



## Advertisements in Covid-19 Times: Protuberance of Novelty in Pakistani Commercial Discourse

Rida Sarfaraz<sup>a</sup>, Faiza Abid<sup>b\*</sup>, Sadia Riaz<sup>c</sup>, Saima Abbas Dar<sup>d</sup>

<sup>a,b,c,d</sup>Assistant Professor, University of Management and Technology UMT Lahore, Pakistan.

\*Email: [faiza.abid@umt.edu.pk](mailto:faiza.abid@umt.edu.pk)

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**Abstract:** There are challenging times faced by the whole globe in the milieu of COVID-19 scenario. This virus expanded quickly and encapsulated the whole world within no time. The world needed to adapt to the changing lifestyle. This paper will focus on the discourse of advertisements of Pakistani commercialism in the light of covid-19 scenario, in the light of six-segments strategy wheel by Tylor. Tylor (1999). A mixed-method approach (qualitative and quantitative) has been used specifically for this research. To find out the impact during the pandemic questionnaire has been constructed on a Likert scale. Keeping in view the fact that youth is the chief catalyst and participatory regarding the new trends, data has been collected randomly from 50 undergraduate students. There are three major segments have been focused on for this research i.e. ration, acute and routine; will be emphasized in the light of critical discourse analysis. The results of this study depict that females are found to be highly drawn toward the advertisements of COVID-19 products than male participants. Six-segment approaches will fulfill the art of the qualitative method and help us to dissect the advertisements. For the data of advertisement analysis 10 random ads have been chosen in order to analyze the COVID-19 discourse. These commercials have been analyzed in the light of six-segment approach by Tylor (1999) and along with the Fairclough model (1995) of Critical Discourse Analysis. Additionally, this research has contributed to understanding and layering out the disparity among genders. The inclination of females has been found more in initiating and acting upon the instructions of these advertisements, as compared to males.

**Keywords:** Advertisement, Commercial Discourse, Covid-19. Connections, Pandemic

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### 1. Introduction

Coronavirus is a deadly pandemic that can result in death and this chronic disease has taken the whole planet in its shackles. It has made many people its victims. It attacks the lungs of the patient and damages the respiratory system resulting in organ damage and many studies have shown that it is extremely fatal, particularly for aged people and those who are internally, and physically weak (Xu et al., 2020). Commercials are important discourse genre that is indispensably linked with various other fields. This study is about the language of commercials carrying along the theme of the recent pandemic of Covid-19. Advertisements' in the Pakistani marketing field have been modified in terms of the COVID-19 scenario. It is penitent to mention that the whole hoopla has been exaggerated by the marketing companies in the advertisements and commercials. This paper will focus on the advertisements that are related with; infect they have been forced to relate with the COVID-19 theme and the way these advertisements are compelling people the buy those products. Somehow the fear has been marketed via these advertisements and to

gain profit. The sphere of marketing discourse in the light of Tylor's (1999) six-segment wheel along with Fairclough model (1995) of CDA has been implemented to comprehend the races of commercial discourse in the milieu of covid-19

### **1.1 Problem Statement**

The problem of this study is that Pakistani commercials and marketing organizations have modified their advertisement strategies as the pandemic hit the globe in 2019. Pakistani media agencies have introduced many marketing strategies to inculcate the idea of COVID-19 and protect oneself from it in every advertisement possible. Such modification of commercial daily usage has triggered the idea for the study in the light of Tylor's (1999) six segment wheel along with the Fairclough model(1995) of critical Discourse Analysis.

### **1.2 Research Question**

How advertisements in Pakistani media are using COVID-19 as a marketing discourse strategy to draw the attention of the masses?

