

MANIPULATIVE POWER OF PAKISTANI REAL ESTATE PRINT ADVERTISEMENTS: A CRITICAL DISCOURSE STUDY

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Abstract

This study presents the critical discourse analysis of real estate print advertisements (confined to the sale & purchase of small houses only) to unveil the manipulative moves of the advertisers in Pakistani socio-cultural context. Seventeen Pakistani real estate advertisements are analyzed by applying Norman Fairclough's (1989) approach to Critical Discourse Analysis (CDA) integrated with M. A. K. Halliday's (1985) Systemic Functional Grammar (SFG), Schrank's (1974) Language of Advertising Claims and Kress and van Leeuwen's (1996) Grammar of Visual Design to ensure theoretical triangulation. The study discusses real estate ads as a means of exploitation of people's needs and desires by exposing the manipulative role of advertisers who control people's minds through linguistic and visual devices. It sheds lights on how customers are trapped by stating prices in a deceptive manner as well as by giving several incentives on immediate booking of a plot or a house. The current study has followed the theoretical perspectives such as multimodal discourse analysis and applied linguistics, thereby highlighting this important issue through the critical discourse analysis of real estate print advertisements.

Key Words: Critical discourse analysis, systemic functional grammar, multimodal discourse, grammar of visual design

1 Introduction

Manipulation in advertisements has been the subject of interest for many linguists, sociologists, psychologists as well as the proponents and students of media studies. During the last two decades, a number of studies on manipulative advertisements related to various products, especially beauty products, have been conducted examining the crucial role of advertisements in creating unwanted necessities in young generation (Diaz 2011, p. 28) as well as the exploitation of women in and through advertisements. However, real estate business in general and advertisements in particular have received little attention by researchers.

The importance of real estate business lies in the fact that it is one of the most expensive investments requiring customers' hard-earned money they have saved their whole life. The real estate market encompasses "all transactions which involve dealings in rights or access to land and buildings" as defined in a survey report on *Real estate in*

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Pakistan commissioned by the Ministry of Commerce (2007) as part of the larger study on *Domestic Commerce* (Niazi & Khetrans 2007, p. 8). The survey report discusses that the real estate market in Pakistan is not transparent; standards are not uniform and there are loopholes in property transaction and legal system. The current state of the real estate market has inspired the researcher to analyze real estate ads as means of exploitation of the Pakistani people.

The study aims to explore and uncover the underlying principles working behind the Pakistani real estate advertising discourse of print media. Modern day real estate ads influence the social lives of people with the help of the interplay of images and verbal text. By applying Fairclough's approach to CDA(1989) combined with Halliday's Systemic Functional Grammar(1985) and Kress and van Leeuwen's Grammar of Visual Design(1996), the strategies employed by the advertisers to control customers' minds are exposed. In using CDA as a tool, it is the objective of this study to possibly raise consciousness about a discourse invested with exploitative tactics towards which readers and consumers are vulnerably attracted.

2 Literature Review

This section reviews literature related to advertising manipulation as well as Critical Discourse Analysis (CDA) outlining the research approach of Norman Fairclough (1989) which informs the present study. Moreover, the theoretical approaches such as Halliday's Systemic Functional Linguistics (SFL) (1985), Kress and van Leeuwen's Grammar of Visual Design (1996) and Jeffery Schrank's Advertising Claims (1974) employed for the analysis of advertising text are also discussed.

2.1 Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA), one of the domains of Critical Applied Linguistics, originates from a critical theory of language which regards the use of language as a "form of social practice" according to Fairclough & Wodak (1997, p. 258) and considers the context of language use to be crucial to discourse (Wodak & Meyer, 2009, p. 6). It particularly focuses on the relation between language and power. The key figures in this area include Fairclough (1989, 1995a, 1995b), van Dijk (1994, 2001), and Wodak (1996, 1997, 2004). As the present study applies Fairclough's approach to analyze 17 real estate ads, the chapter will focus mainly on Fairclough's approach.

