

National Identity and Persuasion: Rhetorical Analysis of Patriotism in Pakistani Advertisements

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Abstract

In an age of rapidly changing media landscape, this study offers an inclusive examination into Pakistani advertisements. It examines the rhetoric and persuasive strategies in determining national identity through patriotism. The Elaboration Likelihood Model (ELM) by Petty and Caccioppo (1986) applied to understand the persuasive message through Pakistani advertisements. Social Identity Theory (SIT) by Tajfel and Turner (1979) applied to analyze the shared national identity and the construction of reinforcement in Pakistani ads. It addresses the ultimate question of how advertisers proficiently navigate complex cultural symbols, historical references, linguistic diversity, as well as digital platforms to vibrate with diverse viewers, all while adopting a sense of unity. A qualitative method was used for this study. A purposive sampling was used for this study to select the different advertisements related to patriotism and national identity. Different Pakistani 10 advertisements were collected from social media like Instagram, Facebook, twitter, tiktok, television broadcasts, and YouTube that are used to view the advertisements. The data was collected from January 2020 to February 2022. These advertisements arranged to obviously feature the historical references, cultural symbols, rhetorical strategies, visual semiotics as well as linguistic elements to seize the details of creating national identity. Moreover, the Social Identity Theory exposes advertisements' exclusive skill to tie local feelings with global associates, thus expanding the pledges among Pakistanis both within as well as beyond topographical limitations. By opening the apparatuses supporting persuasive communiqué, this study not only deals useful insights for advertisers, experts, as well as policymakers but also improves academia by addressing gaps in current literature. Furthermore, this paper emphasizes the role of linguistic diversity, historical references, and visual semiotics in shaping insights of national identity. It highlights the implication of digital platforms in adopting collective identity. The implications of this research resonate beyond the academic domain, spreading to educational institutions for increasing critical thinking skills around national identity. For future researchers, this study helps as a plan for assimilating persuasive strategies that illumine patriotism as well as national pride. In the rapidly growing landscape of media, this research highlights the fundamental role of advertising in raising unity while implementing the rich drapery of variety that symbolizes the nation.

Keywords: Pakistani advertisements, visual rhetoric, national identity, patriotism

1. INTRODUCTION

1.1 Background of the Study

The complex relationship between persuasive communication and national identity has its own significance in the field of advertising, where textual as well as visual elements proficiently show the spirit of patriotism. A rich historical heritage as well as cultural

diversity shown in the context of Pakistani advertisements, they show how collective identity is explored through the variety of advertisements. And it is a collective attempt to show the national identity through the persuasive strategies. In 1947, Pakistan appeared as an independent state, boarded on a drive to explore its national identity within the difficulties of its multi-lingual, multi-religious and multi-ethnic landscape (Ahmad, 2016). A comprehensive sense of belonging was established when the nation was built because they faced numerous challenges i.e. linguistics variations, historical tussles, and the national identity (Iqbal, 2015). Different provinces in Pakistan rooted the beauty of regional identities like Baluchistan, Khyber Pakhtunkhwa, Sindh, Punjab alongside the vibrant cultural identity of Azad Jammu and Kashmir as well as Gilgit-Baltistan donate to a vivacious variety that formulates the foundation of the society of Pakistan (Nabi, 2017). The assessment of national feelings and the social change assisted a mirror replicating through Pakistan's history. The vision of nationhood boomed broadly through these campaigns and boomed the Pakistani identity of unity, respect, nationhood and consolidation. A big change came in Pakistan in last few decades in the field of digital transformation.

The digital platforms as well as advertisements brought a big change to create a sense of national identity in the people. The impact of advertisements and the popularity of social media networks, online streaming services and t.v channels came in the ear of digitalization (Thompson, 2017). In this way, a new window pops up for the advertisers to gain the popularity in Pakistan even in other countries as well (Haque, 2021). To strengthen the nation's pride and how the audiences feel and express, the advertisers shape and bring a new tone of advertisements in front of the people to arouse their sentiments. To arouse a sense of collective identity linguistics themes, cultural symbols as well as historical references are entrenched through the advertisements. It spreads the cultural diversity and national identity for the population (Khan, 2019). Advertisers create an ingenious combination of visualization and persuasive strategies through the advertisements and create sentiments to arouse the feelings of the nation that go away from the language as well as location (Craft, 2020). To connect with local audiences through the advertisements the question rose for the Pakistani advertisers that how they manage to evoke the feelings of the local people. The digital advertisements are a big source of connectivity for them to connect with their loved ones (Rizvi, 2018). Advertisements act as outlets for diasporic Pakistanis to contact as well as involve with descriptions that propose longing, nurturing a sense of belonging across boundaries. The country's advertisers got a good position to create the content on patriotism for the people to arouse their sentiments for loyalty; they conveyed the feelings through social, political, religious and supportive advertisements.

