



METAPHORICAL INTERPRETATIONS OF WELLNESS IN THE ADVERTISEMENT OF MULTIVITAMIN PRODUCTS

Assia Aslam
assiaaslam83@gmail.com

PhD Scholar, COMSATS University, Vehari, Punjab, Pakistan.
Assistant Professor of English Government. Graduate College for
Women, Bure Wala. Pakistan.

Muhammad Yasin
yasinshahideng@gmail.com

Assistant Professor of English, Government Graduate College Bure
Wala, Punjab, Pakistan.

Abstract

This study explores the metaphorical constructions of wellness in multivitamin advertisements by analyzing how abstract notions of health, beauty and emotional stability are communicated through language and imagery. An emended model based on Arren Stibbe's framework of ecological and social metaphors and Kress and van Leeuwen (200) 's Multimodality. The researcher examined a purposive sample of 20 multivitamin advertisements. The analysis identifies three dominant metaphorical frames: purity and moral honesty, light and visibility, and stability and balance. These frames reveal that wellness is represented not only as a physiological state but also as a moral, aesthetic and psychological ideal, linking product consumption to ethical living, social recognition and emotional equilibrium. The findings suggest that advertisers strategically employ metaphors to construct persuasive narratives that resonate with consumers' aspirations and cultural values. This metaphorical discourse shapes both perceptions of personal well-being and broader social ideals. By highlighting the role of metaphor in health communication, this study contributes to research on advertising semiotics and consumer behavior, offering insights for marketers, linguists and public health communicators interested in the intersection of language, metaphor and wellness promotion.

Keywords: *Advertising Discourse, Consumer Perception, Health Communication, Media Discourse Metaphor Analysis, Metaphorical Representation, Multivitamin Supplements, Nutritional Supplement Marketing, Persuasive Language, Pharmaceutical Advertising, Semiotic Analysis, Wellness Discourse.*

Corresponding Author Dr. Nazia Suleman (Associate Professor of English,
Department of Humanities, COMSATS University Islamabad, Vehari Campus, Pakistan)
Email: Naziasuleman@cuivehari.edu.pk

1. Introduction

Health and wellness have become dominant themes in advertising discourse, principally in the promotion of pharmaceutical and nutraceutical products such as multivitamins. Advertising no longer merely informs consumers about the functional benefits of products; instead, it constructs symbolic meanings through persuasive language, imagery and metaphor. The use of metaphor in advertising has developed as a powerful linguistic and cognitive tool that facilitates the marketers to form consumer perceptions of theoretical concepts like wellness, vigor and power resistance to the diseases. This study discovers the metaphorical interpretations of wellness in advertisements of multivitamin products and its major focus of study is to elaborate how these metaphors influence consumer behavior that incites them to purchase that multivitamin thinking it essential for their sustainable health.

Traditionally Metaphor is regarded as a stylistic device that is conceptualized in cognitive linguistics as a central mechanism of thought. According to Lakoff and Johnson (1980), metaphors are not simply linguistic lexes but theoretical frames that structure how people identify and infer reality. Their pivotal work, *Metaphors We Live By*, maintains that abstract models are often understood through more physical domains i.e. understanding health in terms of strength, combat with daily challenges of life or muscular and bone elasticity. In the context of multivitamin advertising, wellness is recurrently allegorically framed as a “journey,” a “guard,” or a “source of energy,” thus constructing impalpable health benefits more applicable and credible to consumers.

Advertising discourse count on fundamentally on such intangible metaphors to create emotional appeal and cognitive resonance. As Forceville (1996) suggests, visual and multimodal metaphors in advertising boost message retention and clarification by engaging both linguistic and picturesque elements. For example, multivitamin advertisements often portray the human body as a machine that necessitates “fuel” or “maintenance,” thereby raising systematic metaphors to highlight productivity and functionality. In the same way, immunity is normally represented through war metaphors where vitamins act as “bodyguards” or “soldiers” shielding the body against external pressures. These metaphorical discourses not only simplify multifaceted biomedical notions but also symbolize philosophical suppositions about health, productivity and self-care.

The increasing global prominence given to the defensive healthcare has further intensified the role of multivitamin products in everyday life. According to the World Health Organization (WHO, 2021), there is a growing tendency toward self-medication and nutritional supplementation as people look for to enrich their overall well-being. This inclination is mostly obvious in developing countries, where access to healthcare may be inadequate and consumers depend on over-the-counter supplements thinking

them more suitable alternative. In such contexts, advertising plays a central role in determining public insights of health and wellness.