2.1.1 Norman Fairclough (1989)

Norman Fairclough regards CDA as a method for studying social and cultural changes that could be used to protest against the power and control of a privileged and powerful group on other people. According to Fairclough (1989, p. 1), CDA aims at exploring and articulating how language and power are interrelated and studying ‘connections between language use and unequal relations of power’. In *Language and Power* (1989, p. 3), Fairclough calls his approach *Critical Language Study* which aims at highlighting the pivotal role of language in generating, maintaining and changing power relations in a society. Therefore, Fairclough’s three dimensional model was considered to analyze how advertisers control and influence customers’ minds. Fairclough propounded his three-dimensional model in his book *Language and Power* (1989). According to this model, any discursive event (any instance of discourse) is a three-dimensional phenomenon simultaneously: “It is a piece of spoken or written text, an instance of discursive practice and an instance of social practice” (Simpson & Mayr, 2010, p. 53). Fairclough’s three-related dimensions of discourse analysis are Description (*Text analysis*), Interpretation (*Analysis of the process of production and reception*), and Explanation (*Social analysis*). The present study is confined to the first dimension of Fairclough’s model i.e. “Description” which refers to the linguistic analysis which is mainly concerned with the formal properties of a text. The analysis of text incorporates linguistic analysis in terms of lexis, grammar, semantics and phonological aspect (Fairclough, 1995a, pp. 57-58). Linguistic analysis involves text’s lexico- grammatical and semantic properties, two aspects that are mutually interrelated as words cannot be separated from their meaning. “The text level draws on Halliday’s functional grammar” (Batch Le, 2012). Following systemic functional linguistics (SFL), Fairclough also views text from a multifunctional perspective. Therefore, linguistic analysis involves the analysis of text in terms of Halliday’s SFL (1985).

2.2 Systemic Functional Linguistics (SFL)

Building on the ideas of his tutor J.R. Firth (1935), M. A.K Halliday developed the theory of *Systemic Functional Linguistics (SFL)* during 1960s and gave it the final shape in his book “An Introduction to

Functional Grammar” (1985). Language in SFL’s functional view comprises three metafunctions: ideational, interpersonal and textual metafunctions. Halliday (1981) explains (as cited in Hartayan 2011, p. 262) that the ideational function expresses and explains our experience of the outside world in an environment while the textual function is mainly language-oriented which deals with text production in a cohesive and coherent form by structuring and arranging the linguistic information in a clause. Moreover, interpersonal function highlights the social and power relations among the users of language. It deals with the situational roles of the participants in the discourse.

2.3 Schrank’s Advertising Claims

The language of ads is also examined in terms of some of the claims propounded by **Jeffrey Schrank (1974) in his essay *The Language of Advertising Claims*** published in the magazine *Media and Methods to evaluate the fairness of the language employed in the ads. He propounded ten claims out of which five claims were considered for examining real estate ads which include weasel claim (a modifier that practically negates the claim that follows), uniqueness claim (claim to superiority), statistical claim (specific numbers e.g. number of users) and testimonial (celebrity endorsement).*

2.4 Kress and van Leeuwen’s Grammar of Visual Design

The images, colours and layout of the ads are analysed by applying Kress and van Leeuwen’s (1996) theory of *Visual Grammar* presented in *Reading Images: A Grammar of Visual Design*. This theory takes into account the grammar of visual mode based on the principle of Systemic Functional Linguistics. Kress and van Leeuwen (2006, p.1) believe that just like grammars of language show how words combine in clauses, sentences and texts, to convey meaning, the grammar of visual design also shows how people, places and things combine in visual statements to deliver meaning. This approach is based on Halliday’s SFL (1985) suggesting that images also perform ideational, interpersonal and textual functions.

2.5 Critical Discourse Analysis of Advertising Manipulation

Critical Discourse Analysis is a useful approach for analyzing advertising manipulation because it offers excellent methods for analyzing texts and images (Begoll, 2006, p.17). The term Van Dijk (2001) uses for this “social power” is *control* (as cited in Diaz, 2011, p.