1.2 Research problem

There is a deep and multifaceted demesne of Pakistani advertisements; it creates a multi-dimensions research challenge that rotates around the dynamic interaction between persuasive communication, recreation of patriotism as well as national identity. This study explores a critical question of how Pakistani advertisements strategically employ visual and rhetorical methods to arouse patriotic feelings and pay to the change of a resilient national identity. This research problem spreads to discovering how advertisers expertly attach with local feelings and global diasporic ties through digital platforms. As such, the outsmarting research task pursues to untie the

difficult strategies engaged by advertisers, crossing the details of cultural symbols, linguistic differences as well as digital channels.

1.3 Research questions

1. How do Pakistani advertisers make people feel patriotic and proud of their country by showing visuals and language in their ads?
2. How do Pakistani ads show love for the nation by presenting language, history and symbols?
3. How do advertisements that blend local emotions with global connections unite Pakistan's diverse identity?

1.4 Significance of the research

By investigating into the persuasive techniques as well as visual narratives engaged by advertisers, this study not only exposes the creativity behind creating message that reverberate with diverse audiences but also reveals the delicate ways in which advertisements become vehicles for cultural commentary. This research grasps the potential to illumine the vibrant relationship between tradition as well as modernity, and the role of media in determining perceptions of nationhood. Additionally, its inventive approach to examining visual and rhetoric strategies deals visions that vibrate not only within academia but also vibrate throughout the advertising industry, inspiring advertisers to hold innovative methods that raise unity and suggest open emotions. This research augments our considerate of the mutual dance between culture, media as well as patriotism in a hastily developing world.

1.5 Research objectives

- To analyze the portrayal of shared national identity and patriotism using visual and rhetoric strategies in Pakistani ads.
- To examine how Pakistani ads use history, cultural symbols and language to portray a unified national identity and foster patriotism.
- To explore how advertisements show Pakistan's diverse identity by blending local emotions with global connections.

2. LITERATURE REVIEW

The connection of persuasive communication as well as national identity gained scholarly attention within the land of advertisements especially in the context of culturally diverse societies. Scholars discovered how patriotism as well as collective pride shaped through the advertisements while reveal the intricacies of social narratives. The literature review pursues to illumine the key themes, tendencies as well as insights that appeared from previous research in the area of persuasive communication and national identity to reveal the patriotism. The concept of national identity widely discovered. The parallel relationship between cultural identity as well as advertisements highlighted by Thompson (2017) and Khan (2019). How objectives as well as social values are emphasized through the advertisements. These results suggest that advertisers purposefully incorporate cultural symbols and historical references to induce unity as well as patriotism. Furthermore, the inspection of how visual elements and rhetoric function in advertisements raise a topic of research. In Craft's study (2020), a comprehensive analysis showed on the use of rhetorical strategies in persuasive communication. The study mainly centers on the influence of language as well as

narrative techniques in influencing narratives that circle around national identity. At the same time, Bhojani (2020) discovers the visual signs in ads, enlightening how well-known pictures and symbols produce feelings of association and pride. The advent of social media carried about a transformative shift in advertising, reforming its effect on the notion of national identity. Rizvi's study (2018) examines how the digital age allows advertisers to go beyond environmental limits, imitating relations with dispersion sets and sharing cultural stories. Building upon this, Nasir (2020) investigates into the impact of digital platforms in edging how Pakistani expatriates observe their national identity.