From a discourse-analytical perspective, advertisements can be perceived as an ideological construction site where meanings are exchanged and reproduced. Critical Discourse Analysis (CDA), as proposed by Fairclough (1995) and further developed by van Dijk (2008), provides a useful framework for examining how language and visuals in advertising contribute to the creation of social realities. Through metaphorical demonstrations, multivitamin advertisements may sponsor specific concepts of the “ideal body,” which is productive, youthful and sustainable against the attacks of disease. Such depictions can have important consequences for how individuals identify their own health and body image

Furthermore, the context of modern advertising which combines text, pictures, color and sound to create an extra layer of ambiguity for the metaphor to be interpreted. According to Kress and van Leeuwen (2006), meaning in visual communication is constructed by a grammar of design in which features like composition, salience and framing all work together to produce a specific meaning. Advertisers for multivitamins often use metaphor and colorful images and sounds to equate overall health with something that is alive and attainable. This assimilation of approaches develops the credible power of metaphors to make them more impactful on the audience. Although people have used so many metaphors in the advertising of health products, there is comparatively limited research specifically focused on multivitamin products, mostly with reference to developing countries like Pakistan. Existing research has largely focused on metaphor in health communication or in medicinal advertising, omitting the unique features of nutraceutical marketing. Further, cultural and socio-economic influences on the analysis of metaphors need to be investigated because they may differ in meaning: across different audiences. This study seeks to address this gap by analyzing the metaphorical constructions of wellness in multivitamin advertisements and investigating their potential impact on consumer perception.

The value of this research is in its interdisciplinary approach, combining aspects of cognitive linguistics, discourse analysis and marketing research. The study contributes to the understanding of how the concept of wellness is conceptualized through metaphors, which can help to better understand the credible approaches used in advertising. It also has implications for practice, for consumers and for policy makers, because of its emphasis on the importance of being aware of the construction and communication of health-related messages. Metaphor is a skill that can enable customers to make more informed decisions in health marketing, when there is so much propaganda and hyperbole going around

1.1. Research Question

1. How do multivitamin advertisements construct and represent wellness through metaphorical and semantic strategies in advertising discourse?

2. Literature Review

In today's consumer society, wellness is not only the lack of illness; it is a goal and an ongoing journey toward "optimal" living. This perception is reinforced by the way that multivitamin advertisements use conceptual metaphors (Lakoff & Johnson, 1980) to connect the scientific pharmacology of the product with the lifestyle aspirations of their audience. This review explores the metaphorical use of advertising discourse to shift a commonplace pill into one that is a symbol of control, protection and transformation. The Machine Metaphor is one of the most predominant metaphors in nutrition discourse. The body is often described as a complicated machine, which needs routine care, according to Lupton (2012). The body is a machine; vitamins are called "spark plugs" that help the machine run; fatigue is a "breakdown," and wellness is the smooth, efficient functioning of biological components, this metaphor turns health into a series of inputs and outputs and thus suggests that wellness can be "engineered" by adding the correct chemical stabilizer. One of the most persistent metaphorical interpretations of wellness is the "Insurance Policy." As modern diets are increasingly criticized for being nutrient-poor due to processed foods and soil depletion, multivitamins are framed as a backup plan. Coveney (2006) argues that this discourse preys on "nutritional anxiety." Wellness, in this context, is interpreted as *Security*. The supplement is not a cure but a "barrier" against the uncertainties of a busy life. Advertisements often imply that even if a consumer makes poor dietary choices, the multivitamin acts as a "safety net," ensuring that the "bottom doesn't fall out" of their health.

The War Metaphor has grown stronger since post-2020 when there has been worldwide a shift in health awareness. Wellness is defined as Fortification. The metaphor of defense, fighting off and strengthening the barrier play a central role in the immune-support marketing products of Nerlich and Halliday (2007). Multivitamins are described as "shields" or "armory". It is a binary world: The outside is hostile (germs, toxins, pollution) and the inside must be militarized. Wellness is not quiet here; it's all-time, high tech alertness. The Natural/Restorative Metaphor is the contrary to the high-tech machine metaphor. This discourse is about wellness as a Return to Source. Whole-food or "organic" multivitamins claim to be rich in vitamins, minerals, and other nutrients, and they often feature images of sun-bleached orchards and untouched nature. Such ads create a "magical" answer to the "de-naturalization" of modern life, according to Sassatelli (2007). Wellness is presented as a way to flee from the "artificial" urban life and return to one's "authentic" life. The pill symbolizes a "distilled piece of nature" to be taken to wash away the sins of the urban way of life. Gille et al. (2023) have explored the

role of a moral metaphor in the embedding of multivitamin products that are labeled “organic” or “clean” in the sphere of moral self-identity beyond physical health. Their analysis of marketing campaigns from brands such as *The Source* and *Alchemy* revealed a recurring narrative: organic supplements are framed as embodiments of purity and moral honesty. In this metaphorical frame, wellness is not simply physiological but moral; choosing “clean” vitamins becomes symbolic of a consumer’s commitment to ethical living and personal integrity. Gille et al. argued that such metaphorical associations function to (a) align product choice with moral self-concepts, (b) elevate consumer well-being from the realm of biology into ethical virtue, and (c) imply that wellness encompasses both bodily health and moral goodness.

