



A CORPUS BASED STUDY OF RHETORICAL DEVICES EMPLOYED IN PAKISTANI PRINT MEDIA

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ABSTRACT

Advertisements in all the forms whether print, Electronic or Social media is an important part of our contemporary modern life. We encounter many advertisements frequently in a single day. The fact is that the general public is too much influenced by the verbal and visual part of Advertisements. The employment of Rhetoric is a significant study which can assist the advertiser in drawing appealing features called Rhetoric. The study of Rhetoric is important as it brings forth the implicit techniques which make the form and content of Print advertisements appealing. To address the Rhetoric aspect of print advertisements a Corpus based approach has been employed to analyze the rhetorical devices used by the Advertisers in Pakistani print media including Newspapers, Magazines, journals and bill boards .The advertisements have been selected with timeline of Jan, 2019 to April, 2020.The advertisements have been selected randomly to highlight the rhetoric strategies employed in Pakistani context at both levels: Visual and Rhetoric level .The Text-interpretive analysis is used to analyze the Pakistani advertisements at both Visual and verbal level .The mixed method approach has been employed as this study is based on both qualitative and qualitative methods. Qualitative approach is applied when the advertisements are analyzed according to the McQuire and Mick framework. Qualitative approach is employed when the parsons' chi square is calculated by taking opinion of the people regarding rhetoric devices merely. The purpose of the study is to find out those rhetoric devices which are employed at both the visual and verbal level by employing the theory of visual rhetoric as a theory to point out the persuasive techniques of Ethos, Pathos, logos and on the verbal level by studying the schemes and tropes at three different levels. The results of the research show that people exhibited a positive attitude which provoked the people to be inclined towards advertisements which employed schematic devices rather than those which employed Tropic devices .The findings suggest the use of schematic and tropic device in advertisements at both visual and verbal level to convey the message effectively and in a persuasive manner.

Keywords: Rhetoric, Figure of speech, visual rhetoric, Text-interpretive analysis, Pakistani Print advertisements, Integrative framing.



INTRODUCTION

According to the definition proposed by Bovees: Advertising is a general and common way of conveying the persuasiveness of the products, things and information in such a way that the audience might be evoked to purchase and consume the product by the aid of using various forms of media (Arens, 1996) The main purpose of advertising is to persuade and inform the audience in the form of Rhetoric, which is a form of argumentation (Nichifor, 2014). There is a massive power in visual media and its effect on the persuasive power of advertisements. (Ye et al., 2019)

Rhetoric uses three basic elements dating back to the Aristotle era (384-322 BC). It's Ethos - related to the speaker's position, Pathos - related to emotions and Logos - related to the logic of discourse. Different from traditional rhetoric which only relied on words, advertising now harnesses the advantages of visual language combined with language to increase persuasion and save time (Vu, 2017).

The term Rhetoric encompasses a large number of terms within itself in such a way that all the terms are interrelated. These terms include the following names: Images, Ethos, Pathos, and Logos along with Schemes and Tropes. (Vu, 2017) Ethos is the Rhetoric technique which is linked to the celebrities' fame and being renowned .The more the renowned personality, the more effective the message on the audience. Pathos is the Rhetoric strategy which employs emotional appeals in such a way that the audience would be swayed and molded by the emotional feelings of love, Sympathy and empathy in such a way that they are ready to come up to the expectations of the advertisers .Logos is the employment of facts, Reasons, statistics which is effective in advertising as it presents realistic aspect (Vu, 2017).

Scott had proposed a theoretical framework called Integrative approach and an important part of text-interpretive analysis .Scott affirms that there is a need to recognize visual elements in the advertising Rhetoric as Pictures and Language are part and parcel in Rhetoric .Both of them combine the ideas and play a significant role in persuading the audience .Images are again manipulated like verbal part as they are arranged, combined and gives a touch of multidimensionality .Images add the element of multi-perspective attitudes towards the advertisements .Images facilitate the audience in interpreting the message at different levels according to the mindset of the reader (Scott, 1994b).

The rhetoric devices include the various figures of speech stylistically called metaphor, Similie, pun, anaphora, ellipsis and rhetoric question. (Corbett) Visual rhetoric figure sought to be possible .Nothing in the fundamental definition of a figure either requires a linguistic expression or precludes a visual expression. In fact, the idea of a visual figure has ancient roots in art theory (Gombrich, 1960), (Scott, 1994b)According to Bulmer, Visual Rhetoric is a specialized form of advertising Rhetoric which aims at persuading the audience to convince them to purchase the products according to their needs and interests in such a way that the argument is developed. The main purpose of Rhetoric is to convince and persuade the audience effectively. (Bulmer & Buchanan-Oliver, 2006)

Durand for the first time proposed a taxonomy of rhetoric figures which was an innovation in the advertising rhetoric. There was limited focus on the rhetoric figures which are employed in the visual part of advertisements and thus it needs to be studied comprehensively (Bulmer & Buchanan-Oliver, 2006)- Kaplan, Stuart J.(1992),“(Kaplan, 1992)- (Kennedy, Green, & Vervaeke, 1993).The literature review suggests that rhetoric has been studied and analyzed by keeping in mind the print advertisements and their effect on the persuasion and development of argumentation. The limitation of the past studies show that the rhetoric devices have been studied on a micro level eschewing the Rhetoric strategies and all the levels of taxonomy proposed by McQuire and Mick 1996 and thus this issue needs to be addressed (Scott, 1994a, McQuarrie, 1989)



Based on the following literature this study has been conducted to study and analyze the theory of advertising rhetoric both visual and verbal conceptually and comprehensively to cover all the gaps ignored by the researcher in such a way that the study is a detailed explanation of taxonomy of rhetoric devices and their effect on the emotions and attitude by Text-interpretive framework. (1996, 1999 McQuarrie, E. F. & Mick, D. G. (1999). (McQuarrie & Mick, 1999) This study is based on the proposition that advertisements employ rhetoric so that the audience can be attracted towards the visual and verbal elements in the print advertisements. The fact is that the advertisements are the form of media to which we are being exposed frequently in our daily life. It is completely the choice of the audience that he may heed towards the message or ignore the message. Therefore this study is constructive for advertisers in making the form of presenting the ideas and content in such a way that the appealing language could be created by employing rhetoric techniques. (Genette, 1982) The purpose of this study is to inform the readers about the significance and importance of rhetoric devices in print advertisements so as to provide a conceptual framework which completely provides an elaborate taxonomy so as to help the reads to understand the rhetoric devices according to the framework given forth by McQuire and Mick. (Swasy & Munch, 1985) The research is aimed at highlighting the schemes and tropes also called figures of speech along with their visual counterparts. The review of the related literature shows that the role of figuration in the advertisements is quite meaningful and assists in understanding the complete meaning being conveyed. (Leigh, 1994)

LITERATURE REVIEW

The advertisement is usually meant to inform, persuade and convince the audience by considering their interests and also stimulating their interests and needs. (Tom & Eves, 2012). Advertisements are a form of communication which is impersonal and employs all available strategies to fulfill the interest of the public on different platforms (Belch & Belch, 2003) (Nichifor, 2014), The Cambridge dictionary of linguistics defines Rhetoric as the artful deviation and incongruously molding the language for the sake of adding pleasure and persuasive power in the different advertisements according to the need of the consumers (Miller & Brown, 2013) Rhetoric is a specialized form of language therefore it carries more than one meaning generally named as connotative and connotative meaning (Genette, 1982). Advertisements are basically a persuasive statements which aims at conveying their claims and ideas in a persuasive and manner to convince the audience effectively to purchase the product (Scott, 1994). Advertisements are primarily the specific stylistic variations of language to convey the message effectively. (Vestergaard & Schrøder, 1986), and New York: B. Blackwell, 1985. Rhetoric is employed in the advertising Rhetoric with a specific purpose which is to persuade and convince the audience and develop a positive attitude towards the product. The positive the attitude, the more the fame of the advertisement. Theories on advertising mostly relies upon the study of relationship between attitude and fame of product and the persuasive devices employed in the form of Rhetoric in print advertisements (Nichifor, 2014).