27). He elaborates that groups exercise power by controlling the acts and minds of (the members of) the other groups. The advertising industry controls and manipulates people's desires by juxtaposing words and images together as the language of advertisement is usually reinforced by images. Fairclough's model has been applied to various advertisements such as bank ads, drink ads and the ads promoting beauty products. In the research paper titled "Critical Discourse Analysis: Iranian Bank advertisements", producers employ language and paralinguistic features as manipulative strategies e.g. the background colour of most banks' commercials symbolized hope and happiness; the sky and the sea are mostly chosen for the background. Blue is a symbol of purity, generosity, and happiness; green lands are selected as background of the voice over because green is culturally and religiously associated with Iranians' values. The enthusiastic announcements of reward create the image of Iranian banks as help (Tahmasbi and Kalkhajeh, 2013, p. 129). Begoll (2006, p. 15), in his research paper "Absolut Ads: A Critical Analysis of an Advertising Phenomenon", applies Fairclough's model (1989) to advertising campaigns of Absolut Vodka carrying less text and more visuals. Fairclough's model (1989) was integrated with Kressian theories (1996) to explain images in detail. Absolut Vodka advertisers control consumers' mind by injecting alcohol into every part of social life; "they 'steal' (elements of) culture, press it into a bottle shape and *brand* it in every meaning with the intention to sell a drug" (Begoll, 2006, p. 21).

2.6 Real Estate Market and Advertisements

Real estate market can be grouped into three broad categories based on its use: residential, commercial and industrial. Real estate market especially advertisements have not received much attention as a subject of research. The researcher could find only one research study related to real estate advertisements which was carried out by a thesis scholar (Masters in Real Estate Management) titled "Investigation of Media Efficiency for Real Estate Advertising". His research focused on "Sanska" real estate company and the findings were that internet is the most effective medium used in Sanska Company but since the use of one medium is not desirable, newspapers and internet are the most effective media mix (Zharkova, 2005, p. 201). All of these media contain apartments' ads and definitely could be used by the potential buyers.

The only study on real estate in Pakistan which the researcher could find was the one commissioned by the Ministry of Commerce (MOC) (2007) as a part of a broader study on "Domestic Commerce". The study aimed to develop information on the multifarious aspects of the real estate sector in Pakistan as well as to analyze the barriers which disrupt the process of developing an effective, real estate and property market. The study recommends that since the real estate market in Pakistan has not received its due attention by the government, the Ministry of Commerce must provide overall guidance on the content and organizational aspects of a real estate development program. Considering the findings of the above-mentioned study, the researcher aims to study how the Pakistani people are exploited by the real estate sector which lacks transparency and fair play. Real estate advertisements, of course, are used as major tool for manipulation and exploitation

3.0 Research Question

The study aims to provide answers to the following research question:

How do advertisers control and manipulate people's mind by employing linguistic and visual devices in Pakistani real estate print advertisements?

4 Methodology

The study employs qualitative approach by applying Norman Fairclough's approach to Critical Discourse Analysis propounded in his book *Language and Power* in 1989 to analyze the seventeen Pakistani real estate print advertisements. Fairclough (1995b, p. 44) believes that media discourses "contribute to reproducing social relations of domination and exploitation". Therefore, to study the manipulative power exercised through the Pakistani real estate print advertisements, 'Text Analysis', one of the dimensions of Fairclough's Three-Dimensional Model (1989), is applied to the advertising text. For text analysis, Halliday's Systemic Functional Linguistics (SFL) (1985) is applied for linguistic analysis while Kress and Van Leeuwen's *Grammar of Visual Design* (1996) is employed to analyze images. The language of the ads is also examined in terms of the advertising claims propounded by Jeffery Schrank (1974).