Multivitamin ads also activate visibility and luminosity metaphors, as Dixon (2024) showed. In his research on beauty-oriented multivitamins, he found that strategy of pairing light imagery and light language in the advertising image, such as 'glow', 'radiance', and 'luminous', to indicate improved appearance and visibility in the social sphere. Metaphors of light and brightness help to make wellness visible as beauty, and the products are seen as tools to shine, stand out, and be noticed, Dixon said. Wellness is then made directly associated with social desirability and high status through advertising. This metaphorical regime is not only one of health but also one of outward display, where attractiveness assumes the role of an outward sign of health..

Singh and Kaur (2025) explored how wellness is metaphorically constructed as stability amidst chaos. Their research on stress-relief multivitamins was based on the idea of "anchoring" into three concepts of calm, centeredness, and balance. Singh and Kaur say that wellness is metaphorically represented as “The Anchor”—a fixed point that is steadfast from the changes and turbulence in life—while wellness ads picture it as inner balance. This frame is particularly relevant in situations of uncertainty, where multivitamins come across as emblematic stabilizers, fostering psychological resilience and emotional stability.

Across these studies, metaphor emerges as a central semiotic strategy in wellness advertising. Purity metaphors (Gille et al., 2023) link health with moral virtue, visibility metaphors (Dixon, 2024) connect wellness with attractiveness and social status, and anchoring metaphors (Singh & Kaur, 2025) cast wellness as emotional balance and stability. Together, these frames illustrate how advertising constructs wellness not as a singular biological state but as a constellation of personal, moral, and social meanings. This aligns with broader metaphor theory, which posits that metaphors structure how abstract domains are conceptualized by mapping them onto more concrete experiences (Lakoff & Johnson, 1980).

Finally, multivitamins are often marketed through the *Alchemy Metaphor*. Wellness is interpreted as *Perfection*. The consumer is not just healthy; they are

"vibrant," "glowing," and limitless. Crawford (1980) discussed the concept of "healthism," where health becomes a moral category. Multivitamin ads suggest that the product can transform a "dull" existence into a "vivid" one. The metaphor shifts from biological health to spiritual or social enhancement wellness is the "key" that unlocks a more successful, more attractive version of the self.

3. Research Methodology

The qualitative eco-linguistic and multimodal discourse analytical approach has been adopted here to analyze the metaphoric representation of wellness in advertising of multivitamin products. The analysis is mainly grounded in, particularly the concept of metaphor as presented by Arran Stibbe in *The Stories We Live By*. These metaphorical narratives influence human views, ethics and actions about health, body and buyer society. Based on this, the study also refers to the Conceptual Metaphor Theory developed by George Lakoff who suggests that metaphor can be considered as a mechanism that enables people to comprehend abstract concepts through solid experiences. The research design for this study has been chosen as a qualitative interpretivist research design because it is designed to uncover the role of language and visual elements in the construction of meanings of wellness in multivitamin advertisements. According to Creswell (2018), qualitative research is suitable for investigative meanings, explanations and socially fabricated actualities. This revised paradigm is based on Stibbe's concept of Metaphor and multimodal discourse analysis, which is appropriate for the researcher to assess the way in which wellness is ideologically represented and passed-on in the advertising discourse (Creswell & Poth, 2018).

4. Theoretical Framework

The theoretical approach of this research is taking the point of view of Stibbe's ecolinguistic approach to metaphor. Stibbe (2021) claims that metaphors are not just decorative linguistic devices but mental constructions that shape the "stories" which make people to understand and visualize reality. These stories impact attitudes toward health, consumption, lifestyle and the environment. Conceptual Metaphor Theory (Lakoff & Johnson, 1980) is also used in the study which focuses on how nonconcrete concepts (e.g., wellness) are understood metaphorically in physical domains (e.g., strength, war, energy, protection or machinery). For instance, phrases like "boost your immunity," "fight weakness" or "fuel your body" indicate that health is theorized metaphorically as a battle and as a mechanical performance.

4.1. Data Collection

The data involve advertisements of multivitamin products collected from the social media sites of Nutrifactor, Herboitics, and Nestle. Purposive sampling method has been used to select the targeted samples with rich semiotic and metaphorical

discourses and having rich metaphorical and visual representations of wellness (Patton, 2015). The sample includes advertisements from globally recognized brands such as Nutrifactor, Herboitics, Nestle. 20 advertisements were collected from the official pages of the company's social media sites like facebook, etc. The advertisements were selected on the base of the following criteria:

1. They encourage multivitamin or wellness supplements.
2. They hold identifiable metaphorical language and imagery.
3. As per the methodological condition for this research , these supplements advertisements are quite appropriate not only for metaphorical analysis but also multimodal analysis as well .

5. Data Analysis Procedure

The present study employs a qualitative thematic metaphor analysis informed by Arran Stibbe's ecolinguistic framework and the Conceptual Metaphor Theory proposed by George Lakoff and Mark Johnson. The analysis aims to examine how wellness is metaphorically constructed in multivitamin advertisements through both linguistic and visual resources. Since advertisements operate through multiple semiotic modes, the study also incorporates a multimodal perspective to explore the interaction between textual and visual meanings.

