



THE DIGITAL SHIFT IN PERSUASION: A COMPARATIVE ANALYSIS OF MOVES AND PERSUASION STRATEGIES IN TRADITIONAL AND MODERN ADVERTISEMENTS

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Abstract

In the evolving digital marketing era, advertising also advances from mono-modal (language) to multi-modal ways of persuasion. This digital shift plays a significant role in capturing the attention of consumers. To explore the transformation in persuasion, the study presents a comparative analysis of traditional and modern advertisements. The main focus of this study is to analyze the changes in moves, rhetorical strategies, and semiotic modes in traditional and modern advertisements. The study employs Hoey's SPRE (Situation-Problem-Response-Evaluation) model and Bateman's GeM model (Genre and multimodality). Hoey's SPRE model is used to analyze moves and patterns in advertisements. Bateman's model of multimodal genre analysis focuses on the rhetorical strategies and semiotic modes present in the advertisements. The data includes three categories of advertisements: Cleaning, Food, and Beauty products. Twelve television ads are taken as traditional advertisements, and Twelve Instagram ads are as modern advertisements. Findings show that in both types of advertisements, the focus is to influence the consumers and persuade them to purchase. However, there are observable differences in their ways of presentation and promotion of the products. The study is significant in the area of Genre and Multimodal Analysis as it provides insights into the application of GeM and SPRE frameworks in the traditional and digital real-world texts. It also provides insights into the digital shift in persuasion in advertising.

Keywords: *Advertisements, Digital Shift, Moves, Multi-modality, Persuasion, Rhetorical Strategies.*

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1. Introduction

In the era of digital transformation, advertising has gone through a remarkable change, shifting from a traditional promotional platform to digitally negotiating ones such as Instagram, Facebook, and YouTube etc. Advertising is a way to promote the product and persuade people to make a purchase. Brands and companies use famous media figures, including celebrities, actors, influencers, and models, for the promotion of their products (Atkin and Block 1963). Works of Held(2005) and Tan(2010) show that genre as a multimodal phenomenon extends from a specific text within an artefact to different forms of digital media. So advertisement as a multimodal genre refers to an artefact that includes a persuasive language, communicates its purpose using different semiotic modes-image, sound, language. So messages are not only conveyed through one mode (language), but rather they pass to the consumers through the intersection of different modes(Kress & Leeuwun, 2001).

Bateman(2011) states that while analyzing a multimodal genre, three important aspects are analyzed: identification of rhetorical strategies, identification of different semiotic modes, and generic structures.

The present study uses a blend of two models. Hoey's SPRE and Bateman's GeM model. This paper adopts a comprehensive lens to examine this digital shift allowing critical exploration of structural and semiotics evolution in advertisement.

1.1. Research Questions

- What are the significant moves present in traditional and modern advertisements?
- What are the differences in persuasion in both types of advertisements?

1.2. Research Objectives

- To identify significant moves in the advertisements
- To identify the digital shift in advertisements
- To compare persuasion strategies in traditional and modern advertisements

1.3. Significance of Research

The study is significant as it contributes to the literature in understanding persuasion techniques used by advertisers. For marketers, the findings of this study, can enhance the effectiveness of their advertisement. This research contributes in the fields of communication, linguistics and media studies by linking rhetorical theory and semiotic analysis within a commercial context.

2. Literature Review

Advertising is the presentation and promotion of non-personal goods, ideas, and services in a paid form (Kotler & Keller, 2009). It plays a significant role in shaping the behaviour of consumers, increasing the sales of a product, and building brand identity.