### **1.3 Research Objectives**

The research objectives for this study are to:

- probe the factors that deal with the marketing strategies of Pakistani commercialism in the context of the Covid-19 situation.
- analyze advertisements in the light of six segments approach by Tylor and CDA by Norman Fairclough, to pinpoint the aspects that are involved in the marketing discourse and develop a connection between consumers and marketing companies in the hard times of COVID-19
- enable other researchers to navigate new dimensions in the context of pandemic and marketing discourse strategies that have been particularly modified.
- observe factors that the way these advertising companies draw the attention of the masses to buy their product. This research with

### **1.4 Significance of the Study**

This research study sheds light on the importance of assessing and gauging the priorities of consumers and developing marketing discourse in the light of six segment approach by Tylor (1999) and the critical discourse analysis of Fairclough (1995). The shades of advertisements and modifications done by marketing companies; to sell their product while developing COVID-19 discourse to attract consumers are the basic points that are emphasized in this study. Moreover, the study will also help in tracing out the marketing discourse in the light of six segment approaches that are multidimensional and very relative in the current times of COVID-19. It will open vistas on the turf of discourse analysis and the amalgamation of qualitative and quantitative research in order to get accurate shades of the societal cause-and-effect relationship with reference to marketing discourse and its linkages with society.

### **1.5 Theoretical Framework**

This study suggests a framework to recognize the connection between commercial and advertisements of Pakistani mainstream media through the lens of Tylor's (1999) Six-segments wheel approach along with the Fairclough model (1995) of critical discourse analysis.

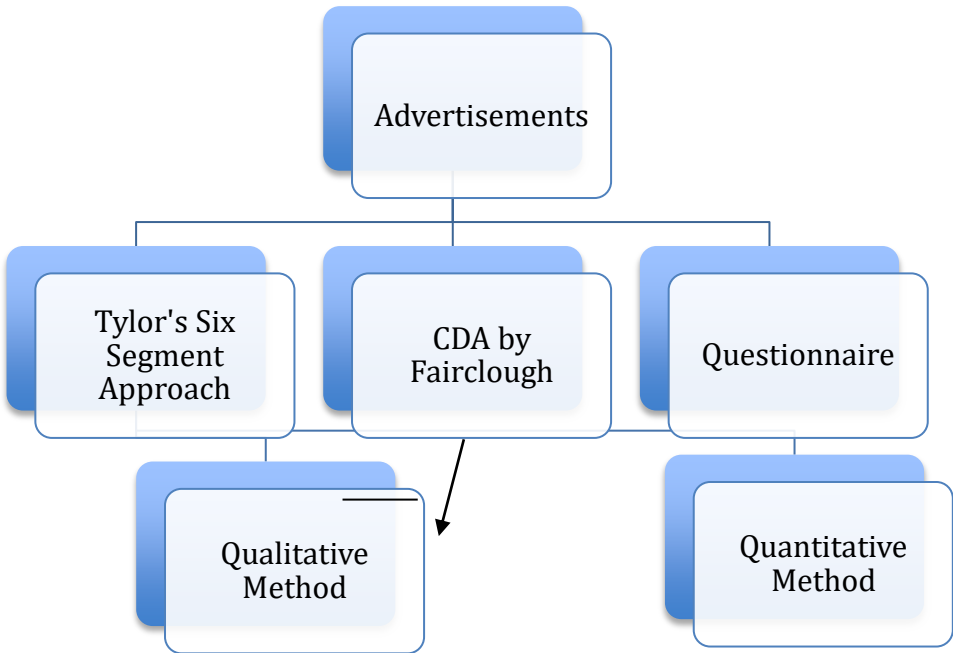


Figure 1: Theoretical Frame work

**2. Literature Review**

According to Fairclough, his point of view during the assessment of content for language study; the hidden key objective was to layer out the inequity of societal connections and discursive practices that utilize the wants of common people in the context of language usage in society or a particular setting. In light of this COVID-19 situation, the discourse of these advertisements has changed. The advertisements organization has modified commercials accordingly. Test is taken as garments of the thought process and people use it for supremacy. According to Wodak and Fairclough (1995a, 1996), as per their point of view, language plays an important role in creating domination, power, and authority being used in society. Each text carries a significant point of view and pragmatics that pave the way for the clearing out of the actual meaning. Ruth Wodak (2001) and Meyer (2001) construe the expression ‘Critical’ in CDA as the investigation and acceptance of language entrenched in social, political, and economic perceptions. CDA struggles to build up connections among the authority used via language in a broader socio-political milieu.