5.1. Identification of Metaphorical Expressions

The first stage of analysis involves identifying metaphorical expressions present in the selected advertisements. Both verbal and visual metaphors are examined in order to capture the broader representation of wellness. Linguistic metaphors are identified through slogans, taglines, captions, product descriptions, and promotional statements, whereas visual metaphors are recognized through imagery, symbols, color schemes, body representations, gestures, and overall visual composition. This step enables the researcher to determine how abstract notions of wellness and health are communicated through concrete and symbolic forms.

5.2. Categorization of Conceptual Metaphors

After identifying the metaphorical expressions, the metaphors are categorized into broader conceptual domains following the source–target domain framework developed by Lakoff and Johnson (1980). The analysis focuses on recurring metaphorical patterns such as:

- Wellness as Strength
- Wellness as Protection
- Wellness as Energy
- Wellness as War
- Wellness as Natural Balance

- Wellness as Performance Enhancement

These conceptual categories help reveal the dominant ways in which wellness is framed and marketed within multivitamin advertising discourse.

5.3. Eco linguistic Interpretation

The identified metaphors are subsequently interpreted through Stibbe's concept of "stories-we-live-by" presented in *The Stories We Live By*. From an ecolinguistic perspective, metaphors are understood not merely as stylistic features but as ideological structures that shape social perceptions and patterns of behavior. In this regard, the study examines how multivitamin advertisements construct narratives related to health, productivity, youthfulness, vitality, and self-improvement. The analysis further investigates whether these metaphorical constructions promote holistic and sustainable understandings of wellness or reinforce consumerist, mechanistic, and performance-oriented views of the human body.

5.4. Multimodal Analysis

In addition to verbal analysis, the study employs multimodal discourse analysis based on the framework proposed by Gunther Kress and Theo van Leeuwen's Multimodal Discourse Analysis. This stage focuses on the relationship between textual and visual elements in constructing metaphorical meanings. Particular attention is paid to visual features such as color, gaze, posture, facial expression, layout, typography, spatial arrangement, and symbolic imagery. The analysis explores how these multimodal resources work together to reinforce persuasive representations of wellness in advertising discourse.

Furthermore, previous studies in multimodal metaphor research, particularly those informed by George Lakoff and Mark Johnson Conceptual Metaphor Theory, emphasize that metaphor in advertising is not only linguistic but also visually embodied and culturally situated. Forceville (1996, 2009) argues that pictorial and multimodal metaphors play a central role in shaping consumer interpretation by integrating verbal slogans with visual cues. Similarly, Pérez-Sobrino (2017) highlights that advertising discourse frequently relies on cross-modal mappings where abstract concepts such as "wellness" are represented through bodily, natural, or luminous imagery to evoke positive emotional responses. These perspectives support the claim that meaning in health advertisements emerges through the synergistic interaction of semiotic modes, making multimodal analysis essential for uncovering implicit persuasive strategies embedded in contemporary advertising discourse.

6. Data Analysis

Image .1



Metaphors are, according to Stibbe's theory of “stories-we-live-by”, ways of seeing, thinking about health, the body and well-being. Wellness is symbolized in this ad in multiple conceptual metaphors that imply a specific ideology of wellness. The biggest metaphor used in the advertisement is the brain is likened to a bright, expanded and physically attached to the bottle of the supplement. The bright brain represents brilliance, acumen and high mental ability. The image implies that the supplement directly contributes to improved cognitive functioning and school performance. The Urdu slogan, “کیا آپ کی یادداشت کمزور ہو رہی ہے؟” (“Is your memory becoming weak?”) sets up a problem-solution structure. The supplement is marketed as a cure for mental weakness. This metaphor gives wellness a more abstract feel than just health; it is seen as mental function and productivity. Stibbe sees this as forming an ideological “story” that dependence on commercial goods is what is needed to bring about human wellness. Health becomes a commodity and is associated with enhancing performance instead of promoting overall wellness.

The bright link between the brain and the bottle metaphorically suggests that the brain is a machine that can be “powered up,” “boosted,” or “recharged” with supplements. This is similar to the metaphor of the machine used in many advertisements for health products that present the human body as a machine that needs to be 'fed'. These images serve to perpetuate the idea of a consumerist society, suggesting that natural mental capabilities are not enough, and that a mix-up of drugs is necessary. The supplement turns into symbolically the fuel or energy of the brain. Wellness is presented through the text as an achievement, efficiency and a productivity with the phrases “performance”, “energy” and “memory booster”. The ad implies a connection between cognitive health and academic and social achievement. Wellness is thus built on high

performance and competitiveness, rather than balance and harmony. Stibbe's ecosocial imaginative approach would question the narrative that sustains the notion of health as consumption, productivity, and optimization. Multimodal discourse analysis takes the view that meaning is created when linguistic and visual modes come together within the context of the advertisement

6.1. Salience and Visual Hierarchy

The main feature of the advertisement is the brain, which is unusually large, placed in the middle of the picture. It emits an orange light and is detailed as realistically as possible. This immediately points out to the viewers the point of cognition and mental power. The supplement bottle is placed directly under the brain, which is a visual indication of causality – the product supports or creates brain power. Kress & van Leeuwen say that salient features are size, colour contrast, lighting and positioning. All of which are strongly employed here. The elements of size, color contrast, lighting and positioning greatly contribute to the salience, as Kress and van Leeuwen explain.