Swales (1990) defined Genre as “A class of communicative events with a shared set of communicative purposes”. Based on this communicative purpose, a group of texts is called a separate genre. Advertisement as a genre also has a distinctive purpose and function. The communicative purpose of advertising is the promotion of a particular service or product to a group of consumers (Bhatia,1993). With the advancement of digital media, the concept of media influencer has also changed. Traditional advertisements include promotions and sales of products through magazines, newspapers, and television (Evans et al.,2017). Influencer advertisements depend on individuals having a significant number of social media followers on different platforms YouTube, Instagram, and Facebook. Mulvey and Stern (2004) state that the narrator of advertising plays a crucial role in persuading people by capturing attention, conveying product meanings, and enhancing the speaker-consumer bond. And these narrators are celebrities, models, bloggers, and content creators (Senft, 2008). Advertising strategy is considered the main part of making an advertisement. It includes different things such as texts, images, language, layout, music, colors, and costumes. And how and where they are used to fulfill their purposes, i.e, entertain, inform, influence, worry (Cook, 2001).

Influencers are perceived as more trustworthy and knowledgeable by consumers, directing them to buy the target product (Berger & Keller, 2016). Due to this, consumers rely more on influencer-recommended products. With the advancement in advertising content and modes, attributes related to the advertisers and content in advertisements have also changed. Attributes related to advertisers include authenticity, interaction, attraction, and natural tone of communication during promotion of the product (Alic et al, 2017). While attributes of the content of advertisement include its resonance, reach, and relevance (Solis & Webber, 2012). Advertisements are analyzed through different frameworks given by theorists. Using Hoey's model as a framework, a researcher can classify texts and describe them according to the communicative purpose of texts (Flowerdew, 2003). This classification as a textual interaction includes four communicative moves or stages. Not all research studies applying Hoey's framework identified all four moves in texts. Ali (2013) applied the SPRE model to two English magazines and identified two moves, the problem and the response. Ratanakul (2017) identifies three stages and two moves applying the SPRE model of move analysis on TED Talks. Weerasiri and Bateman(2011) describes that multimodal artefacts such as advertisements, videos, and films have three strata (layers), including material, semiotic, and semantics. These three layers unfold hidden meanings, patterns, and structures present in a text. The GeM model is used as a framework to analyze how multimodal artefacts communicate meaning through different modes. Hiippala (2012) analyzed multimodal aspects of tourist brochures using the GeM model. He identified how different semiotic modes together generate meanings. He examined how rhetorical and multimodal strategies support the communicative purpose of

a genre. A study of posters about environmental protection by Kang and Jiang (2021) employs the GeM model. The comparative analysis of posters of the United States and China highlights how the layout and rhetorical designs generate distinct ideologies in both cultures.

Several studies have been done on the analysis of advertisements. These studies mostly discussed different types of advertisements separately. And no research has yet been carried out to comparatively analyze the traditional and modern advertisements in terms of persuasion and rhetorical strategies. So the present study fills this gap by analyzing the advertisements comparatively and comparing the differences in persuasion. It also employs a blend of two frameworks (SPRE and GeM), which are significant in the area of advertising.

3. Methodology

The study uses the qualitative multimodal approach to analyze the persuasive strategies across traditional advertisements and influencer endorsement. The study uses Hoey's SPRE (situation, problem, response and evaluation) model of rhetorical moves with rhetorics and semiotic strategies adapted from Bateman's model Genre and Multimodality (GeM). This framework is highly significant to understand the comparative analysis of traditional and influencer endorsement.

3.1. Hoey's SPRE Model

The SPRE model (Situation, Problem, Response, Evaluation), developed by Michael Hoey in 1983 and elaborated in *Textual Interactions* (2001), is used to analyze written text structures, especially in problem-solution formats. It helps identify how information is organized to serve communicative purposes (Flowerdew, 2003). This model is effective in advertising analysis, where structured persuasion engages consumers. Hoey highlights the reader-writer interaction, where the writer anticipates and answers the reader's questions through the text. **Situation** is background information of the events, issues, facts about people. Through the situation the consumers can identify the whole scenario. **Problem** is the need presented in the situation. It creates discomfort that needs to be addressed. **Response** is the Solution introduced as the way out to that problem. **Evaluation** is the justification, showing that why this particular response is productive and reliable.