**2.1 The Transmission View**

According to the model by Tylor (1999) it depends upon the needs of consumers for information. The communication role in this section is to be brief and convincing. Products' examples are typically publicized utilizing the rationing approach incorporating vehicles and computers (Taylor, 1999). Taylor's model of acute need is generally based on the immediate necessities of the consumers. Basically, buyers are restricted on schedule, and the sponsor endeavors to build brand acknowledgment. Product examples commonly promoted utilizing the intense need approach incorporate substitutes, such as tires or batteries. Taylor's model final segment is under the transmission. This portion alludes to a promoting approach that burdens the products' role in consumers' routines. This fragment has a dual role of giving consumers prompts on why the products will fulfill their requirements and the job of telling the buyers to keep on buying the setup and keep up the brand utilization propensity (Taylor, 1999). Products' examples might be promoted utilizing the custom methodology incorporating cereal, coffee, and household products

**2.2 The Ritual View**

Taylor's(1999) ego model alludes to the publicizing methodology where a brand or an organization claims to consumers' ego. Promoters attract consumers' feelings regarding smell, taste, contact, sight or hearing, within this segment. In this segment promoting messages that appeal to consumers detects will fall. Product examples are any food or refreshment items along with family unit items and mobile phones. Media propensities habits and the potential for effective advertiser reaction as far as promoting an item or administration are also of interest. Such as, a few artists have gone to offering free online shows and wineries offer virtual tasks. Digital is accepted as less hard-hit than some other media. Those isolated can invest time on the web; however, research on what designs and what kind of focusing on work most effectively would make for convenient exploration. Advertisement is a significant type of discourse that is connected to the scope of the discipline. This research investigates a non-item ad's language, not quarantining it from its connection with different writings that encompass it. According to Fairclough (1992), the Critical Discourse Analysis (CDA) system depends on three degrees of dissecting texts: interpretation, description, and explanation.

According to Vahid and Esmaeli (2012), the historical backdrop of commercials returns to the 1950s and 1960s. The advertisement aim was hard-selling with some wise methodologies; however, it changed into more commercial tools nowadays. It is also an important genre, it is all over the place, and it influences everyone (Ruiz, 2014). Advertisement is a promotion method, and it includes the trading of products and ventures between individuals to fulfill their needs (Ruiz, 2014). That shows that advertisements should make individuals happy by giving them to meet their issues. Advertisement purposes tend to be said to be multi-functional because they can depict, caution, sell, illuminate, engage, etc. Still, Advertisements aim to convince individuals to buy something or to acknowledge an idea.

Verbal media commercials can be possibly important media discourses regarding controlling language usage and concealed philosophies. In our daily life, we deal with advertisements that have specific messages. Also, they manage qualities, perspectives, and shared information that compromises a culture (Abdelaal & Sase, 2014). Advertisement discourse since the advertisement in the current examination is the expression "media discourse" ought to have alluded. O'keeffe (2001) defines advertisement as the cooperation that occurs in a transmission stage. That implies that the participants included in such discourse are not being able to give quick reactions to the discourse procedures. However, this particular notion is currently changing along with the expansion of innovation. Media discourse is fabricated for the masses and it isn't much the same as daily spontaneous discussions in a different way. O'keeffe (2001) stated that it is a type of connection that is available to everybody. Hence, it is fundamental to comprehend or examine media discourse. Spoken media ads are taken as the most significant media discourses regarding manipulated language use and hidden philosophies. Advertisements consist of everyday routines and pass on specific messages regarding it. (Abdelaal & Sase, 2014). This way, they manage qualities, perspectives, and shared information that compromises a culture.

### 2.3 Six-Compartment Wheel by Taylor

The investigation into advertisement creative methodologies has surrendered fundamental characteristics of commercials as either enlightening or transformational. Puto and Wells (1984), advertisements that attract the ones' cognizance or rationale, and the last alludes to advertisements that appeal to consumers' senses or emotions. Moving past this dichotomous scientific classification, Taylor (1999) presented the six-section strategy wheel model for advertisement analysis. Predictable with the past investigation, Taylor (1999) distinguishes two essential publicizing approaches, the transmission view, and the custom view. Taylor's model moves way beyond the dichotomous way to deal with advertisements. He distinguished three subcategories inside each of the two measurements, offering a more complex device for examining advertisement messages. The transmission view comprises three sections: intense need, ration, and schedule, meanwhile, the ritual aspect from the segment wheel is made out of the personality, social, and sensory sections. It is imperative to mention that under Taylor's (1999) model, advertisements can choose whether for a publicizing approach (for instance, ego) or an amalgamation of approaches (for instance, personality and sensory).