The brain/bottle interaction gives off a glowing effect, which is a symbolic process. The light is used as a visual symbol of energy, activation, intelligence and neurological stimulation. This symbolic imagery helps to reinforce the metaphor WELLNESS IS ENERGY. The two hands holding the bottle add another symbolic element of trust, support and care. It looks like this is a valuable and strong item almost like a life enhancing item. The advertisement employs warm orange and red colors in the brain and bottle. These colors traditionally represent: energy, strength, stimulation, vitality and alertness. The white background makes the image appear clean and creates a sense of purity, safety, and reliability, typical characteristics of pharmaceutical advertising. The brain is situated above the supplement, which forms a top-bottom structure. According to the Kress and van Leeuwen model, the top section will often be the “ideal” and the bottom section, the “real.” In this one, the bottle stands for the actual stuff needed to attain the ideal condition of intelligence and mental prowess, accomplished by the brain. This compositional arrangement further enhances the convincing structure of the advertisement.

The verbal text and images are integrated. The question of 'weak memory' sets up the anxiety and concern, and the enlarged, glowing brain and supplement bottle give immediate reassurance. The result is a compelling story in which the product is the answer to cognitive decline – a multimodal interaction. The ad is a compelling “story of wellness,” one in which the brain can be enhanced for greater mental health, intelligence, and productivity with pharmaceuticals. An eco-linguistic view of the advertisement will take the attitude of a health ideology consumerist and performance-based. At the same time, the multimodal approach of Kress and van Leeuwen shows how visual language components like salience, color, composition, symbolism and textual integration help to

build a persuasive metaphorical representation of wellness. The advertisement is thus not just a sales pitch for a vitamin supplement but an ideology of cognitive perfection, productivity and self-enhancement through consumption.

Image 2



This advertisement can be analyzed through the combined perspectives of Arran Stibbe’s ecolinguistic metaphor analysis and the multimodal discourse analysis of Gunther Kress and Theo van Leeuwen. The advertisement promotes iron gummies for children and constructs wellness through ideas of power, energy, growth, and superhero-like strength. Both verbal and visual elements work together to create a persuasive representation of health and strength.

From Stibbe’s ecolinguistic viewpoint, the advertisement creates a metaphorical “story” in which wellness is linked with power and unusual ability. According to Stibbe (2021), metaphors shape the ways people understand reality and effect cultural attitudes toward health, lifestyle, and consumption. In this advertisement, the slogan “Power up Your Kids Daily” proposes that children need an external source of energy in order to become active, intelligent and physically strong. The phrase “power up” metaphorically presents the child’s body as a machine or electronic device that needs charging or fueling. This reflects what Lakoff and Johnson (1980) describe as conceptual metaphor, where one domain of experience is understood in terms of another.

The superhero characters further support this metaphorical construction. The animated children wearing masks and capes symbolize strength, confidence, courage and exceptional ability. Through these visual representations, the advertisement constructs the conceptual metaphor WELLNESS IS SUPERPOWER. The gummies are therefore presented not merely as nutritional supplements but as sources of renovation that can enhance children’s physical and mental abilities. From an ecolinguistic viewpoint, such representations promote a consumerist ideology in which wellness and child

development are closely connected with commercial products rather than natural lifestyle practices.

The advertisement also frames wellness in terms of performance and productivity. Expressions such as “Brain & Focus,” “Energy & Vitality,” “Healthy Growth,” and “Boost Immunity” associate health with achievement, activity, and optimization. Instead of presenting wellness as balance or holistic well-being, the advertisement emphasizes enhanced performance and efficiency. Stibbe (2021) claims that contemporary media discourse often promotes stories of self-improvement and bodily optimization through consumption and this advertisement clearly reflects such narratives.

From the perspective of multimodal discourse analysis, meaning is created through the interaction of language, color, layout, imagery and visual alignment. According to Kress and van Leeuwen (2006), visual elements function as semiotic resources that communicate ideological and social meanings. In this advertisement, the supplement bottle is positioned at the center, making it the most visually dominant element. Its central placement, large size, and bright illumination immediately attract the viewer’s attention and establish the product as the key source of power and vitality.