3.2. Bateman's GeM Model

The GeM model was developed by John Bateman in 2011 This model is a comprehensive framework for analyzing multimodal documents. This is significant because it helps to understand how meaning is constructed through multiple modes rather than just through language. It combines the written text with the visual and spatial elements such as images, layout, and audiovisual texts. Rather than applying the whole model, the study focuses on two aspects of this model: rhetorical strategies and semiotics strategies.

According to Bateman, rhetorical strategy consists of the communicative goals of an artefact. Rhetorical strategies make a space that consists of the genre that does similar communicative works (Bateman,2008). Rhetorical relations include:

- The image or layout becomes larger at a point in the text.
- Visuals strengthen or emphasize a message.
- Supportive evidence or information is shown less prominently.
- Similarities and differences between visual elements.

Semiotics strategies refer to how meaning is communicated through different modes, such as visuals and spatial elements. Semiotic strategies includes:

- Product's image, icons, etc.
- Locations of elements in the advertisement.
- How visuals are trimmed or bordered.
- Colors, font size, and font style.
- Color scheme

This study uses rhetorical relations, and semiotic strategies to compare television and Instagram ads, highlighting the shift in persuasive techniques from traditional to digital advertising.

3.3. Data Collection

The present research collected data using purposive sampling technique through online platforms; traditional from official YouTube channels of brands, while influencer endorsement from influencers' Instagram accounts. The data includes 24 advertisements categorized into 3 types. **Beauty**, **Food**, and **cleaning**. Each category comprises 4 traditional and 4 Instagram influencer advertisements. All selected advertisements were publicly available and used solely for academic purposes. The original message from influencer's advertisement is used without altering or misrepresenting.

3.4. Results and Discussion

The move analysis of advertisements related to cleaning category are given in table 1.1.

<p>1)Dettol Multipurpose Cleaner</p>	<p>S:Faysal Qureshi is seen in front of a green background and is giving instructions on how to handle various cleaning matters.</p> <p>P:I have to deal with noticeable stains, unpleasant smells,</p>	<p>S:Once she has finished cooking or cleaning, Maleeha starts recording her vlog.</p> <p>P:Points to greasy surfaces: It smelled so nice — as if it was releasing its own scent.</p>	<p>The campaign uses Faysal Qureshi's fame and a clear phrase to make consumers believe and trust the product.</p> <p>Authenticity, realism, and first-hand use are what JustBeingMaleeha</p>
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	<p>and issues around germs.</p> <p>R:He describes Dettol Multipurpose Cleaner as something that can be used for 3 types of cleaning. And it tells “ aik aik teer se nishan with a arrow in his hand”.</p> <p>E:Highlights its action in removing stains, odors, and killing 99.9% germs with an assured attitude.</p>	<p>R:Shows Dettol Multipurpose Cleaner: Every job can be done with just a little bit of water!</p> <p>E:Sprays the area to disinfect it and compliments the good scent and clean feeling afterwards.</p>	<p>relies on to connect with her audience.</p> <p>Together, they allow companies to build trust and reach customers using broadcast TV, as well as engage and connect with them on social media channels.</p>
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<p>2) Hero detergent</p>	<p>S:In this locality, everyone is concerned about getting their clothes as bright and clean as possible.</p> <p>P:They are done with washing but their new clothing is already tattered, and this makes them feel less confident and ashamed everywhere.</p> <p>R:Sajal all and her husband choose bright and attractive clothes that make the whole audience keep wondering about her secret.</p> <p>E:The way the detergent cleans clothes is described by saying “ye de mukamal safai hr bar lagatar naya hero detergent”.</p>	<p>S:She goes to her room to decide, and decides to go with some white clothes.</p> <p>P:People try to avoid wearing white, but the reason isn't always spoken about.</p> <p>R:She does not mind wearing white, as now she has hero detergent to take care of all her stains.</p> <p>E:She explains the attributes of the detergent and lets everyone know that simply using hero can remove all the stains, so not to worry and go ahead with hero.</p>	<p>The TV Ad (Sajal Ali) places its story in a community and dramatizes it with a well-known couple. It briefly mentions social issues as people admire their bright clothes, and the detergent helps them be accepted by others.</p> <p>• Sania Saaedkhan's 'Influencer Endorsement' shows how brands can appear in daily life and relate to the viewers' own situations. The idea is to reassure herself and others that she won't worry about stains anymore.</p>
<p>3)Lemon max long bar</p>	<p>S:Komal Meer shops along with her husband and is on the lookout for a strong dishwashing bar.</p> <p>P:Interest in a bar that continues for a long time and proves to be cost-effective.</p>	<p>S:Romaisa enjoys dancing while cleaning her house.</p> <p>P:She says that cleaning often seems to take a lot of time and wears her out.</p> <p>R:She points out the Lemon Max Long Bar, letting Lemon</p>	<p>The ad is filmed in a normal store, highlighting the usefulness and strong design of what's being sold, using an official, detailed tone that's matched by the catchy music.</p>