### 2.4 Research Gap

This research significantly focuses on the role of Pakistani advertisements being modified in covid-19 scenario to

attract the masses or consumers. There is not much research has been done in the context of the Pakistani commercial that has been renewed in the backdrop of this deadly pandemic. This research has distinctly opened new horizons for novelty and innovation while connecting the marketing discourse with the dire scenario of the pandemic that needed to be layered out. Furthermore, it will also serve the new researchers to investigate new dimensions for analysis of marketing discourse fusion with covid-19 scenario.

### 3. Research Design

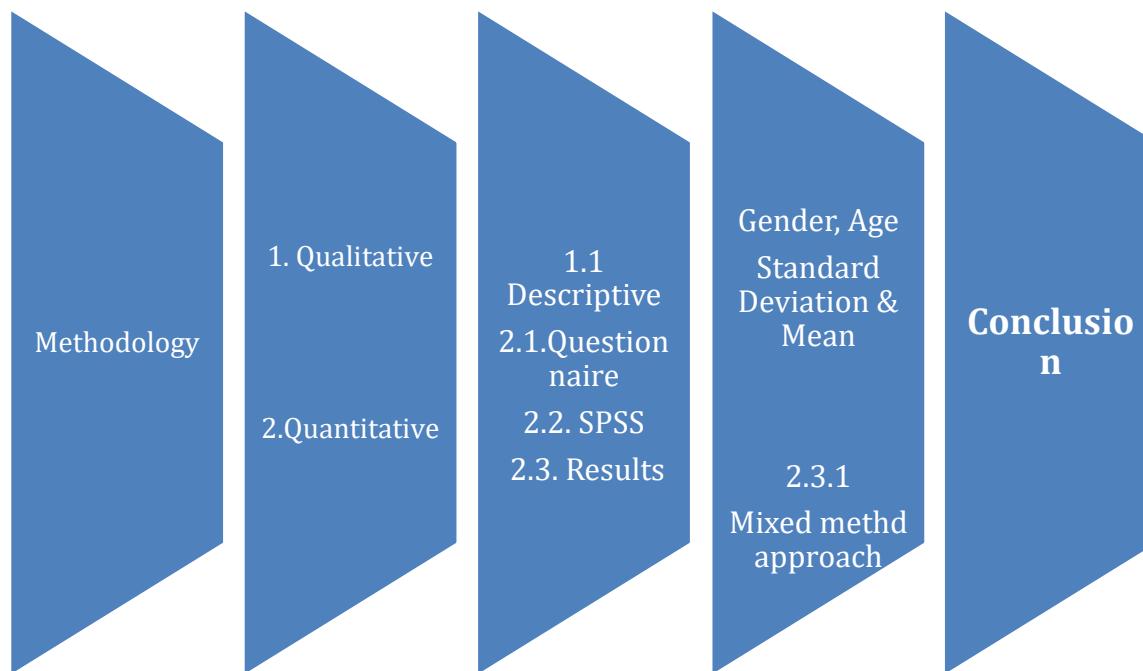


Figure 2: Research Design

#### 3.1 Methodology

The methodology of this study will focus on the amalgamation of qualitative and quantitative approaches. For gauging the qualitative method, Fairclough's CDA (1995) and Tylor's six-segment wheel (1999) will be applied. As far as the quantitative part data has been collected and statistically has been analyzed on SPSS. Likert scale questionnaire consisting of fifteen close-ended questions (yes/no) have been critically formulated. Questionnaires have been meticulously formed in order to take the relevant responses from the targeted audience. The instrument of the Likert scale questionnaire was circulated among fifty (twenty-five males, twenty-five females) undergraduate students of the university through random sampling. Furthermore, on the basis of gender and age intervals, the target population has been statically differentiated. While in keeping the importance of these intervals data has been processed on SPSS in terms of mean and standard deviation.