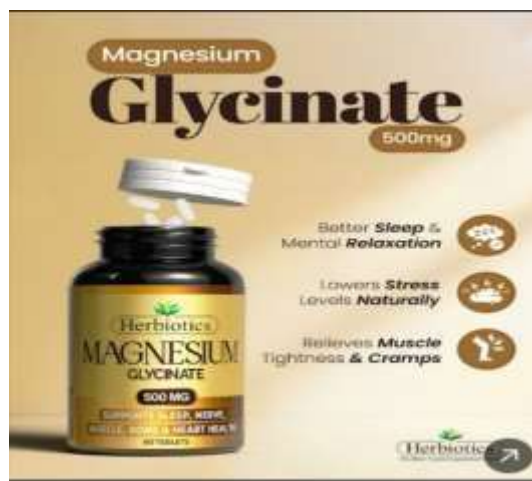
The use of bright orange, red, and yellow colors further contributes to the persuasive effect of the advertisement. These colors commonly symbolize energy, excitement, warmth, action, and strength. The glowing background and radiating light around the bottle visually reinforce the metaphor of energy and activation. Similarly, the superhero costumes and confident body postures of the animated children create meanings related to bravery, empowerment, and success. As Kress and van Leeuwen (2006) explain, visual salience, color intensity, and composition guide viewers toward preferred interpretations of images.

The composition of the advertisement is also significant. The slogan appears at the top of the image, representing the ideal message of empowerment and strength, while the product is positioned centrally as the practical means of achieving that ideal. The smiling faces and direct gaze of the characters establish emotional engagement with viewers, especially parents and children, and create a sense of trust and positivity.

The advertisement additionally contains examples of Ideational Grammatical Metaphor (IGM), a concept developed within Halliday’s Systemic Functional Linguistics. Nominalized expressions such as “Energy,” “Vitality,” “Healthy Growth,” and “Boost Immunity” compress actions and processes into abstract noun forms. For instance, instead of saying “helps children grow healthily,” the advertisement uses the nominalized phrase “Healthy Growth.” According to Halliday and Matthiessen (2014), such grammatical metaphors are commonly used in advertising and scientific discourse because they create a more formal, technical, and authoritative tone. In this

advertisement, these expressions make wellness appear measurable, scientific, and commercially attainable. Overall, the advertisement combines metaphorical language, visual symbolism, color, and composition to construct a persuasive narrative of wellness. Through the integration of ecolinguistic and multimodal strategies, it promotes the idea that children's health, strength, intelligence, and success can be enhanced through the regular consumption of vitamin supplements.

Image 3



Here is another supplement to be analyzed metaphorically and multimodality. It is a promotional image for Herbiotics Magnesium Glycinate. This analysis profoundly unpacks the visual, textual, and ecological layers of the advertisement by expanding on the specific toolkits provided by Gunther Kress and Theo van Leeuwen's **Multimodal Discourse Analysis (MDA)** and Arran Stibbe's **Ecolinguistic Framework**.

Kress and van Leeuwen (2006) view visual design not as a matter of mere aesthetics, but as a structured grammar that constructs social relations, power dynamics and ideological messages. the product bottle has been positioned on the left side of the canvas. In visual semiotics, the left represents information that the viewer is already assumed to know, accept or take for granted as a baseline of reality. By placing the physical product here, the creator establishes the existence of the bottle as an objective, undeniable announcer of the discourse.

The right side displays the three major health claims (Sleep/Relaxation, Stress Reduction, and Muscle Relief). The right represents the "New"—something the viewer does not yet possess but is invited to discover. The layout structurally argues: *Start with this bottle (Given), and it will transform into these idealized psychological and physical states (New)*.

The upper third of the advertisement is subjugated by the words "Magnesium Glycinate" in a massive, elegant font, accompanied by the floating capsules. This space

represents the "Ideal"—the generalized, emotive promise of aspiration, health and a stress-free life. It is the abstract, desirable concept. The lower portion grounds the image. It features the product label, the explicit count ("60 Tablets"), and the secondary brand logo. The bottom represents the "Real"—the commercial, pragmatic reality of what you actually buy at a pharmacy counter to achieve the "Ideal" presented at the top.

Salience determines what catches the viewer's eye first. The heaviest weight is given to the word "**Glycinate**" due to its scale and dark contrast against the warm cream background, followed immediately by the golden product bottle. There are no harsh borders or "framing lines" separating the bottle from the text. The background is a seamless, continuous gradient of light. This lack of sharp boundaries signifies **connectedness**; it implies that the product and the healthy lifestyle benefits flow into each other naturally and cannot be separated. If we analyze and classify the concept embedded in the image the following points get prominent that break down the abstract idea of "health" into three distinct carriers (possessive attributes):

1. The ZZZ/Moon Icon: Represents the attribute of sleep.
2. The Lightning Brain Represents the attribute of mental stress.
3. The Cramping Leg Icon: Represents the attribute of physical pain.

By classifying human suffering into these three neat, iconic boxes, the ad classifies the product not as a ambiguous tonic but as a precise and targeted multi-tool for the modern lifestyle. Arran Stibbe's ecolinguistic framework does not just look at grammar; it critiques the "**Stories We Live By.**" These are systemic, culturally embedded narratives that influence how humans treat their own ecology (their bodies) and the wider natural ecosystem.