The stylistic features of language of advertising include the factors of having immediate impact and quick convincing power. (Mirabela & Ariana, 2010). The specific stylistic features which make the advertising language effective are called Rhetoric devices. According to the definition of Aristotle: Rhetoric is defined as a particular form of persuasion and argumentation in such a way that the persuasion would be effective according to the need of the consumer interest effectively. (Corbett) If we consider the informative dimension of advertisements, the language of advertising must be full of emotional, logical, vivid and credible mode of persuasion, (Mirabela & Ariana, 2010). The language of advertisements is all about persuasion and convincing the audience and when it comes to persuasion then the main focus for advertisers is the individual representation of a particular idea and not about modifying the content to be presented (Mzoughi & Abdelhak, 2012).

Rhetoric is primarily defined as the specific variation as employed in the linguistic features of advertisements to convey the message effectively. Rhetoric persuades in such a way that such



that the incongruity and innovation is employed in such a way that the innovation seems to be appealing and mesmerizing to the audience as it is repeated frequently in the advertisements in many new forms. (Corbett) Rhetoric is all about how to the advertisers can convey their meaning effectively and rhetoric basically deals with studying the best and effective means of convincing the audience by changing the forms of presenting the content rather than the change in the content that is being presented to the audience (McQuarrie & Mick, 1996).

The study of rhetorical figures date back to Aristotle .Aristotle called rhetoric a form of argumentation and proposed a major classification of Rhetoric in his study (Mzoughi & Abdelhak, 2012)Rhetoric figures are specific techniques used in the language of advertisements to convince and please the audience. The deviation occurs in such a way that a lot of ambiguities are evoked and they lead to difficulty in understanding the message in such a way that it involves a lot of mental and psychological activity and raise a lot of questions in the, mind of the audience .Once a message is interpreted it brings advantage along with the pleasure. (Mohanty, 2008)Visual and Verbal Rhetoric in Advertising: Impact on Emotions and Attitudes 415. The pleasure that is evoked and articulated by the reader and the audience is at first sight ambiguousandthen the curiosity to know more about the message conveyed implicitly and explicitly provokes and stimulates the audience.(Eco, 1979, McQuarrie and Mick, 1992; Peracchio and Meyers-Levy, 1994). The literature review on Rhetoric affirms that there is an employment of rhetoric techniques in advertisements at a grand level and they are to be studied in further depth so as to assist both the advertiser and the audience in understanding the pervasiveness of the message being conveyed through advertisements. (Leigh, 1994)

The need to study the rhetoric figures in such a way that the interplay of visual and verbal rhetoric and their effectiveness on the message being conveyed is important is stressed by The use of rhetoric in a monolingual advertising context has been investigated by some researchers (Angela Goddard 1998; Phillips 2002; McQuarrie 1996; Leigh 1994; Lagerwerf 2005 Angela Goddard. (1998). (Vestergaard & Schrøder, 1986)).The study of effectiveness of rhetoric is an important aspect of Rhetoric. There is a significant need to study and analyze the visual Rhetoric in the print advertisements on the basis of Visual Rhetoric .The visual elements were being analyzed by the advertisers but the theory that was employed was copy theory and this theory cannot account for all the Rhetoric devices and strategies in the print advertisements to provide a conceptual understanding of the rhetoric devices being studied by the audience(Scott, 1994b)Scott was of the opinion that images and visuals employed in advertisements are not solely for the purpose of entertainment, attractingand convincing the audience rather the visual rhetoric theory suggests that the images are a representative of a particular culture and ideology which is conveyed through the specific arrangement and choice of images(Scott, 1994b).

The theory of text-interpretive analysis which includes both visual and verbal elements are proposed by McGuire and Mick in their framework called Visual and Verbal rhetoric(McQuarrie & Mick, 1996).This theory provides a taxonomy called integrative framing which primarily accounts for all the Rhetoric devices in the print advertisements .The amalgamation of Visual and Verbal elements are both included in the integrative framing proposed by (Scott, 1994b). The visual and verbal elements were thought to be isolated and distinct parts of advertisements. (Swasy & Munch, 1985) This integrative framework proposed by Scott in his study highlighted the significance of Visual and Verbal parts collaboratively (Scott, 1994b).

Aristotle classified rhetoric devices as a part of taxonomy which employs deviation from the standard techniques of language in order to convince the audience. Rhetoric suggests the fact that the advertisements are manipulated stylistically in such a way that the dual purposes of informing and persuading effectively might be conveyed therefore the use of rhetoric devices becomes necessary (Leigh, 1994) Rhetoric is applied as a deviation and specialized individuality in the language of advertisements which is only studied for long on verbal level and it needs to be studied



at visual level too for the clear understanding of the message and idea conveyed by the advertiser. (Mzoughi & Abdelhak, 2012) Rhetoric is the transformation and deviation from the standard language and is a specialized form of grammatical and lexical structures in such a way that the implicit message and information is to be interpreted by the consumer at different levels both connotatively and denotatively in the mind of the audience (Van Mulken, 2003).

(Scott, 1994b) Affirms that there are many ways of implicitly provoking and suggesting any idea, statement or ideology but no one would bother to accept any suggestion until the suggestion is in a persuasive and interesting manner to produce an effect of pleasure and happiness. Rhetoric is basically a deviation and specialized linguistic structure and diction in such a way that the individuality sets some expectations and takes specific forms which are helpful in determining the underlying meaning conveyed by the specialized linguistic features. (McQuarrie & Mick, 1996) The advertisements are aimed at persuading and creating appeal for the audience. Advertisements are designed in such a way that the form of presenting the ideas is different and literature review shows a developing interest in the deeper insight of the rhetoric. ((Leigh, 1994) (Stern, 1989) Meyers-Levy and Malaviya (1999) affirm that rhetoric is an artful difference and individuality in the language of advertisement in such a way that audience will be both physically and cognitively involved in the process of understanding the hidden message and idea of the advertisement. The pleasure will be experienced by the audience in such a way that they will develop an inclination intrinsically to purchase and consume the product. Feelings are more likely to be processed and experienced by the consumer which adds to the pleasure while watching the advertisement. “(Meyers-Levy & Malaviya, 1999) Rhetoric is employed in the form of arrangement of various elements and persuasive images. Rhetoric provokes positive attitude and favorable emotions. (Vu, 2017) If we study the advertisements we can conclude that both visual and verbal are an important part of advertisements that we encounter in any form and at any platform. It has been proposed by many researchers that imagery is a part and parcel of advertisement in relation to effective consumer response (Greenberg & Garfinkle, 1963). The recent latest literature review suggests that there is an inclination of researchers towards the role of visuals and imagery in the effectiveness of advertisements in such a way that there has been methodological study and analysis on the significance of non-verbal cues in the rhetoric of advertisements (Swasy & Munch, 1985), (Scott, 1994a)

Visual elements are analyzed in this research by drawing upon the Archival tradition. The basic proposition of Archival tradition is that the sample of advertisements are to be collected and then their content analysis is to be conducted. The findings of the study show that the use of specific rhetoric devices evoke a particular feeling, attitude and thinking pattern in the audience. Different rhetoric strategies are linked to a specific audience response. (Finn, 1988) -(Holbrook & Lehmann, 1980) If the advertisements are analyzed according to this approach there is no need of theoretical framework in such a way that the specific dimensions help us in understanding the visual part of advertisements and the hidden message is analyzed. Although it can never be affirmed as a universal truth but there may be space for different interpretations. (McQuarrie & Mick, 1999) This research analyzes the rhetoric devices employed in Pakistani Print advertisements at visual and verbal level on the basis of Text-interpretive analysis proposed by McQuire and Mick 1996.