5 Results and Analysis

The analysis of the advertisements reveals that the real estate advertisements present a very idealistic and exaggerated picture of the

advertised housing societies. Advertisers control readers' mind by carefully employing linguistic and visual devices. The term "control" is used by Van Dijk (2001, p. 355) to refer to "social power" which people or groups in power exercise by controlling the acts and minds of (members of) other groups. The application of SFL (1985), Kress and van Leeuwen's Visual Grammar (1996) and Schrank's Advertising Claims (1974) to the selected ads expose the exploitative moves of the real estate advertisers. The discussion here forth presents the analysis and results of the research. The advertising text as performing ideational function is analysed in terms of four processes: material, mental, relational and processes. Material process refers to the "process of doing" (Halliday 1994, p. 109) in physical world, so it covers all the action verbs (processes), an actor (logical subject) and the goal of action (logical direct object). Moreover, the one who receives something is called recipient and circumstance provides additional information related to the "when, where, how, and why" of the process. Following are the examples of material process manifested in ads:

Table 1.1: Identification of the material process in the selected real estate ads

Sr. #	Clauses in Urdu	English Translation	Figure #
1	<i>Pehlay dau mah ke andar booking karanay wale 5 khush naseebon ko free solar system bazariya qura andazi faraham kia jaey ga.</i>	First five fortunate customers (Recipient) who get their houses booked (Process) in first two months (Circumstance) will be provided (Process) free solar system (Goal) through lucky draw (Circumstance).	Figure 1.2

The examples show that the readers are given incentives to speed up the booking process to get free solar system on booking (of houses) within two months provided they are among the top five "*Khush Naseeb*" (fortunate) customers. The exploitative role of ads is evident in the fact that the customers may not be provided the promised facility on the grounds that he/she is not among the first five lucky customers.

The analysis of ads in terms of mental process reveal that the ads control readers' minds by arousing a sense of fear and insecurity among readers by claiming that they will lose a "*sunehri moqa*" (a

golden opportunity) if they do not get their plots booked immediately. Mental process is a “process of sensing” (Halliday 1994, p. 112) which covers mental phenomena e.g. perceptions (see, fear), reaction (like, please), and cognition (believe, convince). Main participants in this process are Sensor and Phenomena. For example,

Table 1.2: Detection of mental processes in the selected real estate ads

Sr. #	Clauses in the Urdu	English Translation	Figure #
1	<i>Fori booking kara lijeay, warna yeh sunehri moqa haath se nikal jaey ga.</i>	Get your plot booked immediately otherwise, you (Sensor) will lose (Mental process) this golden opportunity (Phenomenon) .	Figure 1.5

The readers get the impression that they would certainly lose a valuable chance. Another process manifested in the ads is relational process. This process expresses attributes, possession and equivalence. It can be classified in two types: attributive and identifying (Toolan 1998: 82). The associated participants of attributive are carrier and attribute while the associated participants of identifying are token and value.

Table 1.3: Detection of relational processes in real estate ads

Type of Relational Processes	Clauses in Urdu	Clauses translated in English	Figure #
Identifying	<i>Pehlay se mojoood 50-50 saal puranay baray baray darakhton ki thandi chhaon mein chehchahatay parindon aur koilon ke raseelay sur is jannat nazeer housing scheme ka sarmaya-e-khaas hain.</i>	The melodious songs of chirping birds and cuckoos (identifier/Token) in the shade of already existing 50-year old trees (Circumstance) are (Relational process) the asset of this heavenly housing scheme (Identified/value) .	Figure 1.1
Attributive	<i>Construction ka kaam tezi se jari hai.</i>	Construction (carrier) is (process) in quick progress (attribute) .	Figure 1.2

In order to attract the readers, the advertisers exaggerate the beauty of the advertised housing societies by equating them with heaven.



Figure 1.1



Figure 1.2



Figure

The above example shows that the housing scheme ensnares readers in the web of imagination by calling it “*Jannat Nazeer housing scheme*”: as beautiful as heaven (See figure 1.2). However, the description is manipulative because the picture given in the ad is a painted picture not an actual one which make the claims of the housing scheme dubious implying that readers might be given false hopes about the beautiful natural environment. Moreover, most of the advertisers lie about the current situation of the housing scheme e.g. the false claims about the quick progress in the processes of construction and development (See figures 1.2 & 1.3).

1.3 Verbal process is a process of exchanging information. Commonly used verbs are *say, claim, tell, talk, praise, boast and describe* etc. (Eggins, 2004, p. 235). Participants include: *sayer, verbiage and receiver*. The analysis of verbal process highlights the advertisers’ tactics to influence readers’ choice. For instance, the advertiser suggests that the housing society is so beautiful that the reader will yearn to be here forever (See Table 1.4).