2.1 Previous studies

Previous research lightened diverse features of how persuasive communication and national identity interrelate in the context of Pakistani advertisements. However, certain gaps persist, underscoring the need for comprehensive exploration. While current research moved on the influence of cultural symbols as well as linguistic diversity in determining advertisements, a noteworthy avenue leftovers unexplored, the complicated mixture of these essentials to include the multidimensional landscape of Pakistan's identity. Thompson's (2017) and Khan's (2019) studies delivered a base for understanding the connection between cultural identity as well as advertisements. Though, their choice compromises limited insights into how advertisers competently accomplish the subtle balance between local identities as well as a united national identity. Furthermore, while Rizvi (2018) and Nasir (2020) renowned the role of digital platforms in increasing the spread of advertising, their importance often lies on the Pakistani dispersion. A gap happens in realizing the influence of digital communication on local audiences and how advertisers use these platforms to improve cohesion among diverse societies. Additionally, the shades of linguistic diversity as well as historical narratives in advertisements request closer examination, given their essential role in Pakistan's national identity drapery (Iqbal, 2015). The study of national identity as well as persuasion in the context of Pakistani advertisements produced a considerable body of research that arrests the complex association among shared emotions, communication as well as culture.

This section widely explores current literature to disclose visions, tendencies as well as gaps that fix the way for this research. To comprehend the complex connection between advertisements and national identity, scholars like Thompson (2017) emphasized advertising's deep consideration of social values as well as aspiration. Thompson emphasizes that advertisements act as the mirror of culture, providing perceptions into a nation's spirit as well as self-perception. Through examining iconic symbols, linguistic influences and historical orientations, Khan highlights how advertisers competently join these essentials to provoke spirits of patriotism as well as collective pride. Craft's work (2020) spreads the examination of rhetoric by examining textual and description strategies in creating persuasive messages. She highlights language's essential role in determining national identity narratives, enlightening how rhetorical strategies can induce bridge cultural gaps as well as emotions. Bhojani's research (2020) emphasizes the semiotics of visual image in ads. Through an inspection of emblematic imagery, Bhojani discloses how visuals efficiently activate a sense of harmony as well as belonging. In the age of digital development, Rizvi (2018) and Nasir (2020) explain how digital platforms figure out the formation of national identity in advertising. Rizvi's examination of digital advertising in the Pakistani dispersion proves its aptitude to preserve cultural connections across

detachments. Nasir augments to this, showcasing how digital media authorizes advertisers to fortify dispersion relations as well as intensify patriotic descriptions.

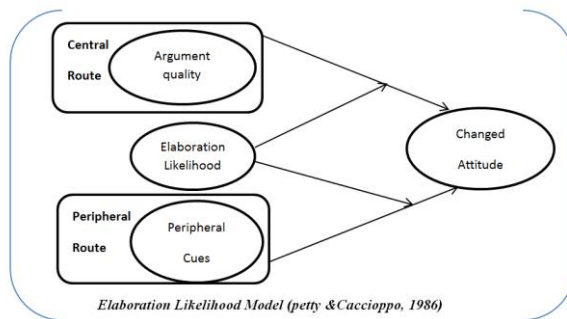
Though, among this examination, particular gaps persevere, functioning as the rationale for this study. A distinguished gap includes the comprehensive examination of how advertisements direct Pakistan's complicated linguistic diversity. Nevertheless of the cultural significance of linguistic associations, the scope to which advertisers deliberately join linguistic qualities to nurture unity while devotion diversity leftovers ineffectively examine. Similarly, the complicated representation of historical insinuations in advertisements permits deeper inspection, particularly in terms of their role in adopting collective recollection as well as a shred identity (Hassan, 2018). Additionally, a gap occurs in spreading the discourse on how digital assignation works within local viewers. While research discovered its influence on dispersion societies, there remnant a necessity to investigate into how digital platforms deliberately attached to vibrate with the diverse variety of Pakistani societies within the nation itself. To address these gaps, this research pursues to assume a scrupulous analysis of precise Pakistani advertisements. By interweaving fundamentals of linguistic reverberation, historical references, digital communication as well as visual semiotics, this research purposes to decode into this attempt, revealing the apparatuses that reinforce the constructing of persuasive messages accomplished of echoing intensely within Pakistan's diverse social drapery. As this study routes these unknown areas, its goal is not exclusively to augment academic debates, but also to deliver media professionals, advertisers as well as policymakers with valued visions that bring into line with the developing land of cultural communication as well as terminologies of national pride.