Text-interpretive analysis depends on literary, semiotic and rhetoric theories which are quite helpful in understanding the rhetorical devices employed in the print advertisements on different levels of a sentence. This approach synthesizes a systematic and conceptual taxonomy of rhetoric figures in such a way that the employed rhetoric devices can be easily spotted out and then provide a clear understanding of the implied concepts of rhetoric. (Stern, 1989)-(McQuarrie, 1989) (Sonesson, 1996).



Text-Interpretive analysis affirms that both visual and verbal parts of an advertisement are equally important and both of them play an important role in understanding the hidden message. Visual and Verbal analysis can and should be conducted separately as both of them produce a rhetoric effect on the mind of the audience. (Umiker-Sebeok, 2012)Text-interpretive analysis suggests that there is a need to analyze the visual and verbal parts of an advertisement separately in such a way that it should elaborate the rhetoric in the advertisements and provide a clear understanding of the rhetoric employed in print advertisement. (McQuarrie & Mick, 1999)Tom and Eves (1999) have highlighted the importance of rhetoric for the appreciation of ads. (Tom & Eves, 2012).Rhetoric is an important part of advertisements as rhetoric is basically an attempt to effectively persuade and convince the audience in such a way that pleasure may be the result of the processing of rhetoric as the cognitive processes of understanding and interpreting the advertisements is experienced. When an advertisement is encountered by the audience the processing involves interpreting the advertisement in such a way that the more complex the process of interpreting the more the pleasure and happiness synthesized out of the advertisement. The joy and pleasure evokes and develops a persuasion towards the advertisement (Toncar & Munch, 2001)

Scott has highlighted the significance of integrative framework so that both the visual and verbal rhetoric may be analyzed as both are important part of rhetoric. (Scott, 1994b) In answer to Scott's appeal McQuire and Mick have developed a framework called as text-interpretive analysis also called verb analyzing grid. McQuire and Mick applied their framework on both the verbal and pictorial level in such a way that the role of both visual and verbal can be examined in relation to its effectiveness on the response of the audience. (McQuarrie & Mick, 1996)

McQuire and Mick developed the text-interpretive framework so that both the visual and verbal rhetoric can be accounted for in the analysis of persuasion of language of advertisements. They proposed a taxonomic classification of the advertising Rhetoric in such a way that the integrative analysis of both Visual and Verbal and their effectiveness can be evaluated. (McQuarrie & Mick, 1996) The text-interpretive analysis suggests that the presence of rhetoric(persuasive devices) in the print advertisements are directly linked with the evoking to pleasure and happiness in the audience as they experience the cognitive understanding after reading the advertisements. (McQuarrie & Mick, 1992))The effect of persuasion and pleasure by the employment of rhetoric devices in print advertisements has been proposed as being due to the implicitly suggesting and conveying the meaning and idea of the advertisement rather than expected meaning.(McQuarrie & Mick, 1992)licitly conveying the information and suggestions..(Toncar & Munch, 2001)If we discuss the persuasive effects we can conclude the fact that persuasion is best defined by the employment of rhetorical devices. These persuasive devices are primarily divided into two types: Schemes and Tropes. Schemes are the innovations in the advertising language which involve familiarity and repetition which is easy to spot out and understand. Tropes are innovations and they are designed in such a way that they involve a meaningful purpose and thus they are difficult to understand. (Van Enschoot, Hoeken, & van Mulken, 2008)

These researchers have classified rhetoric devices into two major types on the basis of taxonomy of Verbal rhetoric. These two types are called Schemes and Tropes. (e.g., Corbett & Connors 1999, Leigh 1994, McQuarrie & Mick 1996). Renske van Enschoot, Hans Hoeken, and Margot van Mulken) affirms in their research that the innovations and incongruities in advertising language which are easy to recognize and understand are called Schemes. Schemes appeal to our senses rather than mind. Schemes is like embellishments which are making the message of the advertisement attractive and appealing. Schemes are not much difficult to understand as compared to tropes. (Leigh, 1994; McQuarrie & Mick, 1992)- (Edward &Robert, 1971) Tropes are the incongruities in the language in such a way that they have a concrete purpose and message that is to be conveyed to the audience. Tropes are more of a cognitive and mental aspect of Rhetoric as compared to Schemes. Tropes may be complex and difficult to be interpreted for some audience because



tropes demand a sound knowledge and experience of the rhetoric and thus more cognitive activity. The fact is that Schemes attract us towards the advertisements which in result lead us toward the Tropes which lie in the cognitive domain of rhetoric (Mothersbaugh, Huhmann, & Franke, 2002).- (McQuarrie & Mick, 1996)

Rhetoric is an aspect of an advertising style which has many elements including puns, antimetaboly, anaphora, ellipsis, rhetoric question, Simile, metaphor and antithesis. (- (McQuarrie & Mick, 1996).- (McQuarrie & Mick, 1999).- (Mothersbaugh et al., 2002) Schemes and Tropes are an arrangement of visual and verbal in such a way that they aim at understanding the hidden message of the advertisement .Each advertisement aims at conveying particular information and persuading the audience through appealing language (Williamson, 1978) Trope is a rhetoric device which in a trope of destabilization, one means more than is said and relies on the recipient to develop the implications. Tropes of substitution make a switch, while tropes of destabilization unsettle.” (McQuarrie & Mick, 1996) ((Sperber & Wilson, 1986)). The relevance theory affirms the stance that the employment of particular figures of speech called Rhetoric is significant as the presence of specific rhetoric devices is important in making a particular impression in the mind of the audience and a way of interpretation. This theory suggests that human beings interpret the utterances and messages in a particular way. To make this process of interpretation interesting and appealing the rhetoric is employed by the advertisers (Forceville, 1996).- (Rossolatos, 2013) The Relevance theory proposes that scheme is a rhetoric which involves more of a physical and sensual understanding rather than mental. Whereas Tropes are more of a cognitive and mental process of interpreting the stylistic features of advertising language. Scheme do not require a lot of time in being interpreted so it might be forgotten easily .Tropes take time in being understood therefore they are likely to stay in memory for a long time (Sperber & Wilson, 1986))

The principal focus of this study is to analyze the visual and verbal rhetoric by employing McQuarrie and Mick framework .The employment of text-interpretive analysis highlights that both the visual and verbal analysis should be conducted separately (Scott and Linda). Rhetoric is investigated in the context of advertising aims to underline the significance of rhetoric on both Visual and Verbal level in such a way that their effects on the emotions and attitudes of the audience can be found out.