Table 1.4: Identification of Verbal Process

Clause in Urdu	English Translation	Figure #
<i>Hamara dawa hai ke aap yahin ke ho kar reh jaein ge.</i>	We (Sayer) claim (Verbal Process) that you will yearn to be here forever (Verbiage)	Figure 1.1

The analysis of interpersonal function (both linguistic and visual) elucidates how real estate and advertising companies interact with the reader through multi-modal text. Interpersonal function refers to the interaction between speaker and addressee (Halliday and Matthiessen 1997). Interpersonal function is often expressed by mood and modality. Through Mood, the role of the speaker that he selects in speech situation is shown. On the other hand, modality refers to a speaker’s attitude towards or opinion about the truth of a proposition expressed by a sentence.

The analysis of mood shows that the advertisers use imperatives because it creates a sense of one to one conversation as if one person is talking to another. Through imperatives, advertisers not only urge the readers to purchase the houses or plots e.g. *Ghar banaeyi-Islamabad ke Benazir Bhutto International Airport ke paas* (Build your house near Benazir Bhutto International Airport Islamabad) (See figure 1.5) but also give them a sense of ownership claiming that they can own the house if they pay the required amount *Karayya ada karein aur maalik ban jaein* (Pay the rent and be the owner) (See figure 1.2). Moreover, imperatives are used to invite readers to see model houses which is also one of the techniques to lure customers into believing that model house would resemble their prospective house e.g. *Model house aaj hi visit karein* (Visit the model house today) (See Figure1.6). They (customers) mostly get trapped by fully furnished model houses which arouse their desire to improve lifestyle. Application of the *Grammar of Visual Design* to the images of the ads shows that as imperatives demand the readers to follow them, the element of gaze configures a demand from the represented participant (celebrity) to follow them and get his house/plot booked.



Figure 1.4



Figure 1.5

In the above ad, Javed Sheikh’s (Pakistani actor) gaze as well as finger pointing towards the viewer creates a visual form of direct address as well as it suggests a challenge to the target audience to follow him. The way to take up this challenge is, of course, to purchase the advertised product. The gaze and gesture of the actor, Nabeel (Pakistani actor), in figure 1.5, can also be interpreted as an invitation to



visit the housing society:

Figure 1.6



Figure 1.7

Likewise, another example of imperative in which the readers are motivated to be a part of *Park View Villas* stresses that the housing society is completely developed and facilitated with all basic necessities (See figure 1.6): it is an indirect ‘offer’ to enjoy the available facilities.

The visual configuration of ‘offer’ can be found in the ad for Al Rehman Garden (See figure 1.7). Here, too, the element of gaze plays an important role. When the participants do not look directly at the viewer, the viewer plays a role of an invisible and detached onlooker. The celebrity couple addresses the viewers indirectly as the image is captioned as “Meray Khawabon ki tabeer, mera ghar” (The realization of my dreams: My house) offering them to identify with the couple and persuading them to have the realization of their dream in the advertised housing society. Images are also captured from vertical and horizontal angles to establish power relation between the viewer and the represented participant or object. When the image is captured from high angle, the power lies with the viewer. So, the advertiser empowers the viewer in

order to make him/her believe that access to this beautiful accommodation is quite possible (See figure 1.8). The images of the buildings captured from below belittle the viewer and magnify the buildings (figure 1.9). However, those taken from frontal angles imply that they are within reach and can be theirs easily (See figure 1.16).



Figure 1.8: Housing society from high angle



Figure 1.9. Building from low angle

Advertisers use interrogatives to involve readers by creating a sense of personal communication. Most of the interrogatives presuppose something. For instance the question *Hazaron families ka intikhab Bahria Town kyun?* (Why is Bahria Town the choice of thousands of families?) (See figure 1.10) presupposes that thousands of families have already chosen *Bahria Town* for residential purposes. Another example of interrogative *Choti si zindagi mein barson ka intizar kyun?* (Why wait for years in such a short span of life?) refers to a problem by making readers conscious of the fact that life is too short to wait for years to have one's own house (See figure 1.11). The solution provided by Valancia Homes is 5,8,10 and 16 Marlas fully constructed houses which can be their own on paying 50% of the full amount.