Though the existing body of literature offers valued identifications regarding the complicated interaction between national identity as well as persuasive communication in Pakistani advertisements, definite gaps persevere, demonstrating conceivable opportunities for profounder examination. An apparent emptiness happens regarding the complicated relationship between regional individualities as well as a united identity. While Thompson (2017) and Khan (2019) discovered linguistics characteristics and cultural symbols, a research gap leftovers in sympathetic way how advertisers successfully accomplish the compound chore of recognizing diverse regional identities while humanizing a paring wisdom of patriotism. Talking this gap requires a thorough examination of how advertisements complement cultural specificity with a wider national description. Furthermore, the association between linguistics varieties as well as the shape of national identity through the advertisements remnant incompetently discovered. Notwithstanding the implication of linguistic diversity in Pakistan's social countryside, its effect on persuasive communication is not carefully inspected. While Craft's research (2020) investigates into rhetoric, there's a gap in understanding how advertisers efficiently use linguistic differences to craft communication that vibrate with different language communities. Linking this gap needs an examination into the strategies engaged by advertisers to include linguistic tones, stimulating both shared cultural descriptions as well as union. By addressing these gaps this study aims to investigate a deeper indulgent of Pakistani advertisements artistries messages that bond cultural gulfs, induce patriotism as well as create a collective sense of national superiority.

3. RESEARCH DESIGN

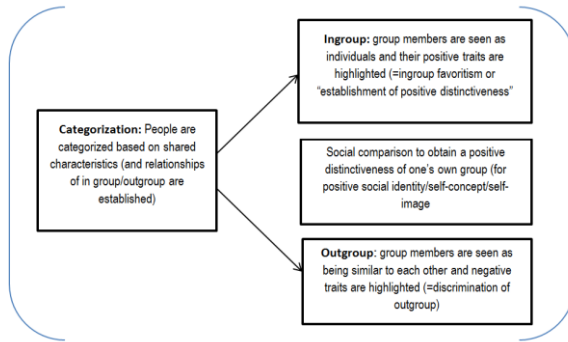
The study applied a qualitative research design to investigate into the elaborate relationship between patriotism, national identity, and persuasive communication within Pakistani advertisements. A qualitative method allows the researcher to investigate into the original meanings; symbolic depiction as well as cultural shades entrenched within the selected advertisements. A purposive sampling method was used to select a diverse range of Pakistani advertisements to analyze several themes as well as areas. Different Pakistani 10 advertisements were collected from social media like Instagram, Facebook, twitter, tiktok, television broadcasts, and YouTube that are used to view the advertisements. The data was collected from January 2020 to February 2022. These advertisements arranged to obviously feature the historical references, cultural symbols, rhetorical strategies, visual semiotics as well as linguistic elements to seize the details of creating national identity.

Different ads were selected i.e. Pakistani flag, Pakistani cuisine, supports, Pakistani brands that display patriotism by showing the persuasive strategies through their ads. Moreover, textual elements within the ads, i.e. taglines as well as slogans measured to distinguish the linguistic qualities used to arouse sentiments of patriotism. Original open coding includes labeling themes and identifying, linguistic elements, cultural symbols as well as visual prompts existing within the advertisements. Subsequently, these codes characterized into broader themes linked to historical narratives, cultural identity as well as persuasive communication. Decoding the symbolic meaning carried through visual elements with the advertisements includes through semiotic analysis. This procedure reflects iconic imagery, color symbolism, and visual metaphor to distinguish how advertisements induce feelings and pay attention to the descriptions of patriotism. The theoretical framework of Elaboration Likelihood Model (ELM) as well as social identity theory (SIT) directed the analysis and provided the perceptions into appointment intricacies and the linked observers copy with their collective social identities.



The Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986) applied to understand the persuasive message through Pakistani advertisements. This model has two routes central route and peripheral route. In the context of the study, this model guided that how audiences receive the rhetorical and visual elements within the advertisements. Peripheral route involves the celebrity endorsement and emotional cues while central route characterized cultural symbols, historical references as well as appeals to logic. These two routes told that how patriotic sentiments used in Pakistani

ads. However, this study purposes perception into the cognitive paths viewers take to hold national identity indications.