	<p>R:he buys Lemon Max, because it is more likely to last.</p> <p>E:Jingle: TV ads promote the Lemon Max Long Bar by saying, “Mera Lemon Max Long Bar, chal mahine mein ek baar,” and showing nice-looking dishes.</p>	<p>know it lasts for a long time and cleaning becomes easier.</p> <p>E:Dances to the jingle: Max Long Bar of Mera Lemon will ensure that you enjoy it once a month.</p>	<p>The video is set up in a simple, familiar home environment, filled with dancing and light-hearted comedy that makes the audience feel involved.</p>
<p>4) Surf Excel</p>	<p>S:A little girl and her brother are present in the kitchen, and they are busy with daily cooking.</p> <p>P:He says, “Tez tez biryani bnai,” which means he is afraid of rushing and making mistakes in the cooking.</p> <p>R:The ad underlines that Surf Excel is reliable, making it easy to deal with difficult stains.</p> <p>E:The ad shows how Surf Excel gets rid of stains, meaning parents can be reassured during cooking.</p>	<p>S:The influencer talks naturally into the camera while telling the audience a story.</p> <p>P:Her cousin was playing and ended up with some rough ketchup stains on their clothes.</p> <p>R:She explains how the Surf Excel product was able to clean away the dry and rough marks.</p> <p>E:Makes clean clothes visible and highlights how well Surf Excel gets out tough stains.</p>	<p>The ad shows a family and their kids when things get messy during cooking, making it clear that the product removes these type of stains reliably, supporting the overall message to parents.</p> <p>The influencer shares their experience with ketchup by telling a funny story about spilling sauce on them, which makes viewers carefully relate to them and feel that they also face this sort of problem.</p>

Table 1.1

Advertisements of food category are analyzed in table 1.2.

<p>1) Tapal Danedar</p>	<p>S: Ali Ahmad and Dure Fishan are meeting, after they have eaten iftar, and they are now having tea together.</p> <p>P: An unspoken wish to have the best cup of tea after iftar — colorful and oozing with fresh aroma.</p> <p>R: They prepare Tapal Danedar, hoping that its notable color and special aroma will be noticed.</p> <p>E: The tagline draws attention to drinking just 1 cup at a time, paired with a hot cup of tea, illustrating the friendly feeling of after iftar.</p>	<p>S: EfraX is in Packages Mall, near the famous PSL trophy, and it's making the place very lively.</p> <p>P: She mentions that having a refreshing, strong tea is important to keep up with playing cricket and daily life.</p> <p>R: She suggests that Tapal Danedar is perfectly suited for its rich taste and aroma.</p> <p>E: EfraX savors a cup of Tapal Danedar, letting her viewers know how refreshing and pick-me-up it can be, at any time or while watching cricket.</p>	<p>The TV ad shows a pleasant family iftar, highlighting closeness and serenity, while the influencer video focuses on youth and portrays tea as an energizing activity for a fun, bustling group.</p>
<p>2) Knorr Noodles</p>	<p>S: Kids are fed up and feel tired from doing their homework.</p> <p>P: They feel tired and need something refreshing to relax them.</p> <p>R: Their mother gives Knorr Noodles to them for dinner.</p>	<p>S: Being alone at home, the influencer is not in the mood to cook.</p> <p>P: She's in the mood for a classic dish from the past to cheer herself up.</p> <p>R: She decides what she'll have for dinner and picks</p>	<p>Tv ad is conventional and is professional while influencer video is emotive and csual.</p>