THEORETICAL FRAMEWORK

This study has been based on taxonomy of classification of rhetoric devices employed in print advertisements (McQuarrie & Mick, 1996) In such a way that they persuade and convince the audience to purchase the product and consume it. This study is a corpus based study as the sample of 50 advertisements has been collected with a fixed timeline and then the rhetoric figures have been highlighted (Guiling & Huaqing). The rhetoric devices have been classified into four major labels called Repetitions, Destabilization, Substitution and destabilization. (Guiling & Huaqing)

Aristotle has defined rhetoric as a stylistic variation in the specialized variation of language of advertising and rhetoric is basically the effective art of persuasion in different situation and according to the needs of the consumer (Todorov, 1986) Rhetoric is the study of particular form of argumentation which makes the message of the advertisement appealing and attractive for the audience so that the audience can be evoked to get pleasure and purchase the product. Rhetoric makes the message sensually appealing and attractive for the audience, leaving a memorable impression over the audience which increases the understanding and comprehension level of the advertisement Rhetoric seduces the audience to buy and consume the product. (Mirabela & Ariana, 2010) Rhetoric is employed at both the levels through Text-interpretive analysis. The audience encounters a message for the first time and may be perplexed by the unusual style of advertising language as rhetoric is a deviation from the normal linguistic patterns generally acceptable in our language so the arising bewilderment will be mitigated by the visual part which will help in



understanding the message of the visual ((McQuarrie & Mick, 1999) - (McQuarrie & Mick, 1992) Rhetoric is basically an incongruity and innovation in stylistic features of language of advertising and the newness provokes the interest and attraction of the people towards the advertisements. (McQuarrie & Mick, 1992) -

The incongruity of a stimulus affects positively arousal and evaluation (McQuarrie & Mick, 1992) It is suggested by Mohan in his research that the incongruity and newness in the language of advertising is such attractive because of the employment of rhetoric which make the style of advertising individual and different. The result is that advertisements and their processing in the mind becomes full of pleasure. (Mohanty, 2008)

The research is conducted by applying the framework of Text-Interpretive analysis. Text-interpretive analysis is an analysis that was developed by McQuire and Mick (1996) on the call of Scott as the framework proposed prior to text-interpretive analysis were unable to study the advertisements at both the levels. The framework of text-interpretive analysis is primarily motivated and proposed by McQuire and Mick as: There are a plenty of rhetorical device that are being used in the stylistic features of language of advertisements and they can be broadly divided into three levels. The first level of classification is based upon Schemes and Tropes. Rhetorical figures are often categorized as schemes and tropes (Edward & Robert, 1971)-(Leigh, 1994; McQuarrie & Mick, 1996) this taxonomy of classification of rhetoric devices is proposed by McQuire and Mick in their paper ((McQuarrie & Mick, 1996) Leech and Corbett provided the basic theory for the development of text-interpretive analysis framework. Schemes and tropes are the major classifications which are broadly named as Schemes and Tropes. Scheme is defined as the rhetoric device which is easy to interpret and understand and scheme appeals to senses as it includes elements of melody as musicality. Scheme is based on repetition and over coding of elements as such in an easy way to recognize and understand. Scheme includes repetition and reversal on the second level of classification in the taxonomy. Tropes on the other hand are devices which includes excessive irregularity without any specific set pattern of arrangement of language. Tropes are based on the cognitive understanding rather than sensory appeal. ((Edward & Robert, 1971; Leech, 1969) the classical writers could not divide the figures of speech into different parts. It was a matter of debate and discussion for them. Corbett, E. P. J. (1990 [1965]). (Edward & Robert, 1971)) A Rhetoric is an innovation and newness in the language of advertising therefore the evoking of some expectation is natural in Rhetoric devices. Rhetoric device carries both denotative and connotative meaning. ((Genette, 1982) As rhetoric figure makes the use of strange and unusual expressions and features therefore Rhetoric aims at making the familiarity to what might seem strange to the audience by frequent use and employment of any level of deviation. Rhetoric as a device is used to make the employment conceptualize the hidden meaning implicitly to the audience... ((Genette, 1980)) ((Berlyne, 1971) Genette affirms that the Rhetoric devices are a gap which help the audience in understanding the hidden message and leaves the space of comprehension for the audience. It is all done by the assistance of Schemes and Tropes which involve but a little deviation and thus they are conveying a message which is to be interpreted by the consumer himself. The phrase with a range of deviation leaves some meaning uninterrupted and thus the consumers are to go to the depth of meaning conceptually. ((Genette, 1982) Leech proposes the fact that Schemes and Tropes are different because the range of newness and incongruity along with the complexity of expression occurs and takes time to understand the real implicit idea being conveyed by the advertisers.) ((Leech, 1969) Schemes are easy to understand and thus they are more likely to be forgotten easily. On the other hand Tropes are a part of cognitive understanding rather than the sensory one and demands more mental activity from the consumer. Scheme is likely to be forgotten easily because of less strangeness of expression. Tropes are less likely to be forgotten because they demand more mental processing from the consumer. ((Berlyne, 1971) Leech gives the stance in his research that the distinction between Schemes and Tropes is such that the it is based on the linguistic rules of combination of specific



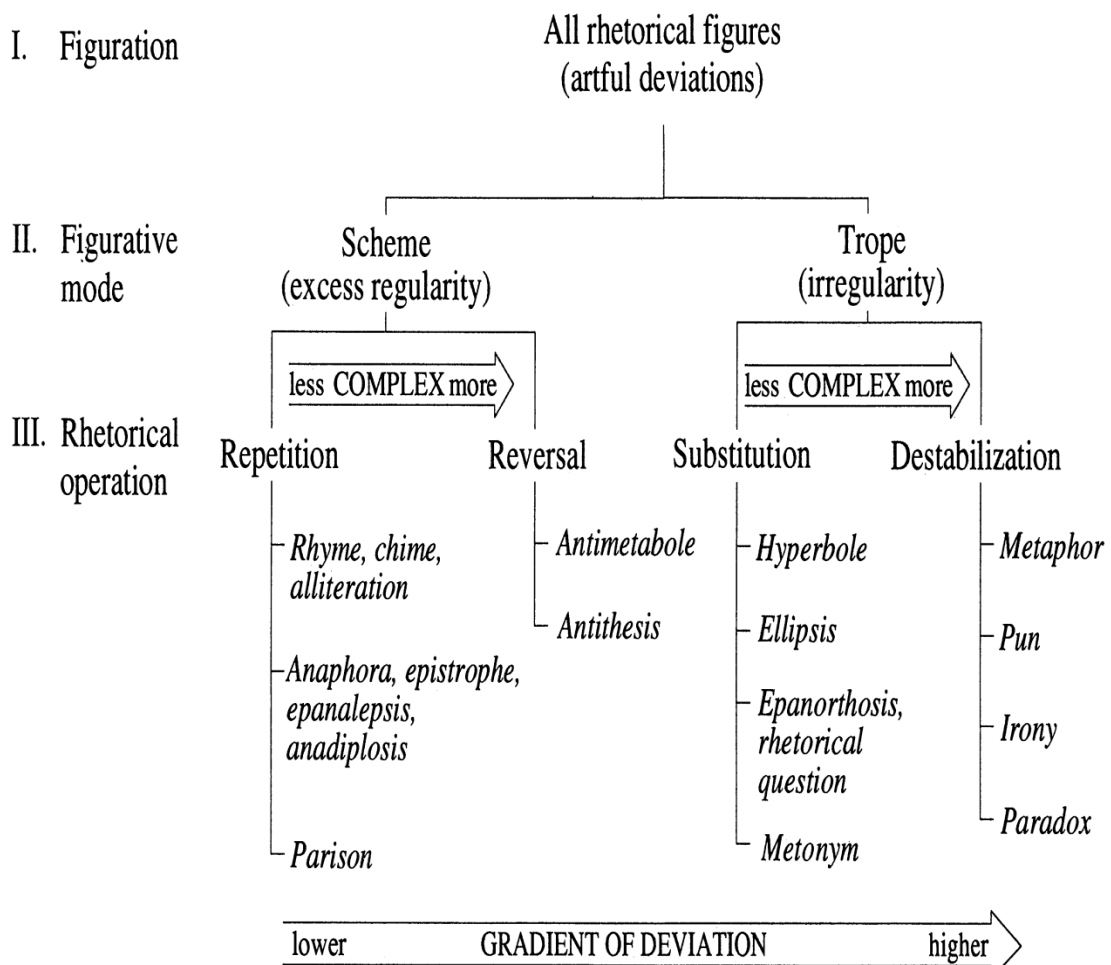
elements and the inclusion of large variety of interpretations so that the level of deviation might be explained. (Leech, 1969) McQuire affirms the fact that it can be proposed without doubt that Schemes and Tropes are two different dimensions of a process of innovation and incongruity in the language of advertising. Rhetoric, in the second level of taxonomic classification according to McQuire's taxonomy is solely based on the degree of strangeness and unfamiliarity in the advertising language. In this level of classification Schemes and Tropes are divided into broad types along with providing the fact that there is a respective degree of unfamiliarity in the specific stylistic form of advertising (McQuarrie & Mick, 1996)

On the third level of classification of Rhetoric, Scheme and Trope are further classified into two major groups called Schematic rhetoric operation (Repetition, Destabilization) and Tropic operation (Substitution and Destabilization). (McQuarrie & Mick, 1996) The Rhetoric researchers have affirmed the fact that the incongruity in the language and use of Rhetoric figures should have a specific level of unfamiliarity which could be marked in the form of simple, complex and moderate deviation from the colloquial expression of language (Umiker-Sebeok, 2012)-(Scott, 1994a)

The taxonomy below is the framework of McQuire and Mick which has been employed by Scott and Leech in their study to analyze the visual and Verbal rhetoric and to check their role in the evoking of pleasure in the audience.