Social Identity Theory (SIT) by Tajfel and Turner (1979)

Social Identity Theory (SIT) by Tajfel and Turner (1979) applied to analyze the shared national identity and the construction of reinforcement in Pakistani ads. It offers insights that how distinct social groups distinct individuals and how their behaviors and self-concepts are affiliated by these groups. In the context of this study, The SIT theory deals visions into how advertisements deliberately induce feelings of patriotism by pleasing to individual’s intellect of belonging to the superior national identity. This theory provides insightful perceptions that how pride as well as unity is shown through the advertisements and how the advertisers share collective identity in front of the audiences.

4. RESULTS AND DISCUSSION



Analysis of Pakistani flag

4.1 Cultural significance and thematic analysis

Pakistani flag is an influential symbol that presents nation’s cultural identity. Peace, and religious minorities are shown in white portion of the flag while Muslim minority as well as the background of Pakistan shown in green color. This flag shows the significance of shared national inheritance and presents the national pride and unity. Subsequently, it can be said that Pakistan’s flag shows cultural mirror that reflects the cultural pride. By applying Elaboration Likelihood Model (ELM) by Petty and Caccioppo (1986) central route of persuasion is perceived because it shows the people’s attitude as well as motivation towards their country. It presents the deep analysis by showing dual routes that people that highly involved in their national identity they tend to be more process the message. On the other hand, by applying the theory of social identity the flag signifies the social sense among its audiences. In group classification discloses that the flag fosters the sense of belongings and national

identity. The national flag's symbolic importance revealed by “us vs them” concept. It represents the Pakistan's national identity and shares commonality as well as provokes the feelings of pride for the people to stay connected and proud of their national identity.

Rhetoric analysis

Ethos and national identity

The meaning of the flag goes beyond areas as well as language, making it a symbol that carries the whole nation together. It connects viewers' dreams as well as shared values. However, flag presents the rhetoric strategies to bring into line with Pakistan's national values as well as collective identity. The advertisement purposefully works a symbolic reference by blatantly featuring the Pakistani flag. By leveraging a symbol that grasps cultural and historical significance, the ad knocks into nurturing wisdom of unity, pride and collective memory among audiences. The strong emotional connection that people have with Pakistan originates from the advertisement of the Pakistani flag. The visual of the flag swaying in the breeze induces spirits of talent, sovereignty as well as devotedness. When nation's historical references as well as challenges are remembered then these emotions become even stronger and make people feel proud and united.



Pakola Azadi offer analysis

The ad symbolizes historical change and contrasting two different color structures. The excruciating erection shows the image of Minar-e-Pakistan on the left side while right side of the ad shows the image of a bottle of Pakola. It pulls consideration to the crucial historical event of March 23, 1940. The picture of Minar-e-Pakistan in this ad presents a collective memory that arouses sentiments secured to Pakistan's establishment. The bold statement “PAKISTAN DAY GOLDEN JUBILEE” strengthened the ethos of tradition. It placed over the historical imagery. The continuity as well as the reverence for the past presented through the pairing of “Golden jubilee” and “Pakistan Day”. The phrase “A nation's evergreen choice for decades “spreads the ethos and offers the role of Pakola as a symbol of continuing tradition. It means the celebration is not just of the brand but also the journey of Pakistan, supporting with cultural identity and pride. The quotation “A momentous day that changed the frostiness of Muslims and India-and gave us Pakistan” presents the persuasive use and interlaces historical descriptions with product campaign. The management as well as pride exposed on the pakola's bottle on the green side.

Persuasive analysis

The advertisement offers an emotional appeal through the recreation of symbols as well as historical events, nurturing an emotional linking with the viewers. The Pakistan's joy as well as freedom evades the celebration of “70th BIRTHDAY CELEBRATION”. The

ad places Pakola as a contributor in the celebrity description, supporting its product with the spectators' patriotism as well as feeling. The "ICE CREAM SODA" tag in bold font attached with the iconic Pakola visual supports as a visual signal to appeal consideration. The advertisement inspires observers to participate in both the celebration of Pakistan's history as well as the feasting of Pakola products. The advertisement links tradition as well as modernism by containing historical symbols together with modern branding. The rhetoric and persuasive strategies are shown through this Pakola Azadi offer ad.