The advertisement features the phrase: "**Lowers Stress Levels Naturally**". From an ecolinguistic perspective, this is a powerful **Framing Device**. The word "naturally" activates a cognitive frame associated with forests, rivers, organic growth and ancestral human harmony with the earth. However, this frame exists in deep ideological contradiction with the visual reality of the product. The magnesium is processed, chemically bound to glycine in a laboratory, compressed into uniform white synthetic tablets via industrial machinery, packaged in a plastic bottle and sealed with a manufactured flip-top cap. Being an **Ecolinguistic Critic one can say that** the text uses the "Natural" frame to mask an industrial process. It exploits the consumer's innate love for and trust in nature, to sell a highly manufactured and commercial commodity. It reassures the consumer that buying a plastic bottle of pills is an act of returning to nature.

Stibbe heavily critiques discourses that treat the human body as a mechanical object rather than a dynamic biological ecosystem. This advertisement relies on the underlying metaphor of **The Body as a Machine**. The icons on the right separate exact bodily systems—a brain under an electrical storm (lightning bolts) and a leg

experiencing mechanical friction (jagged lines). These visual metaphors indicate that the body is a collection of separate mechanical parts inclined to breaking down or short-circuiting under the pressures of modern life. Instead of suggesting ecological solutions to stress and poor sleep such as changing one's environment, reducing labor hours, spending time in nature or altering dietary ecosystems the advertisement positions the **500mg capsule** as an external chemical calibrator. The story being told is that a human being can maintain an exhausting, high-stress, anti-ecological modern lifestyle indefinitely, provided they purchase the correct chemical inputs to artificially reset their internal machinery.

The brand name **Herbiotics** is a highly strategic linguistic construction that merges two distinct ideological worlds: The "Herb" component appeals the ancient story of traditional treatment of different physical disorders with the help of natural herbs utilizing native knowledge, safety and direct nourishment from the soil. It implies that the product is gentle and derived from God's earth. The "Biotics" component **tells** the story of modern Western clinical medicine, laboratory precision and biochemical authority. By fusing these terms, the brand creates a new and hybrid story: *This is a product that possesses the soul and safety of nature, but the power, concentration, and validation of modern laboratory science.* This dual-narrative plan effectively neutralizes any skepticism a consumer might have toward either raw herbalism or pure pharmaceuticals.

Green is the traditional color of ecology but this ad opts for gold and warm amber. Gold shifts the metaphor from "Environmentalism" to "**Resource Value.**" It tells a story of nature as a treasure chest to be mined for premium health optimization rather than an ecosystem to be protected. Ecolinguistics is deeply concerned with what text and images *omit*. The advertisement completely deletes the ecological footprint of the product. There is no visual hint of the chemical factories required to synthesize magnesium glycinate, the extraction processes of mining raw magnesium minerals and the environmental reality of the plastic container. The product is presented as clean, spotless and wholly removed from ecological consequences.

Image 4



Visual grammar follows the premise that every aspect of an image - from the angle of a shadow to the density of a typeface - has an ideology and interpretation. Kress and van Leeuwen's research confirms that the curve is strongly linked to the western literacy patterns, flowing from left to right. The large white bottle with a strong contrast is on the left. Uses empirical fact presentation. It represents what the consumer already "knows", his/her own physical existence, the awareness of vitamin deficiencies and their recognition of the Scotmann brand. Clean, blue iconography and a visual escape route, a literal window looking out to the sky is found on the Right hand space. The "New" is the promise of being freed from the decay of the body's structure.

The reading path is created to move the eyes to direct from the industrial object (Left) to the natural scenery (Right). It semi-metaphorically implies the product is the means of getting the consumer to an improved reality. "A SMARTER PATH TO STRONGER BONES" is at the top of the absolute top. The text is generalized, ideological and emotive in nature. Does not explain how bones get stronger, only sells the high status idea of a "smarter" life. The bottom, however, was the practical, business-like anchor with text in a casual cursive script which reads "Flat 11% off." It takes the viewer out of abstract philosophical discussion, where they ask themselves "What is a better way to do it?," and back into the real world of capital transactions, where they ask themselves "How much will I save?".

Salience is created by a sudden switch of focus. The product bottle is rendered with crisp, hyper-real clarity—all the fine print on the product label is clear. On the other hand, the background (the window pane and curtains) become a soft, overexposed photographic blur that creates a hierarchy of importance: the domestic environment is secondary and soft, whereas the commercial product is sharp, urgent and undeniable.

6.2. Modality and Truth-Value Configurations

Modality refers to the status of an image's validity. This advertisement carefully calibrates two distinct types of modality. The bottle itself displays high modality through realistic light reflections, gradients on the plastic cap, and precise drop-shadows on the windowsill. This reassures the consumer of the product's physical, pharmaceutical legitimacy. There is Low Abstract Modality (Iconography) as well. The circular icons on the right use plain white vectors inside blue circles. They do not show actual, gory medical photos of human bones or joints. Instead, they abstract the human body into clean, safe, clinical symbols, neutralizing the viewer's fear of aging and physical vulnerability.