FIGURE 1

A TAXONOMY OF RHETORICAL FIGURES IN ADVERTISING





If we analyze the third level of taxonomic classification, it can be seen that the Rhetoric Scheme and Trope are further divided into two main groups. Schematic groups are called Repetition and Reversal. Tropic groups are further divided into Substitution and Destabilization. (McQuarrie & Mick, 1996) Repetition includes the devices like Rhyme, Chime, Alliteration, Anaphora, Epistrophe, Epaneleipsis, Anadiplosis and Parison. Reversal includes the devices called Antimetabole and Antithesis. (McQuarrie & Mick, 1996) Tropic devices include the following: Hyperbole, Ellipsis, Metonym, Rhetorical Question, Pun and Irony. (McQuarrie & Mick, 1996).

Repetition is applied to the words and it employs the following devices: Anaphora, Epistrophe, Epaneleipsis and Anadiplosis. Anaphora is a Rhetoric strategy which employs repetition of words, sounds and phonetic features at the beginning of the phrase and sentences. Epistrophe is a Schematic device which employs repetition at the ending of the phrases and words. (McQuarrie & Mick, 1996) Visual rhetoric is a literary theory which aims at influencing and appealing the audience so that they can understand the message and as a result they will be able to get the implicit message of the advertisement. The message which is conveyed by the advertisement through rhetoric is primarily a specific form of argumentation in which the evidence is presented in the form of specialized way of presenting the thesis. The way the message is being presented is molded according to the interest of the audience and keeps in mind the needs of the consumers. That is why we can propose that advertising stylistics is an important form of advertising Rhetoric (Burke, 1950).

According to Kaplan 1992, the visual elements include distortions, Hyperboles and juxtaposition of different objects as can be seen in the following corpus of advertisements. ((Kaplan, 1992) Phillips gives the stance that the images insert the element of innovation in print advertisements in the sense that they will inculcate qualities of being multi-dimensional, multi-parameters and thus the images makes the advertisements able to be interpreted at different levels rather than a single interpretation. (Kaplan, 1992). According to DURAND 1970, a new stylistic innovation in advertisements has been employed when the rhetoric is not only employed in verbal part of advertisements but also in the visual part of advertisements called the images as a whole. The image conveys two meanings, one is denotative and the other is connotative meaning. The meaning is interpreted according to the mindset of the audience (Durand, (Durand, 1970).

The gist of the theory of rhetoric is the most effective means of persuasion to conform the argument according to the context and situation. It can be defined as the personal degree of importance given to product or situation, including the perceived risk in the purchase (Reed & Ewing, 2004) *This theory suggests that in order to make the advertisement appealing and interesting the presentation of the print advertisement should work logically. In the first place, it should have effects on the mind and thinking of the individual audience. In the second place, it should be able to manipulate the feelings and create emotional appeal in the audience which takes the form of urge.* ((Reed & Ewing, 2004)

METHODOLOGY:

A total of 50 advertisements are extracted from the newspapers, journals, magazines, billboards of Pakistan with a timeline of Jan2019 -May2020. The advertisements are collected randomly without focusing on any single part of newspapers and magazines from news, international, business, fashion, opinion, sports and covered all the parts of a newspaper and magazines. The advertisements from all these resources are taken collectively because both visual and verbal rhetoric analysis is to be conducted by following the text-interpretive analysis (Scott, 1994b), for the purpose of analyzing the rhetorical features of Pakistani print media especially when it comes to artful incongruity and innovation which includes figurative modes and deviations.

The advertisements were analyzed to highlight the figurative language and figurative modes to



This study is a corpus based approach towards the slogans and text which have been extracted from the Pakistani print media which includes different magazines; newspapers; journals and billboards .The corpus of 50 advertisements is collected with the timeline of Jan2019 to May2020 from The express tribune, Akbar-e-jahan, Academia magazine, Mobile world magazine, SHE magazine, Mag the weekly and mobile world, The times, herald .the advertisements are randomly selected on the basis of the schemes the figures of speech which are having a regular pattern. (Van Mulken, 2003)) and tropes (the figures of speech which are not based on regularity).The advertisements are studied at both; Verbal and Visual level .On the verbal level the advertisements are tagged manually by employing the literary devices and terms employed by the McQuire and Mick taxonomy of rhetorical figures on three basic levels: Figuration, Figurative mode and Rhetorical operation. Figuration includes all the figures of speech called rhetoric which is a manipulative strategy employed in the form of stylistic variation of linguistic structures and the manipulative innovation and newness in the advertising language which makes it interesting and attractive for the beholders. ((McQuarrie & Mick, 1996)).At the second level of taxonomy the deviations and peculiar figures of speech are further divided into two types: Schemes and Tropes on the basis of their regularity and coding patterns (leech1969) (McQuarrie & Mick, 1996)6). On the basis of ideas proposed by (leech1969) and scott1960. (Van Mulken, 2003). This study is a corpus based approach towards the slogans and text which have been extracted from the Pakistani print media which includes different magazines; newspapers; journals and billboards .The corpus of 50 advertisements is collected with the timeline of Jan2019 to May2020 from The express tribune, Akbar-e-jahan, Academia magazine, Mobile world magazine, SHE magazine, Mag the weekly and mobile world, The times, herald .the advertisements are randomly selected on the basis of the schemes(the figures of speech which are having a regular pattern. Analysis of rhetorical devices) and tropes (the figures of speech which are not based on regularity).The advertisements are studied at both; Verbal and Visual level .On the verbal level the advertisements are tagged manually by employing the literary devices and terms employed by the McQuire and Mick taxonomy of rhetorical figures on three basic levels: Figuration, Figurative mode and Rhetorical operation. This verbal analysis has been conducted according to the framework [proposed by McQuire and Mick (McQuarrie & Mick, 1996) Visual analysis of these advertisements is also performed by the researcher. The visual analysis is performed by analyzing the major elements in Visual part of all the advertisements.

In the third step of corpus analysis, the raters were asked to highlight the dominant rhetoric strategy employed in the advertisements. The chi square value is also found out by using SPSS on the basis of the opinion of the viewers.

This research is conducted to analyze and highlight the rhetoric figures employed in Pakistani print media applying the widely accepted model of Text-interpretive analysis which analyzed both the visual and verbal elements separately and individually .Rhetoric strategies are spotted by the researcher following the specific guidelines of McQuires and Mick model of visual and verbal analysis .Firstly tagging of the rhetoric figures is done and then to check the reliability of the results the Pearson's chi square has been computed through the use of SPSS Chi square analysis .38 participants were asked to rate the advertisement according to the rhetoric figures which was the most captivating and mesmerizing. The raters were asked to solely give their opinion about the rhetoric devices by a likert scale of 4 digits. As the advertisements employed more than one rhetoric device they were asked to rate the advertisement according to the most dominant rhetoric figure among them.