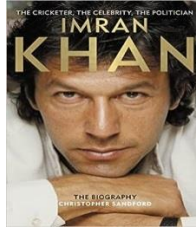
Analysis of Pakistani actresses' endorsement of PTI

Rhetoric analysis

The advertisement intentionally works as symbolism through the depiction of the PTI flag apprehended by two actresses. The flag shows the party's identity by depicting green and red colors along with the moon as well as star that is the emblem of the party's identity. It means they both of trying to shape the identity of Pakistan's future by showing the love for political party (PTI). And it shows the cultural identity with patriotism. The participation of the actresses in authorizing PTI boosts the advertisement's ethos as well as reliability. The actresses wore white suits with the image of Imran Khan showing their deep affection for PTI because they love their leader and want to see new Pakistan. They love their country and want to bring change by standing with their bold, straightforward and outstanding leader. The choice of their dresses symbolizes harmony, and purity, resonating with PTI's call for progress as well as change.

Persuasive and thematic analysis

The advertisement obviously works the persuasive method of celebrity certification. Through the authorization of well-known actresses, PTI purposes to form public opinion as well as safe support. This association nurtures a feeling of joining as well as appreciation, intensifying the persuasive power of the political description. The call to action strongly carried through the noticeable "OK" sign and "PTI" transcribed in white. The bold "OK" signs signals approval and agreement while the party's personalizes "PTI" strengthen the connotation. According to the ELM, the actresses' noticeable support for PTI, represented by their holding of the party's flag as well as combination of Imran Khan's appearance on their clothing, takes advantage of the peripheral route of persuasion. The social identity theory conveys the meaning of the depiction by shared identity elements in the ad. This strategic use of social identity elements intensifies the persuasive influence of the ad, as spectators are more likely to be predisposed by communication that reverberates with their group associations.



Analysis of Imran Khan's portrayal

Rhetoric analysis

This advertisement depicts the multilateral personality of a great leader Imran Khan who is the politician, the cricketer and the celebrity as well. This multilateral captures his different roles and endeavors. The iconic standing of Imran Khan presented by repetition of the word "the" before each role and its strengthening his result and implication. It shows the constant struggles of Imran Khan to change the future of the Pakistan. His youthful look with black hair as well as the posture of observation underlines his leadership as well as vitality. The golden-colored "Imran Khan" strengthens his iconic position, inducing a sense of reliability as well as confidence. The presence of "the biography Christopher Sanford" purposes as a literary reference. It presents a component of scholarship as well as expert, putting Imran Khan as a character of appreciation and education.

Persuasive and thematic analysis

The persuasive strategy deceits in the symbolic authority expected through the depiction of Imran Khan. The location of his hands under his chin carries a thoughtful as well as thoughtful deportment, inferring vision as well as knowledge. According to the use of intense visuals as well as convincing rhetoric, the ad pleads to viewers' central route processing, an element of ELM, by giving Imran Khan as a magnetic leader. This activates a profounder cognitive assignation where spectators measure the trustworthiness of his communication as well as position. According to social identity theory originates into production as the ad represents Imran Khan as a joining figure who signifies the ambitions and morals of the nation. By supporting himself with the wider social identity of Pakistani people, the advertisement nurtures a sense of association as well as collective superiority.



Analysis of National Hamary Khany

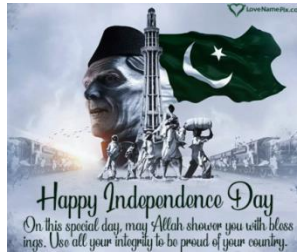
Rhetoric analysis

The advertisement deliberately employs rhetoric by highlighting the expression "National Hamary Khany" (our food) to appeal emotions knotted to cooking identity. The distinct words edge the involvement as a collective cultural matter, adopting a

sense of shared possession. The visual depiction of male as well as female outfitted in royal clothing reproduces the traditional as well as superstar nature of the cuisine. The traditional clothing reverberates with cultural identity by supporting influences to cultural symbols as well as applies. The depiction of the plate of rice with flapping steam shows as a visual illustration for the appealing feature of Pakistani cuisine. The vapor conveys associations of flavor as well as brilliance, attractive spectators to envisage the taste.