The prominent text "STRONGER BONES" and the circular icons utilize a deep, clinical blue. In visual communication, blue is universally coded to represent clinical authority, scientific rigor, cleanliness, and sterile safety. It reassures the subconscious mind that the product is backed by medical science. There is a range of colors on the label. The label features a vibrant yellow sun burst. Yellow injects vitality, energy, warmth, and biological optimism into an otherwise cold, blue-and-white clinical palette.

Arran Stibbe's (2015) ecolinguistic framework evaluates language and visual choices based on the "**Stories We Live By**"—the deeply ingrained cultural narratives that dictate how we interact with our bodies, our societies, and the wider living world.

The headline "A SMARTER PATH" sets up a problematic narrative binary: For millennia, the human body maintained skeletal health through an ecological loop: skin exposure to sunlight is a sustainable source of Vitamin D, which paired with dietary minerals to maintain bone density. It implies that human technological involvement is superior to the natural ecosystem, encouraging consumers to view their health as a product of chemical manufacturing rather than environmental harmony.

Stibbe warns against discourses that reduce the living world or the human body to an industrial machine. This advertisement relies heavily on **The Body as a Machine** cognitive metaphor. The abstract icons on the right isolate specific structural components, the structural columns (bones), the hinges (joints), and the terminal architecture (hands). The body is not treated as an interconnected, breathing ecosystem that responds holistically to fresh air, movement, and emotional peace. Instead, it is treated as a mechanical scaffold that is suffering from structural wear-and-tear. To fix this machine, the advertisement does not suggest lifestyle or environmental changes; it

offers a precise, concentrated chemical calibrator to bolt the mechanical joints back into place.

The advertisement is saturated with the concept of the sun: the brand name is *SunnyD*, the label has a literal sun rising over an implicit horizon, and the bottle sits in an abundance of natural light streaming through a window. This is a textbook example of **Masking**. The advertisement uses the consumer's innate, evolutionary trust in the sun to wrap around a highly processed, lab-synthesized, industrially packaged pharmaceutical product. It masks the chemical factory reality by substituting it with the emotional romance of a bright morning sky.

The advertisement completely erases the life-cycle of the product. The bottle sits immaculately clean on a pristine white ledge. There is an absolute erasure of the industrial laboratory complexes required to synthesize *different* chemical ingredients to strengthen our body. By deleting these ecological costs, the consumer is allowed to feel that buying this product is a pure, clean, and entirely eco-friendly act of self-care.

When evaluated under the microscope of critical discourse analysis, the *Scotmann's SunnyD Pro 10000* advertisement reveals itself to be a highly persuasive piece of commercial-ecological bombast. Through its balanced, eye-level framing and authoritative use of clinical blues (Kress 2006), it successfully establishes an intimate, professional bond of trust with the consumer. Simultaneously, it addresses the deep anxieties of modern, indoor-dwelling urban humans who feel their bodies weakening from an unnatural lifestyle. Rather than pointing the consumer back toward an ecological reconciliation with the natural world, it utilizes the visual language of nature to sell an industrial artifact (Stibbe). It expertly codifies the dominant consumerist story of our era: that nature is an inefficient system that our bodies are broken machines, and that true health is a premium commodity packaged in a plastic bottle, available at an 11% discount

Here is the comprehensive structural analysis of the collected data for the analysis

Source Domain (The Concept Used)	Target Domain (How Wellness is Perceived)	Key Linguistic Expressions / Keywords	Psychological & Behavioral Impact on the Individual
Physical capacity, muscle power, building a fortress, resilience	The internal capacity to endure or resist physical breakdown.	<i>Build immunity, high tolerance, robust health, unbreakable spirit, iron constitution</i>	Focuses heavily on personal responsibility, active physical conditioning, and resilience; weakness is seen as a personal failure
Armor, shields, weather barriers, defense	Preventive measures that keep external threats	<i>Shield against germs, immune barrier, protective</i>	Encourages defensive behaviors, risk aversion, and prevention (e.g., sanitizing,

mechanisms.	from penetrating the body.	<i>layer, guard your health, safeguard</i>	masking, taking vitamins to "ward off" illness).
Fuel, batteries, electricity, light, renewable resources.	Vitality, stamina, and the capacity to function	<i>Recharge your batteries, feeling drained, bursting with vitality, low fuel, burning out</i>	Views health as something quantifiable that can be spent or

7. Conclusion and Discussion

In this research the research has explored that the language of multivitamin products are highly ideological and persuasive. By incorporating natural, physical, psychological and economical lexis and metaphors the industrialists and manufacturers made up the mind of the people to accept and naturalize the stories told by the ads. Through multimodal analysis we came to know that three colors, patterns, characters, font size, bottle shape etc. everything is designed purposefully. Arran stibb's concept of metaphor and framing the thinking patterns of the users of the particular supplement help a common man to understand the linguistic power behind the medicine companies which are taking modern man away from natural food resources. This research may be helpful for the students of ecolinguistics and Ecolinguistic discourses.

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