DATA ANALYSIS

Scott has highlighted the significance of visual and verbal rhetoric in order to frame the study according to text-interpretive (Scott, 1994b)Verbal rhetoric is conducted in this research according to the framework proposed by McQuire and Mick (1996(McQuarrie & Mick, 1996)) to study the rhetorical figures employed in verbal form in language. Verbal rhetoric is composed of schemes and

tropes devised by McQuire and Mick in their model as they are of the view that Scott (1996) has highlighted the importance and significance of analyzing verbal and visual rhetoric simultaneously and proposed this framework by the name of Text-Interpretive analysis. (Van Mulken, 2003)). Verbal rhetoric divides the verbal rhetoric at linguistic level into different categories. These categories include the three levels of classification of all the figures of speech and figurative modes further into schematic groups and tropic groups. ((Scott, 1994b)The results of the research conducted according to the Framework of McQuire and Mick has been conducted and arranged in three parts (McQuarrie & Mick, 1996)In the first part the verbal rhetoric of the sample of advertisements has been conducted by studying the definitions of rhetoric figures according to their definitions proposed for each of the schematic and tropic devices. The table shows the Rhetoric devices found in the Pakistani print advertisements spotted out manually by the researcher. The analysis of the corpus of advertisements shows that Schematic devices are used more frequently as compared to Tropic devices. The Rhetorical devices have been defined and analyzed by employing the Text-interpretive framework. The results are analyzed and the corpus of 50 advertisements has been studied to highlight the importance of Rhetoric devices as they are more of a gap((Genette, 1982)) which is to be filled by the audience and often takes a form of figure.

The table is a verbal analysis according to the framework provided by McQuire and Mick in 1996. (Durand, 1970)

No. of advertisement	Rhetoric device	Figurative modes	Description of Figurative mode	Example from print advertisement	Name of advertisement
1.	Antithesis	Scheme	Incorporation of binary opposites in a phrase	Less mass, More appeal	Dell
2.	Anaphora	Scheme	Repetition of words at the beginning of phrases	Har maa ki jeet, Har maa ka aitmaat	Delta cooking oil
3.	Anaphora	Scheme	Repetition of word at the beginning of phrases	Your style, Your commitment	Office furniture
4.	Anaphora	Scheme	Repetition of words at the beginning of phrases	Behtar hifazat, Behtar nashunama	Nido fortified
5.	Assonance	Scheme	3 or more repetition of vowel sound in between the phrase	Reveal beautiful glowing skin	Dettol soap
6	Epistrophe	Scheme	Repetition of words at the end of phrase	Bone strong to mien strong	Nestle Nesvita
7.	Epistrophe	Scheme	Repetition of words at the end of phrases	Aa gai hai, Chaa gai hai offer	Ufone
9.	Assonance	Scheme	Repetition of vowel sound in	Star to laina hi hai	Nido milk



			the middle of the text		
10.	Anaphora	Scheme	Repetition of words at the starting of the phrase	Good Food, Good life	Nestle
11.	Rhetorical question	Trope	A statement that suggests or claims to state something	Why is it necessary to disinfect?	Purile
12.	Chime assonance	Scheme	Keywords in a phrase begins with the identical sounds	Your one stop, online shop	ww.euzy.com online shopping website
13.	Assonance, Paradox and Epanothrosis	Assonance-Scheme Paradox-Trope Epanthrosis-	The repetition of the vowel sounds in the beginning and the middle of the phrase. Paradox is a self-contradictory statement Epanthrosis is the gap that is to be filled by the audience	Chai ka sahoi jaour	Tarang Tea
14.	Chime	Scheme	Keywords in a phrase begin with the same sounds	Forest Fresh	Face wash
15.	Aassonance, Rhyme	Scheme	Repetition of vowel sounds in the beginning and middle of the sentence.	Jahan mamta, Wahan dalda	Dalda cooking oil
16.	Assonance	Scheme	Vowel sounds and their repetition in a sentence and a phrase	Abhi to mein jawan hoin	Calcium awareness
17.	Epanothrosis, Assertive statement	Epanthrosis-Trope Assertive question-Trope	Making an assertion to make a suggestion.	Skin so healthy it glows	Dettol beauty soap
18.	Ellipsis	Trope	A gap or omission that is to be completed	Start to laian hai	
19.	Alliteration, Consonance	Scheme	Repetition of a consonant sound	Spilt the plate	Dastak cooking oil



20.	Rhyme, Antithesis	Rhyme-Scheme Antithesis-Trope	A same sound is represented at the end of a phrase	Apni shadi say bhagana ho to careem bike karao	Careem
21.	Paradox and Assonance	Paradox-Trope Assonance-Scheme	Self-contradictory statement and repetition of vowel sounds at the beginning and the end of the phrase and a sentence	Dunya hai dil walon ki.	Pepsi
22.	Hyperbole, Homonym And metaphor	Trope	Exaggeration of words and a single word might be used in different senses	Husn e janan ki tariff mumkin nahi	Golden pearl
23.	Ellipsis	Trope	Ommision of a subject or a verb in a phrase or a sentence	Born to perform	Prince car
24.	Assonance	Scheme	The repetition of a vowel sound in a phrase or a sentence.	Badhaiye rishton ki mithaas	King kulfa
25.	Repetition and Chime	Scheme	The main terms in a phrase begin with the same sounds.	Zindagi say kuch zayada	Wagarun milk
26.	Epanothrosis, Epistrophe, Ellipsis	Ellipsis-Scheme Epanthrosis-Trope Epistrophe-Scheme	Repetition of same sounds at the end of the words or phrases	Ahsaas chaivy, Ap ka sath chaivy.	Donations
27.	Assonance and Ellipsis	Scheme	When the vowel sounds repeat again and again in a phrase or a sentence	Eik neki rozana	Rooh-e-Afza
28	Hyperbole	Trope	Exaggeration so as to persuade the audience	Beauty Forever.	



29.	Rhyme	Scheme	Repetition of syllables at the end of phrases	Dishwari ko karay aasan ,Kahansi na karay parayshan	Langrol syrup
30.	Chime and Resonance	Chime-Scheme Resonance-Trope	The main words begoin with c sound a consonant sound	Anyone can cook	Bake parlor
31.	Rhyme and Alliteration	Scheme	The same syllables are repeated at the end of the phrases	Pangrol ka aik spoon,Rahay har mausam pursukoon	Pangrol syrup
32.	Ellipsis and Epanothrosis	Scheme	A gap that has to be filled by the audience and an assertive question which suggests and persuades implicitly	Jaina hai sehat kay sath	Olpers milk
33.	.Alliteration, Ellipsis and Epanothrosis	Scheme	The repition of vowel sounds within a phrase or a sentence and A gap which has to be filled by the audience.	Jismani aur aazabi kamsori say ko zail karay	Salajati syrup
34.	Metonym	Trope	Metonym is the use of a linguistic element which represents the whole idea implicitly	Whitening Cream	Chandi cream
35.	Rhetorical question	Trope	A statement that answers in a persuasive manner and creates suspense	Just on swipe and done	Golden pearl
36.	Resonance	Trope	Resonance is when a phrase is given a different meaning and combines with the image to give a complete idea	The powerful combination	Camry car
37.	Alliteration	Scheme	When the consonant sounds are	Panther power	