Figure 1.10



Figure 1.11



Figure 1.12

Moreover, the use of colour and lighting also expresses mood and exerts significant influence on the readers/viewers. Red colour is mostly used to highlight the important information while greenery suggests purity as well as relief to those who are fed up with the mundane life of the polluted and over-crowded cities. As for lighting, the brightness in most of the ads might suggest “hope” to the readers that their earnest desire of enjoying luxurious lifestyle can be fulfilled by choosing the advertised housing scheme.

As for modality analysis, two modal verbs are frequently used in advertisements: *will* and *can*. *Will* evokes the impression of ‘promise’ and the modal auxiliary *can* refers to the ‘possibilities’ the product offers if it is preceded by an inanimate object (housing society) (Leech 1972: 125). For example “.....*ta ke qudrat se qareeb tar reh aish ko mumkin banaya ja sakay*. (... so that an accommodation in a natural environment *can* be made achievable) expresses the possibility of enjoying the beauty of nature by having a house in KDC Garden. While *Ayeiay dekhiey, hamara dawa hai ke aap yahin ke ho kar reh jaein ge* (Come visit our housing society; we claim that you *will* yearn to be here forever) promises to mesmerize the costumers with its captivating beauty (See figure 1.1).



Figure 1.13



Figure 1.14

The analysis of the textual function (both language and images) shows how advertisers coheres the text and turn it into a unified whole to make it understandable for the reader. Textual function is concerned with

the creation of text- with the presentation of ideational and interpersonal meanings as information that can be shared by speaker and listener in text unfolding in context (Halliday and Matthiessen, 1997). As for language, anaphoric references are used to refer within text e.g. *Yeh maaqula hum bachpan se suntay aye hain laikin is ki haqeeqat sirf KDC Garden mein hi dekhi ja sakti hai* (We have been hearing this **proverb** since childhood but **its** reality can be seen in KDC Garden only)(See figure 1.1) As for images, vectors, which can be in the form of lines created by such things as a gaze, pointing fingers or hands, lead the reader from one element to another (See figures 1.1, 1.2 & 1.4).

Different stylistic features like anaphora and epiphora enhance the persuasive appeal of the advertisements. Anaphora can be defined as the intentional repetition of a lexical item or a phrase at the beginning of several successive verses, clauses, or paragraphs e.g. *Fori qabza, fori taameer* (Immediate possession, immediate construction) (See figure 1.5). Epiphora is the repetition of a word or words at the end of two or more successive clauses, phrases, or verses, for instance, *Ghar bhi apka. Karaya bhi apka* (House is yours; rent is yours too) (See figure 1.11)

The advertisers convey their message in the form of a rhyming verse which not only serve motivational purpose (booking or purchase of houses and plots) but also sound attractive and easy to remember e.g. *“Khawbon ki tabeer paiey, apna plot book karwaiey”* (materialize your dreams by getting your plot booked). The language of the selected real estate ads is analysed in terms of the ad claims propounded by Schrank (1974, pp. 44-55). One of the ad claims commonly found in various ads to manipulate customers is *“The weasel claim”*. *“A weasel word is a modifier that practically negates the claim that follows Words or claims that appear substantial upon first look but disintegrate into hollow meaninglessness on analysis are weasels”* (Schrank, 1974, p. 45) e.g. almost, virtually, can be and up to etc. In the real estate ads, weasel words are mostly used while stating installment price or the prices of apartments or houses e.g. *Apartment ki qeemat 9 lakh forty thousand se* (The price of the apartment starts with Rs. 9 lacs forty thousand) (See figure 1.15). This is how they deceive customers by not specifying the exact amount of the advertised apartments or houses Mostly, the price of the low-priced apartment or house is mentioned which might not be well-facilitated and the apartments or houses which are more spacious and

facilitated might be very expensive. Moreover, weasel word is usually written in a smaller font to reduce shock factor.

