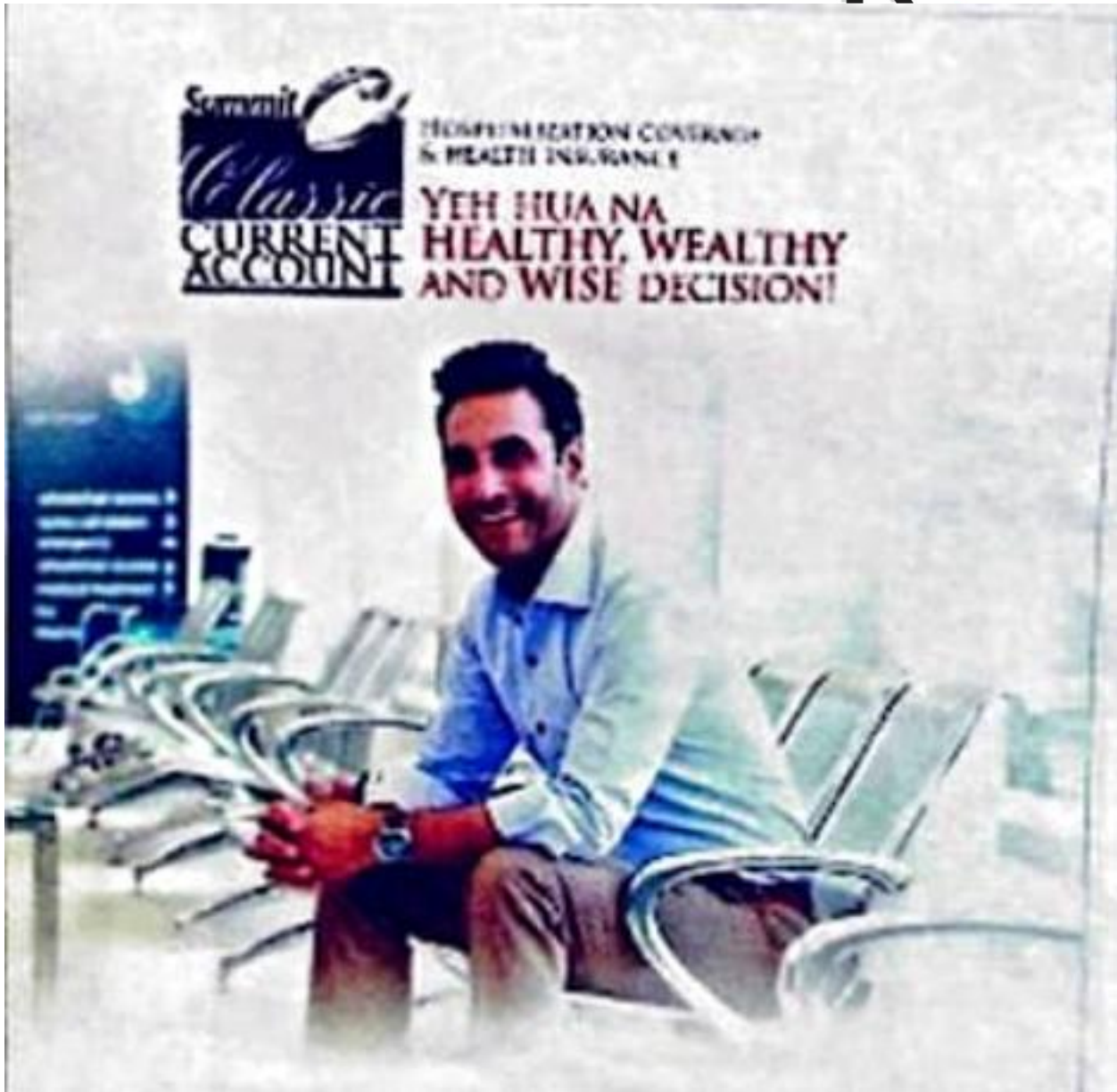
Advertisement 6 FRIDAY TIMES 2015

Advertisement 7 FRIDAY TIMES Magazine 2011

Appendix C
Women Focused Advertisements

Advertisement 8 SHE Magazine 2012

Advertisement 9 SHE Magazine 2015

Advertisement 10 FRIDAY TIMES 2011