			repeated in the beginning of the words in a phrase		
38.	Alliteration, chime and homonym	Alliteration-Scheme Chime-Scheme Homonym-Trope	When the consonant sounds are repeated in the beginning of a word in a phrase Chime is a technique used when we start the words in a phrase with a same sound	Prince pearl	Toyota luxury car
39.	Hyperbole	Trope	Exaggerated claim or statement	We find your home	Illan.com property dealers
40.	paradox	Trope	Paradox is a self-contradictory statement	Cycling for you	Lincoln lubricant
41.	Assonance	Scheme	Assonance is the repetition of vowel sounds in a phrase	All eyes on it	Silk foundation
42.	Ellipses and Metonym	Ellipsis-Scheme Metonym-Trope	Ellipsis is a gap that is to be filled by the audience. Metonym is a omission in a phrase	For all skin types	Soft touch
43.	Chime	Scheme	Chime refers to the keywords in a phrase that began with the identical letters	Softening shaving cream	Maca root and Aloe
44.	Rhyme and Assonance	Scheme		Bachpan to maa ki, zindagi se hai	SKCH donations
45.	Epistrophe	Scheme	Epistrophe is the repetition of the word towards the end of the phrase	Ehsaas chahiye, apka saath chahiye	Donations company
46.	Assonance and Parallelism	Scheme	Parallelism is the repetition of a syntactic structure within	Bachon ki achi sehat aur behtareen nashunuma kay	Nido



			a phrase. Assonance is the repetition of the vowel sounds at the beginning and middle of the phrase	liye	
47.	Rhetorical question	Trope	A statement that suggests or persuade a hidden message	Is the cable authentic?	Pakistani cables
48.	Epanthrosis	Trope	Making an assertion so as to call a question	Don't wait, Donate	Donation offers
49.	Assonance, chime	Scheme	Assonance is the repetition of vowel sounds frequently within a phrase. Chime is the repetition of the same words in a phrase	Tum mein hai kuch khas	Nestle everyday

VISUAL RHETORIC ANALYSIS

Thus the study shows that in Pakistani context the use of schemes are frequent as compared to that of tropes .The table below is exhibiting the verbal rhetorical analysis which has been tagged manually by giving a deeper insight into text-interpretive analysis.

McQuire and Mick and Durand suggest that the Visual Rhetoric theory proposes that the images are a part of multi-dimensional study which has been focused on and play an important role in the understanding of the implicit message being conveyed by the advertiser. Different Rhetoric figures amalgamate in such a way that they increase the effectiveness and appeal of the message of the print advertisements (McQuarrie & Mick, 1996))- (McQuarrie & Mick, 1996)- (Umiker-Sebeok, 2012)-

A Rhetoric figure is unfamiliarity and strangeness in stylistic and visual part of advertising which aims at creating newness and innovation which develops the interest of the public. ((McQuarrie & Mick, 1996)McQuire and Mick have developed taxonomy of classification of Rhetoric figures so that the gap and unfamiliarity can be studied and explored comprehensively for the public. Visual Rhetoric includes the following: Rhyme, Antithesis, Metaphor, and Pun along with the others which develop the pleasure in the advertisements (McQuarrie & Mick, 1999)According to their research Visuals are an important and significant part of Rhetoric in the general terms .The emancipation of Visuals is quite constructive in making the audience understand the implicit and hidden message.),- (Greenberg & Garfinkle, 1963)There are many signs and symbols employed in print advertisements which may be interpreted individually by each single reader. The fact is that the propositions are interpreted two different levels: Connotative and Denotative (Visual Rhetoric at two different levels: Connotative and Denotative level. advertising, Text-interpretive analysis, Experimental and reader response, 2020)



The role of Visual in print advertisement is capable of evoking the feelings of appealing and attractive persuasions which can be constructive and destructive in developing Rhetoric in advertisements. (McQuarrie & Mick, 1999) McQuire and Mick, Scott and Durand affirm the stance in their research that both the Visual and Verbal elements are important on the part of the researcher that the role of Visual and Verbal is to be equally considered because both the element are important in assisting the reader to interpret and understand the hidden message which is being carried and swayed into the mind of the audience(Corbett)-(Scott, 1994a) (McQuarrie, 1989)The stance taken by the researchers are that the audience and the reader are paying heed to the Visual part of advertisements which is becoming the inclination of researchers in order to understand the Rhetoric employed in print advertisements so that the complete meaning can be grasped by the reader and the audience. ((McQuarrie & Mick, 1999)

Name of the advertisement	Figurative mode	Rhetorical operation	Description of rhetorical figure	Manipulation
Careem	Trope, Pathos and Scheme	Metaphor and Antithesis	Antithesis is when a young bride in her wedding dress is looking very confident and is lending her hand as if asking for a favor to be eloped with someone and on the other hand two young kids are going happily on a bike and both are opposite of each other but quite persuasive in changing the mindset of the audience. A girl is indirectly compared to that modern contemporary lady who is a happy-go-merry girl.	The image is a direct suggestion to the audience to persuade them in such a realistic manner that they are literally experiencing the fun and enjoyment of eloping without any feeling of shame and guilt.
Golden pearl	Trope and Logos	Reversal, Destabilization and Juxtaposition	Logos is when the statement Suggested by dermatologists	



			is written in bold font. It employs juxtaposition when her face and the cleaning pad is rubbed against one another in such a way that the effect of using this lotion is specifically known to the female audience.	
Surf exal	Trope and Logos	Pun, Metaphor and Antithesis	Pun is employed when there is an accidental similarity when the lungs and the medicine .The trachea is quite thorny and as a result it is depicted that the use of syrup will be quite effective in making the lungs fresh, healthy and strong.	
Pakistani cables	Scheme, Trope and logos	Metaphor, Juxtaposition and Simile	Metaphor is employed when the end of a cable is directly compared to that of a scorpion as a silhouette to show the invincible power of the cables to endure a lot of energy and thus as a result it means that the product is credible and should be purchased by the Pakistani audience to improve their Electricity and get rid of the problems faced by reader.	The end of the cable is a visual metaphor and a pun in such a way that cable is called a scorpion and it indirectly to Convey the power and endurable energy of the cable and wire.



The visual Rhetoric of the advertisement which is of a non-tangible product and thus it employs technique of juxtaposition in such manner that the two opposite situations are presented by the advertising company. ((McQuarrie & Mick, 1999)



The second image has been extracted from the corpus which is a perfect example of pathos .Pathos is an emotional appeal where the human beings are evoked emotionally to do a particular task, product, etc. Pathos is the emotionally responsible nature of speech, with regard to the ways in which the listener is attentive, impressed, and thereby increases the convincing effect. ((Vu, 2017)



The third advertisement has been extracted from a newspaper which involves the technique of Repetition in such a way the repetition highlights the effect of milk on the health of individuals. ((Sonesson, 1996)The visual element of this advertisement suggests the variety of Milk and the benefit that will be gained by the consuming of this product is highlighted by the specific arrangement and colors to advertise the product. ((McQuarrie & Mick, 1999))





The corpus includes a total of 50 advertisements some of which are given in the grid below:





3:35 AM 42% .tads.brandyuva.in 36

Horlicks increases the power of milk

For the most important growth years of your kid, regular diet including milk may need something extra. Add Horlicks to milk. Only Horlicks has Nutri-absorb science along with 23 Vital Nutrients. It enhances the power of milk and also makes your kid Taller and Stronger and Sharper.

- TALLER
- STRONGER
- SHARPER

Horlicks-increase the power of milk

6:04 AM 34%

Goldenpearl Beauty Forever

Wipe the Make-Up Away

Just One Swipe and Done ...

میک اپ صاف کرنے کا تھاپیت موثر اور آسان طریقہ

Dermatologically Tested

- Save Time
- Save Skin
- Feel Fresh

Golden Pearl Cosmetics Pakistan | www.goldenpearl.com.pk | Email: info@goldenpearl.com.pk

AL-HAMEA

< 2 - Ads > April 19, 2020

IS YOUR CABLE AUTHENTIC?