Some ads specifically mention figures (statistics) to substantiate their stance about the luxury and comfort people are already enjoying e.g. *Mediterranean style ke dilkash villas jahan 45 families pehlay se rehaish pazeer hain* (Attractive villas of Mediterranean style where 45 families already reside) (See figure 1.16). Moreover, advertisers claim to be different and unique as the slogan of S.A. Villas is “Aik Naya Lahore” (A new Lahore) which can be regarded as unfinished claim because it does provide evidence to prove the claim (See figure 1.17).

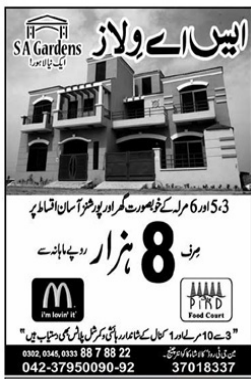


Figure 1.15



Figure 1.16



Figure 1.17

Other ways of manipulating customers is to include a statement *Sharait-o- zawabat lagu hain* (Terms and conditions apply) (See figure 1.2) or *Ilawa qarza* (Loan element is separate) (See figure 1.15) following an attractive offer. That’s how, customers are kept unaware of the terms and conditions which might not be easy to comply with as well as the additional amount not easy to pay. Advertisers trap customers by presenting them an elusive world of attractive offers without letting them know the complete truth.

6. Conclusion and Recommendations

To conclude, the present study raises consciousness about the exploitative role of real estate ads and highlights how the ads control people’s mind motivating them to materialize their dreams by choosing the advertised housing society. These housing societies are equated with heaven as their very names prove that e.g. Eden Lifestyle Homes and Super Heaven (See figures 1.8& 1.12). Moreover, real estate companies

invite customers to associate with the upper class by either calling their housing societies “posh” (See figures 1.1 & 1.9) or having such a name as “Elite Town” (See figure 1.4). Consumers are entrapped by giving several incentives e.g. free Italian kitchen (See figure 1.15), solar system (See figure 1.2) and free gifts and hampers (See figure 1.12) on immediate booking of a plot or a house. The prices of plots and houses are also stated in a manipulative way by using weasel words. Some housing societies deceive by providing painted eye capturing images concealing the actual reality (See figure 1.1).

The study recommends that more research studies be carried out relating to the real estate sector in general and advertisements in particular to create awareness among people about various forms of manipulation prevalent in Pakistani society. Moreover, since the study is confined to only one dimension of Fairclough’s three dimensional model, more studies should be conducted to analyze these ads in terms of other two dimensions i.e. processes of production and reception and social analysis to find out how the text under analysis is produced and received by the people as well as their effects on society.

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Newspaper Advertisements Source:

Figure #	Source
1.1	KDC Garden Housing Scheme, The Daily Jang, p.1, (2012, June 4)
1.2	Supreme Villas, The Daily Jang, p. 5, (2012, June 3)
1.3	Limra Garden, The Daily Jang, p. 1, (2012, June 20)
1.4	Elite town, The Daily Jang, p.23, (2012, July 8)
1.5	Airport Society, The Daily Jang, p.5, (2012, June 16)
1.6	Park view villas, The Daily Jang, p.20, (2012, June 3)
1.7	Al Rehman Garden Phase 4, Daily Awaz, p. 1, (2012, June 2)
1.8	Lake city, The Daily Jang, p. 14, (2012, May 29)
1.9	Euro Builders, The Daily Jang, p. 44, (2012, May 13)
1.10	Bahria Homes, The Daily Jang, p. 24, (2012, May 13)
1.11	Valancia Homes, The Daily Jang, p. 22, (2012, July 8)
1.12	Super Heaven, The News, p.19, (2012, June 5)
1.13	Bella Vista at Lake City, The Daily Jang, p.24, (2012, April 22)
1.14	Grand Avenues, The Daily Jang, p. 14, (2012, June 16)
1.15	Ad # 7: Burj-ul-Ameen, The News, p.19, (2012, June 5)
1.16	Tricon Village, The Daily Jang, p.2, (2012, May 13)
1.17	S.A. Villas, The Daily Nawa-i-Waqt, p.13, (2012, June 3)