	<p>E: With their bellies full of noodles, the kids feel great and happy, and are reminded by the ad's tagline that Knorr truly gives a sense of comfort and happiness.</p>	<p>Knorr Noodles, remembering her younger days in college</p> <p>E: As she enjoys the noodles, the memory of her parents makes her feel good and relaxed.</p>	
3) Big Bird Foods	<p>S: A kid tries one piece of the Big Bird snack.</p> <p>P: There is an indication that the person wants a delicious snack.</p> <p>R: The food looks amazing when you take a bite.</p> <p>E: The ad wraps up with a shot of the snack in the chicken box and the slogan "Tasty har bite, Big Bird hi right hai," pointing out how consistent the taste of the snack is within just 16 seconds.</p>	<p>S: Khanum told her children they could not have a big meal for iftar, as she would be too busy.</p> <p>P: Her children objected, as they hoped for a more pleasant experience</p> <p>R: Within thirty minutes, she has finished cooking all the Big Bird products.</p> <p>E: They all share a delicious break-fast meal and show that Big Bird knows how to make a meal enjoyable and satisfying.</p>	<p>The brief commercial is based on simple visuals and a catchy message that quickly point out how good the food is by showing a child delighted with the taste. Such a marketing technique creates a personal connection between the influencer and the audience. Fakra Khanum tells a story of a busy mom handling her time and creating a nice iftar for family, highlighting the need for practicality</p>
4) Kashmir cooking oil	<p>S: The pair is pictured at home, and the strain in their relationship is easy to see.</p>	<p>S: Fans enjoy watching M1Danial, who is usually in his kitchen, while he</p>	<p>It uses a personal story to stir positive feelings about the brand.</p>

	<p>P: Feelings of closeness have been lost between the partners. It becomes obvious to Ali Zafar that he has upset Maya, and he wants to address the situation.</p> <p>R:Ali Zafar decides to cook a meal using some Kashmir Cooking Oil, trying to express his care and love towards his family.</p> <p>E: While he is cooking, Maya can see his dedication, which helps her warm up to him. Thanks to the great meal, the couple feels more bonded with each other.</p>	<p>prepares traditional and seasonal foods.</p> <p>P: He points out that achieving the right crunch and golden color in desserts gets difficult if the right oil or banaspati is not used.</p> <p>R: He mentions that Kashmir Cooking Oil is his first choice, as he likes how its pure taste and nice aroma make both meals and their appearance better.</p> <p>E: As soon as the kunafa is fully cooked and turns golden, he zooms in on the cooking to stress its excellence. He looks at me and says, “So, the right choice is Kashmir Cooking Oil for every meal you make.”</p>	<p>Demonstrating how to use the product in the video helps make it trustworthy and easy for anyone to relate to.</p>
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Table 1.2

The move analysis of beauty ads are given in table 1.3.

Product	TV Advertisement	Influencer Endorsement	Differences
1) Lux Body Wash	S: As she starts her day, Iqra Aziz is seen confidently and gracefully acting	S:Jannat Mirza is captured in her bedroom or bathroom, so we see	The TV ad of Iqra Aziz builds on glamorous images and stardom to tell its