SMS THE SCRATCH-CODE TO 8008 FOR INSTANT VERIFICATION

PAKISTAN CABLES

PAKISTAN CABLES TRUSTED NOT TO COMPROMISE



دشوار ہیج کوکیرے کھانسی... کھانسی نگرے پریشانی

approved by DRAP

Tropicana KINNOW

Now in Pakistan



Tibet
Lather
SHAVING CREAM

A unique combination of well known antiseptic and soothing cream that guards the facial skin against infections, generates profuse non-irritating foam and provides enough moisture that helps smooth shaving.



	persuasive			Total
	persuasive	non-persuasive	neutral	
persuasive	16	7	1	24
non-persuasive	10	7	0	17
Total	26	14	1	41

The Chi square test reveals that there is an intense need to study the Visual and Verbal Rhetoric so that the audience can be made known of the ways in which it is manipulated. On the other hand, the verbal features would help the audience to understand the real idea being conveyed through any advertisement.

Chi-Square Tests

		Value	df	Asymp. Sig. (2-sided)
persuasive	Pearson Chi-Square	7.500 ^b	4	.112
	Likelihood Ratio	9.364	4	.053
	Linear-by-Linear Association	.848	1	.357
	N of Valid Cases	6		
non-persuasive	Pearson Chi-Square	3.519 ^c	6	.741
	Likelihood Ratio	4.753	6	.576
	Linear-by-Linear Association	.142	1	.706
	N of Valid Cases	14		
neutral	Pearson Chi-Square	7.710 ^d	9	.564
	Likelihood Ratio	9.685	9	.377
	Linear-by-Linear Association	.093	1	.761
	N of Valid Cases	13		
disagree	Pearson Chi-Square	8.222 ^e	6	.222
	Likelihood Ratio	6.225	6	.398
	Linear-by-Linear Association	3.019	1	.082
	N of Valid Cases	8		
Total	Pearson Chi-Square	11.246 ^a	12	.508
	Likelihood Ratio	9.701	12	.642
	Linear-by-Linear Association	.270	1	.604
	N of Valid Cases	41		

The results of the Chi square are highest for the persuasive advertisements therefore more persuasive strategies should be employed in the Pakistani print media. The findings of the above statistics reveal that advertisements which are on the right side of graph are those which include tropic devices. The tropic devices are solely based on mental and cognitive understanding of the audience. The tropic devices are the devices which make the audience involve mentally and psychologically in such a way that it adds pleasure to the experiential processing of the



message. ((McQuarrie & Mick, 1996)) The advertisements which contain Tropic devices in Rhetoric are more persuasive as they have 100% attraction and capability to evoke pleasure in the audience.

The advertisements on the left hand of the bar show that Schematic devices are employed in print advertisements which clearly shows the fact that the schematic devices have less appeal for the audience. Schematic devices

The Relevance theory suggests that Schemes and tropes are different in the given perspective because Schemes are a part of Rhetoric which is less of a cognitive and mental activity and it has the chances of being forgotten easily. Tropes are the Rhetoric devices which is time taking and not much easy to understand therefore these Tropic devices are likely to stay in our memory for a long time. (Sperber & Wilson, 1986) The advertisements on the right are those which include Schematic devices. The persuasive power of the Schematic devices can be seen as persuasive in both the visual and verbal sense are quite effective and thus develop a positive attitude toward the advertisement. The above findings are strongly asserting the fact that there is a need to understand the importance of rhetoric figures while keeping in mind the aim of an advertisement which is to inform, persuade and convince the audience.

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DISCUSSION

In this research the print advertisements have been studied and analyzed from the perspective of the effectiveness of rhetoric devices employed in Pakistani print advertisements so as to provide a complete and clear effective understanding of the persuasion and its effect on the audience. This research is aimed at providing a clear and comprehensive understanding of the rhetoric and its effects by studying all the Rhetoric devices by McQuire and Mick framework.

The text and structure of rhetoric requires an approach which would enable the researchers to study the effect of both the visual and verbal and also the effect of both on the response of the consumers. The attitude towards the brand is measured through text-interpretive analysis (McQuarrie & Mick, 1992). (Scott, 1994a)



The study has applied text-interpretive analysis and the results of the study expose the fact that the theory of visual rhetoric has been eschewed from a long time. Leigh conducted a study and affirmed the stance that print advertisements include a large number of Rhetoric strategies and devices which influence the people by developing a particular attitude towards the advertisement. ((Leigh, 1994) This study reveals the fact that Rhetoric is incomplete without the inclusion of Schemes and Tropes. Schemes and Tropes are important and effective means of persuasion and convincing the audience. ((McQuarrie & Mick, 1996)

The results of this study explore the fact that the employment of rhetorical devices makes the advertisements effective and persuasive in such an appealing and attractive manner that the audience feels positive attitude towards the advertisements which include tropic devices. (Rossolatos, 2013)

The research has been conducted to highlight and study the Rhetoric in a wider context. The study includes the considering of both the visual and verbal elements in such a way that the study will help in understanding the purpose of Rhetoric in advertising. The research also encompasses the elements of Visual Rhetoric and then checks the effect of visual on the attitude of the people through Chi square. This study has highlighted the interplay between the Verbal, Visual and the influence on the attitude of people towards any specific print advertisement through the employment of Text-interpretive framework and Visual rhetoric. ((McQuarrie & Mick, 1999; Mzoughi & Abdelhak, 2012)

This research has its major findings as the fact that both Verbal and Visuals play an important role in both the processes: either drawing the audience or making the audience pay no heed to the message being conveyed. The research conducted by McQuire and Mick along with Bulmer affirm the fact that Metaphor is a schematic device which is often employed in the visual imagery of print advertisements. The employment of Visual Rhetoric evokes the feelings of mental complexity in such a way that the everlasting impact can be perceived on the mind of the audience. Metaphor is a tropic Rhetoric device employed in visual part of advertisements which makes the message of the advertisement explicit and thus the effect of comparison can be called as a complex process of understanding the message. (Bulmer & Buchanan-Oliver, 2006) (McQuarrie & Mick, 1999)

CONCLUSION

This is a corpus based study of Pakistani print advertisements from the perspective of Rhetoric applied in advertisements and their effect and influence on the audience.

The corpus of 50 advertisements is collected from the newspapers, magazines and journals of Pakistan which includes advertisements of all kinds. The advertisements are collected with a fixed timeline of Jan2019 to May2020 and analyzed according to text-interpretive analysis framework by McQuire and Mick1996.

According to the research conducted by McGuire and Mick the advertisements which contain Rhetoric is full of multi-dimensional perspective which makes the advertising Rhetoric convincing, attractive and argumentative. Therefore the results of the study affirm the fact that in visual analysis, there are more than one rhetorical figures employed in Pakistani print advertisements, which shows the significant effect of Rhetoric employed at visual level on the effectiveness of attitude of the people towards the advertisement. The more complex an image, the more the pleasure gained out of interpreting the message of advertisement (Barthes, 1970). The unsettling and ambiguous feelings are important in creating pleasure during the process of interpreting an advertisement

This research has been conducted according to McQuire and Mick framework. This study reveals the fact that both Visual and Verbal play a significant role in the interpreting of the message conveyed




by the advertisers. The Rhetoric techniques are employed which may either develop a positive or a negative attitude of the audience towards the product. The omnipresence of Rhetoric Strategies and techniques in Pakistani print advertisements cannot be ignored. The study of Rhetoric is an important dimension of Rhetoric which should be known by the public so that they can understand the implicit and explicit meanings of the advertisements.

The following findings support the fact that Rhetoric is employed more often in print advertisements, Therefore Rhetoric is an important topic to be studied and analyzed especially when our concern is to appeal and attract the audience through both Verbal and Visuals.

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