Questionnaires were filled out by male and female participants via random sampling. As well as the advertisement has also been selected through random sampling in order to have the candid data and grass root level reality statistics for the reality check of this study. Data have been analyzed via SPSS software. All the Likert scale questionnaires have been observed and gained data is probed in SPSS specifically in terms of mean and standard deviation. Male and female participant's ratio and finality of the results is particularly focused and it was further narrowed down for the results and drastic difference.

### 4. Discussion



The world of advertising has changed the consumer's priorities in a unique way. The world of marketing discourse is particularly in the backdrop of multinational companies investing billions in the advertising field. This study will assess the material of advertisements to understand the changing trends and necessities according to the age, fashion, and significant pandemic that is COVID-19. This study has been analyzed via a segment message stratagem wheel by approach by Tylor. The two categories *Transmission* view and *Ritual* view, both deal with various aspects related to consumer and marketing strategies. In the transmission view category of Tylor's six segments wheel emphasizes upon *acute need* for information that is delivered by the commercials via communication; this part focuses upon information and persuasion. The *acute need* is related to the direct and basic necessities of the consumer. The third segment *routine* deals with the aspect of that particular product in the consumer's life and daily routine. The segment *ration* emphasizes upon customer or consumer's need for sufficient information. In the context of the Ritual view the other half of the wheel, consists of ego, sensory, and social segment. The ego part directly points out to advertising strategy of any brand that is catchy for the consumer's ego. Communication is the most important aspect in that segment. Social segment relates to the society aspect in which the consumer is living. The third segment is labeled as the sensory segment meaning the way these advertisements are appealing to customers or consumers' five senses.



Figure 3: Taylor's Six Segments (1999)

Tylor's (1999) six-segment wheel is more authentic when analyzed via Fairclough three three-dimensional framework that deals with text, interaction, and context. Text whether written or spoken plays an important role in advertisements. Interaction deals with the procedure of production and consumption of text and especially in advertisements the production and consumption of written or spoken text draws people's attention and compels them to buy a product. Lastly, the context involves socio-cultural, environmental, and economical factors in the production and interpretation of discourse.

Following are some products and shots captured from real commercials or advertisements surfing on various channels in Pakistan.



This advertisement particularly mentions the word virus to denote the pandemic scenario



This tissue paper advertisement has significantly added a sneezing lady picture in order to relate it with covid-19 situation and usage of their product being necessary for that.



This is a kind of herbal tea advertisement and in this advertisement, emphasis is laid upon the word SOP along with the name of the product and the visuals are strong to convey the healthy lifestyle.



A detergent advertisement only having image of detergent along with the mentioning of bacteria and the caption in red symbolizes the relevance with current covid-19 scenario

**4.1 Results and Findings**  
**4.1.1 Combine Mean and Standard Deviation**

Table 1: Combine Mean and Standard Deviation

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Total	Male	25	50.5000	6.98445	1.42570
	Female	25	52.5600	7.05384	1.41077

The result revealed that females are found to be higher as compared to males.

#### 4.1.2 Separately Mean & Standard Deviation

Table 2: Do you watch advertisements on TV?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q1	Male	25	3.6000	.86603	.17321
	Female	25	3.8000	1.11803	.22361

From the results, it can be stated that females were found to be slightly higher in watching advertisements on Television.

Table 3: Do you think covid-19 situation is fearful?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q2	Male	25	4.1600	.74610	.14922
	Female	25	3.8800	1.36382	.27276

The result revealed that males were found to be taking COVID-19 as a more fearful situation as compared to females.

Table 4: Did you notice that advertising companies are using covid-19 situation

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q3	Male	25	3.9600	.84063	.16813
	Female	25	4.4400	.82057	.16411

The result reflects that females are found to have more notice that most companies are using COVID-19 situation as compared to male

Table 5: Do you consider that advertisements are attractive due to COVID-19 words in it?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q4	Male	24	4.0000	.78019	.15926
	Female	25	4.2400	.83066	.16613

According to the results, females found to consider advertisements attractive due to COVID-19 word in as compared to male

Table 6: Do you prioritize products related to daily use that have anti-COVID-19 substances in them?