	<p>confidently and elegantlyP: Problem: As she always has a busy plan, Lux Purple Body Wash provides what she needs: a rich lather and a lovely spice fragrance.R: Shots of her soft and bright complexion, along with the scent of her perfume.E: emphasize how classy and enduring the fragrance.</p>	<p>how she takes care of her skin on a daily basis.R: As a way to remedy this, the narrator covers the Lux Body Wash, holding it to the camera and detailing how she now uses it every time she takes a shower.E:She finds that the fragrance stays for a long period, and she really enjoys the way her skin looks and feels after using it.</p>	<p>message clearly with professional touch. In using personal experiences, Jannat Mirza mixes content and advertisement in her endorsements. They join forces by using several types of advertisement, and each message creates its effects based on how it is being delivered.</p>
<p>2) Golden Pearl Hello Hair</p>	<p>S: The ad starts with the viewers seeing that the woman’s hair is dull and lifeless. P:She is portraying her concerns about beauty and her hopes to improve herself. S: Golden Pearl Hair Color is presented as helping someone like Patti, where the difference in her hair reflects its success. E.: It aims for greatness and uses beautifully presented photos to attract a wide group of people.</p>	<p>S:In an intimate venue, like the influencer’s own place, where she talks straight to her audience as if they are all friends. P:She brings up issues she has with her hair, like when the color doesn’t last or she doesn’t have time for the salon, to make the message feel bonding. S:The influencer introduces Golden Pearl Hair Color, using it to show others how it can be</p>	<p>TV ads focouses majorly on glamour and transformation while influencers build reliability by sharing their own experiences.</p>

		<p>used.R:You can tell how happy she is, as she ends her message with helpful notes, special deals, or messages from well-known brands.</p>	
<p>3) Golden pearl moisturizing lotion</p>	<p>S:The actress is captured in a snowy environment and putting on makeup, which suggests the problem of compressed lips or dry skin.</p> <p>P:Implicit: When the skin gets really dry or dull and scruffy, it takes away your confidence or makes makeup look dull and sad.</p> <p>R:The actress mentions that for her skin, she goes for Golden Pearl’s honey-almond-based product.</p> <p>E:A lotion is put on, and we see her skin becomes glowy and soft. The benefits “deep hydration” and “natural softness” are described.</p>	<p>S:Rabeeca is inside her house or makeup room — demonstrating what she does every day with dry skin.</p> <p>P:She casually mentions: It’s this season that my skin is getting dry.</p> <p>R:She introduces Golden Pearl Lotion: I have started using the Honey and Almond lotion.</p> <p>E:Notes the softness, the smell of the lotion, and how your skin feels ready to take on makeup after using it. “I enjoyed this very much,” is something that sounds credible.</p>	<p>The TV ad featuring Sanam Javed follows a movie-like style — made to boost the brand’s image by focusing on elegance, beauty, and transforming the scene visually.</p> <ul style="list-style-type: none"> • Khan speaks in a way that sounds familiar, offers a true user experience, and counts on the loyalty of her fans. <p>The use of all these formats means a brand can reach and engage people through more outlets.</p> <ul style="list-style-type: none"> • TV ads strengthen brand prestige, • The help of influencers spreads the message, makes it more relatable for

			many, and persuades more people.
4) Lifebuoy Onion Shampoo	<p>S:In a loving moment, the daughter runs her fingers through her mother’s hair and says, “Mama, when will my hair become as long and smooth as yours?”</p> <p>P:Long hair like her mother’s is what the child desires, indicating that hair issues are on her mind.</p> <p>R:Lifebuoy Onion Shampoo is recommended by Sunita, because it uses natural ingredients to support the growth of your hair.</p> <p>E:Scenes showing lots of foam, shinier hair, and a strong mother-daughter connection show that the product works well and touches your emotions.</p>	<p>S:Rabeeca, while cutting onions in the kitchen, makes clear the association between everyday tasks and hair care.</p> <p>P:She brings up subjects like hair not growing as fast as it should or hair fall.</p> <p>R:She discusses Lifebuoy Onion Shampoo and its use of onion extract for producing results.</p> <p>E:Displays their experience and explains why they enjoyed it, trying to inspire others to do the same</p>	<p>While the TV advertures with emotions, influencers make their messages more relatable by mentioning daily challenges they face. They both focus on the way Lifebuoy benefits your hair by containing onion extracts.</p>