Persuasive and thematic analysis

The persuasive strategy pivots on the visual portrayal of alluring dishes i.e. chicken tikka, chicken karahi, chicken biryani, korma, as well as Haleem. Their appealing presence, like a bride and groom, supports the idea that involvement in these dishes is similar to partaking in a celebrity occasion. The dress of male and female facts, like traditional wedding dress, helps as a cultural symbol. Weddings are an essential part of Pakistani culture, and their picture in the ads attaches with watchers' communal cultural involvements. Through visually attractive imageries as well as persuasive language, the ad involves spectators through the central route of ELM. As according to the social identity theory this ad depicts the male and female figure relishing traditional Pakistani cuisine. This presents a sense of national identity and shared cultural inheritance, underpinning wisdom of fitting, patriotism as well as pride.



Independence Day analysis

Rhetoric analysis

This ad presents by highlighting imageries of Minar-e-Pakistan as well as Quaid-e-Azam. These iconic facts signify the establishment of history and leaders of Pakistan, inducing logic of respect as well as admiration. The usage of their imageries reverberates with the cultural identity by linking their spectators to their historical inheritance and the values they hoisted for.

Persuasive and thematic analysis

The persuasive strategy denigrations in the emotional connection recognized through the images of national icons as well as the context of Independence Day. The appearance of Quaid-e-Azam, Fatima Jinnah, and Minar-e-Pakistan arouse melancholy for Pakistan's establishment history, nurturing a sagacity of pride in the nation's expedition. This emotional linking brings into line with cultural identity theory's stress on shared historical descriptions. The persuasive plea comprises a call to unity as well as integrity. The expression "Use all your integrity to be proud of your country" inspires spectators to reproduce on their accountability as citizens. The examination of "Happy independence day" exposes a nuanced interaction of persuasion as well as rhetoric.

Through the central route of Elaboration Likelihood Model (ELM), the ad pursues to involve spectators' considerate dispensation by portraying Quaid-e-Azam's iconic appearance as well influential quotes. Additionally, social identity theory is obvious as the ads strengthen a communal sense of identity among Pakistanis. The images and quotes help as signs that unite persons under a shared description, firming their joining to the nation's standards as well as history.



Analysis of Bonanza Strangi Lahore Team

Rhetoric analysis

The advertisement deliberately hires color imagery through the disunion of the advertisement into half green and white. The white and green color reverberated with Pakistan's national flag, directly founding a linking to unity as well as patriotism. The female figure outfitted in green and white attitudes as a symbolic picture of patriotism. Her presence together with Bonanza Strangi Lahore Team underlines the idea of unity. This image narrates to the everyday life of Pakistani countries and strengthens the view of local meeting. The saying "Celebrate your love for Pakistan with Bonanza Strangi" helps as a complete invitation, concerning the spectators' sentiments with the theme of patriotism. The invitation to "Celebrate your love for Pakistan" initials the joining between the watcher and the ad's theme.

Persuasive analysis

The persuasive plea comprises the association of the Bonanza Strangi Lahore Team with patriotism. This association inspires spectators to observe the team as a cause of collective pride as well as celebration. The persuasive strategy trickeries in the emotional plea of rejoicing love for Pakistan. The advertisement purposes to induce optimistic emotions related with patriotism, culture pride as well as unity. By patter these emotions; the ad inspires spectators to involve with the communication on an expressive level and personal level, supporting the persuasive influence.



Analysis of Pakistan's pride in supports

Rhetoric analysis

The ad intentionally works shahid Afridi's appearance as an iconic character in Pakistani cricket. By offering in two different cricket dresses, the ad represents his

varied assistances to the activity and the nation's cricketing inheritance. The color representation of the two cricket dresses serves as a rhetorical component. The yellow-green as well as Blue-red dresses suggest relations with Pakistan's national cricket teams as well as colors. The imagining of shahid Afridi's stand-up together with other cricketers' highlights teamwork and team unity. The appearance proposes a collective effort, nurturing a sense of communal persistence as well as companionship.

Persuasive analysis

By highlighting Shid Afridi's appearance and the expression "pride of Pakistan" the ad pleads to watchers' sentiments knotted to his excellent generous expertise. He is the pride of the Pakistan because of his remarkable accomplishments. The ad struggles to persuade addressees to custom a shared link with shahid Afridi, representing Pakistani identity. The incorporation of his appearance and the expression "pride of Pakistan" stimulate addressees to view his endeavors as a consideration of their collective national superiority.