	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q5	Male	25	3.8000	.81650	.16330
	Female	25	3.9200	.75939	.15188

The statistics show that females are found to be slightly high in streaming and prioritizing products related to daily use that have anti-COVID-19 substances in them as compared to males.

Table 7: Do you find yourself convinced due to advertisements?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q6	Male	25	3.4800	.77028	.15406
	Female	25	3.4000	.76376	.15275

The result demonstrates that both males and females are found to be equal in finding themselves convinced due to advertisements.

Table 8: Do you prefer to buy products after watching commercials?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q7	Male	25	3.1600	1.06771	.21354
	Female	25	3.5200	.96264	.19253

The result proves that females are found to prefer to buy products after watching commercials as compared to males.

Table 9: Do you find these advertisements being modified in covid-19 scenario?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q8	Male	25	3.720	.8907	.1781
	Female	25	4.000	.8165	.1633

The statistics demonstrate that females are found to be high in finding these advertisements being modified in covid-19 scenario as compared to males.

Table 10: Do you think that these advertisements companies create fear about the pandemic to market their product?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q9	Male	25	4.0000	1.00000	.20000
	Female	25	3.9600	.97809	.19562

The result established that males are found to be slightly high in thinking that these advertisements companies create fear about the pandemic to market their product as compared to females

Table 11: Did you ever think that your shopping list will include all items that are prevention from COVID-19?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q10	Male	25	3.5600	1.04403	.20881
	Female	25	3.6800	1.18040	.23608

According to the results shown, females are found to be slightly high in thinking that your shopping list will include all items that are prevention from COVID-19 as compared to males.

Table 12: Do you believe that these advertisements have changed your idea of shopping?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q11	Male	25	3.1600	1.02794	.20559
	Female	25	3.4400	1.12101	.22420

Statistics prove that females are found to believe that these advertisements have changed their idea of shopping as compared to males.

Table 13: Do you think you shop for products cautiously after watching these COVID-19 advertisements?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q12	Male	25	3.4000	.95743	.19149
	Female	25	3.4400	1.00333	.20067

The result exposed that both males and females think that shop for products cautiously after watching these COVID-19 advertisements.

Table 14: Do you appreciate these advertisements modified in COVID-19?

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q13	Male	25	3.1600	.89815	.17963
	Female	25	3.3200	.94516	.18903

The result highlights that females are found to be more appreciative of these advertisements modified in CIVID-19.

Table 15: Do you dislike these advertisements modified in COVID-19

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Q14	Male	25	3.2400	.87939	.17588
	Female	25	3.5200	.91833	.18367

The result revealed that females are found to be slightly higher in disliking these advertisements modified in COVID-19

## 5. Conclusion

To sum up we can say that the commercial in Covid-19 times is a protuberance of novelty in Pakistani advertisement discourse. Through the advertisement analysis of the domestic usage products, it has been analyzed

that due to the pandemic, the commercials were modified to attract the masses to buy the product. Covid-19 serves as a marketing strategy in the eyes of these marketing companies. It has been drawn from the statistics that female percipients were more drawn towards these advertisements and bought the products after viewing these commercials. This research is evidence that the advertisements are the embodiment of the change in the atmosphere and society. People tend to modify their living style under the pressure imposed by the commercials as the consumer goods have a direct impact on the lives of the customers. Covid times have been hard on humans and their changed behaviors, it has rather impacted the psychology of people in a drastic manner. Advertisements have attracted people while depicting the theme of the covid-19 and proved to bring novelty to the advertisement domain in Pakistan.

### 5.1 Future Recommendations

After gaining perspectives in the light of this research the future recommendation will be significant. Any kind of pandemic, Economical upheaval, or calamity has direct effects on the media discourse. Due to the huge impact of commercials and advertisements on the common man the whole marketing tactics change rapidly. This research can open the door for the coming studies in the domain of media discourse via advertisements.

### 5.2 Directions for Further Studies

Future studies can draw insight into the domain of customer behavior towards consumer goods in the hierarchy of advertisements influenced by global phenomena. This research's main conclusion was to gain the idea that females were more drawn towards advertisements and try to act upon it or buy products after being influenced by the commercials. Future researchers can come up with many findings apart from that.

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