Table 1.3

Persuasion becomes easy with rhetorics and semiotic strategies. These strategies create multi-layered meaning, enhance emotional and cognitive appeal. Different rhetorical and semiotic strategies are used in selected ads to shape brand perceptions. In the cleaning

category, the traditional Lemon Max ad uses bright yellow-green tones to convey freshness and cleanliness. It features song and dance to emphasize durability, with visual emphasis on the bar during lyrics about lasting long. The ad includes static shots, cinematic close-ups, upbeat music, and a confident voice over. It follows a structured narrative from problem to solution, ending with the slogan "One Month, One Bar!". In contrast, the influencer ad uses warm, pastel tones and balances shots of the influencer and product. It also uses song and dance, but for relatability. The tone is casual and friendly, with no formal slogan and a loosely structured narrative. Dettol's traditional ad uses strong before-and-after visuals to show freshness and germ removal, highlighting "100% more germs killed" with close-ups and freshness icons. Bright white and green colors reinforce hygiene and brand identity. The ad includes wide home shots, medium product close-ups, and ends with the slogan "Aik Teer sy Teen Shikaar." In contrast, a baby, shiny floor, and clean home in a calm setting suggest safe use. Close-ups of surfaces and the baby's smile emphasize family safety. A relaxed, conversational tone, neutral background, and no music make it more relatable, while the same slogan is repeated. In Hero's traditional ad, dull clothes show shame, shiny ones show pride. Split scenes compare faded and bright clothes. Close-ups and medium shots highlight the product. A soft female voice says the slogan "Hero sy ai mukammal safai." In influencer ad, dirty clothes vanish, and her smile shows it works. Zooms focus on clean clothes, she wears casual dress. Voiceover is friendly, with a story. No slogan, but ad song plays. In Surf Excel's traditional advertisement, vivid colors, especially white and blue, are used, which symbolize purity, energy, and cleanliness. The camera frequently uses close-ups and medium shots to focus on the child's expressions and actions. Light-hearted, uplifting background music sets an emotional tone. The ad tells a touching micro-narrative. Slogan "Daag Tu Achy Hoty Hn" is written at the end. While in influencer endorsement, there is no background music, no slogan, and no vivid colors. Both the influencer and the product are equally visible to the camera.

In the food category, Kashmir's traditional ad uses rich golden hues to show purity and health, with warm kitchen tones that give a feeling of comfort and tradition. It shows wide shots of a traditional kitchen and close-ups of oil pouring, sizzling food, and happy family moments. A warm, serious male voice builds trust and care, ending with the slogan "Khaana toh Bahana hai." The influencer ad shows confident cooking with Kashmir oil, focusing on trust and taste. Zoom-ins on the oil bottle highlight quality. Natural light and soft pastels create a subtle, neutral kitchen. Mostly medium shots show the influencer plating food. There's no background music or slogan, and the tone is conversational and relatable. In Knorr Noodles' traditional advertisement, Knorr shows joy after boredom. Knorr zooms in on chicken noodles. Bright, saturated colors (red, yellow, and green) dominate, suggesting energy, appetite, and freshness. Wide shots of

the kitchen + close-ups of sizzling noodles and smiling faces balanced frames. Playful and upbeat background music is used. It is structured with a formal slogan, "KNORR KA MAGIC HEE AUR". While in influencer endorsement, the focus is on real-life kitchen colors. Influencer uses expressions and noodle steam. Noodles are still shown as vibrant. Influencer focuses on noodles directly while praising. Medium shots of the influencer making or eating noodles. No background music, no slogan. Tapal Danedar's traditional ad shows a couple sharing warm moments, using deep reds and soft visuals to highlight richness and strength. Close shots focus on tea pouring and bubbling, with soft music and a poetic male voice that stresses trust and heritage. It ends with the slogan "Tum, mein Aik Aur cup chai." The influencer ad highlights trust, modern living, and daily use, zooming in on the tea pack with "we always use this." It uses upbeat music and a friendly, lively, conversational tone with a modified slogan. In Big Bird's traditional advertisement, red, brown, and white colors show hygiene, freshness, and taste. A smiling child in a cozy home shows joy and taste satisfaction. Wide shots of the kitchen table and close-ups of crispy food are strategically used. Rhythmic background tunes. Evokes energy, hunger, and happiness. There is no storyline. Close-up of a nugget with a tagline. The slogan of the brand, "Eat Well, Live Well," is used in the last. In influencer endorsement, there is a storyline with no slogan. Stressed woman finds instant relief with Big Bird; visuals shift from urgency to ease. A conversational and relatable tone is used. Natural lighting, warm-toned kitchen, and a focus on real food, with golden brown textures of fried items. Zoom in on the product as it's served, highlighting speed and convenience.

In the beauty category, the results are somehow change. Lux's traditional ad uses pastel tones, close-ups of radiant skin, and soft orchestral music to show luxury and long-lasting fragrance. The slogan "KHUSHBOO, 12H TAK" is used. The influencer version uses warm lighting, natural tones, and real shower routines. A trending background track and focus on authentic skin reactions suggest calmness. No slogan or storyline is present. In Hello Hair's traditional advertisement, bold, vivid color palettes (burgundy, caramel, orange, and green) emphasize vibrancy, confidence, and transformation. Bright visuals and shiny hair convey elegance. Cinematic close-ups of colored hair swaying, plus medium shots of confident walks, are shown. Energetic or empowering pop beats are used as background music. The slogan of the brand, "Colors to Dye For," is used at the end. In influencer endorsement, the product is shown first. Personal experience and real-life use reflect trust and efficacy. The influencer's face and hair are central. Upbeat background music with a friendly and personal tone is used. There is no storyline and no slogan. Golden Pearl Moisturizing Lotion's traditional advertisement uses black, gold colors as the primary focus. A model in a busy, wintery setting emphasizes the need for moisturizing. Focus on the celebrity model emphasizes the glamour and necessity of the product. The focus is on perfect, glowing skin and the product bottle. A narrative of beauty

transformation is depicted from dry skin to glowing skin by applying lotion. While in influencer endorsement, the influencer used a natural tone. Homey, relatable setting highlights personal experience and product effectiveness. Focus on the celebrity model emphasizes the glamour and necessity of the product. Product is secondary, salience lies in skin texture, and real reactions. Lo-fi music supports the tone but is not central. No formal slogan. The storyline is need-based. In Lifebuoy Shampoo's traditional advertisement, Traditional ad uses the mother-daughter bond to highlight trust and strength. There is a dominant use of white and purple to highlight product identity. Uplifting, energetic background music. A clear, confident, sometimes maternal tone is used. The ad contains a mini-narrative with daughter-mother scenes. While in influencer endorsement, the narrative is problem-solution. Influencer shows a struggle with an onion, then a transformation to healthy hair. Salience of influencer's hair and the product is integrated, not dominant. Chill background music is used. There is no slogan, no voice over.

4. Conclusion

In all three fields, TV ads usually have an idealized storyline that stresses social rules, looks, and a strong image of the brand. To be effective, influencer endorsements rely more on storytelling, fun, routine, and are accessible to everyone. Used in both ways, the model confirms the narratives' integrity, but their different styles point to how young people use content nowadays. In cleaning category, traditional ads use structured problem-solution narratives, slogans, background music and vivid visuals, while influencer endorsements emphasize relatability, warmth, and personal storytelling without slogans and background music. They prioritize connection rather than detailed information. In food category, traditional advertisements highlight emotion, family and heritage with rich visuals, storytelling, background and slogans. In contrast, influencers use realism, personal stories, and casual tones with no slogan and background music. Traditional beauty ads focus on glamour, transformation, and luxury with slogan, and background music. While influencers ads prioritize authenticity, personal routines, background music and natural visuals, with or without slogans. In short, color tones, narrative, background music and slogans are the prominent points of difference in traditional advertisement and influencer endorsement.

The study also has some limitations as well. The first one is that the present study is limited to the comparative analysis of only thirty advertisements. The second one is the study that focuses on only three categories of advertisements: food, cleaning, and beauty products. In the future, the researchers can use large data for more accurate results. The researchers can also apply these models to different categories of advertisements, such as health, technology, and education.

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