Analysis of different colors of Pakistan

Rhetoric analysis

The above advertisement purposefully works visual images to display the diversity of Pakistani culture. The presence of individuals from numerous provinces, each decorated in their traditional attire, represents the nation's rich diverse arras. The usage of colorful old-style clothing in the descriptions helps as a rhetorical component. The vibrant colors emulate the cultural vitality of Pakistan's provinces. The color imagery highlights the impression that each cultural countenance donates to the greater, colorful mosaic of Pakistani identity.

Persuasive analysis

The persuasive strategy rotates around celebrating Pakistan's cultural variety as a foundation of pride. By showcasing individuals in their traditional clothing appealing in everyday actions, the ad depicts culture as an essential portion of daily life. The persuasive plea lies in highlighting unity among diversity. Notwithstanding the variable cultural languages, the individuals share a mutual sentimentality of respect, thankfulness, and honesty. The analysis of the "Colors of Pakistan" advertisement discloses the complex interaction of rhetoric and persuasion. Through visual assortment, color symbolism, design, cultural celebration, unity, and communal values, they show the patriotism and deep affection for their country.



Analysis of “Hum aik hain” advertisement

Rhetoric and thematic analysis

The advertisement including four individuals stand-up in traditional dress together with Pakistan's flag, with the Urdu expression "hm aik hain" (we are one), employments a planned mixture of rhetoric, linguistic significance, as well as persuasion. The visual arrangement with the flag represents unity and shared identity; bring into line with Social Identity Theory's stress on collective going. The usage of Urdu intensifies linguistic significance, suggesting emotional influences and highlighting cultural unity. The persuasive communication of "we are one" helps as an appeal to national unity, paying the rhetorical trick of inclusivity to reverberate with watchers' standards and ambitions, as per Elaboration Likelihood Model. Generally, the ad effectively pays visual, linguistic, as well as persuasive fundamentals to induce feelings of national commonality as well as collective distinctiveness.

5. CONCLUSION

This study investigated into the complex demesne of Pakistani ads to expose how they tactically work visual, persuasive techniques as well as rhetoric strategies to induce feelings of patriotism as well as donate to the creation of a collective national identity. Illustration from the Elaboration Likelihood Model (ELM) and Social Identity Theory, this study showed the interaction between persuasive communiqué, cultural reverberation, as well as shared principles. The analysis of numerous ads brightened the synthesis of cultural symbols, historical orientations, linguistic diversity, as well as digital appointment as important gears in echoing with diverse spectators as well as nurturing unity. The authorization of political facts and celebrities, the depiction of iconic symbols, and the operation of emotional pleas assisted as persuasive strategies that attach with spectators on both emotive as well as cognitive stages. With linguistic variety, historical references, as well as visual semiotics rested bare, the meaning of these movements in determining a collective sense of self cannot be modest. Additionally, the study uncloaks how advertisers bond local opinions with global stalemates through the massive area of digital platforms, efficiently tying Pakistanis across topographical limitations. In conclusion, this study extremely absorbed itself within the tricky drapery of Pakistani advertisements, shedding back covers to expose their focused attaching of visual, rhetorical, and persuasive practice.

By applying the Elaboration Likelihood Model (ELM) and Social Identity Theory, this examination has its own significance between persuasive communication, cultural coordination, and shared ambitions. , it develops obviously strong that the merger of cultural symbols, historical descriptions, linguistic diversity, as well as digital interaction establishes the very basis of echoing with diverse audiences as well as

fostering unity. The authorization of political achievers as well as superstars, the crafty addition of iconic symbols, as well as the proficient use of emotional wrenches begin as persuasive tools .Furthermore, The study also exposed how advertisers excellently link local thoughts with global influences via digital platforms, nurturing sturdier promises among Pakistanis, whether within the nation or feast across the world. By applying the ELM and Social Identity Theory, this research spreads afar conservative analysis, contributing valued visions for experts, advertisers, and policymakers to craft message plans that reverberate with a varied population while strengthening a collective sense of pride and belonging. In an ever-changing media land, understanding the nuanced subtleties of advertising's part in determining national identity develops influential in fostering unity while rejoicing the fertility of variety at furnace influences both instinctual as well as rational.

5.2 Future implication

- This research will be beneficial for the advertisers to shape the national identity, patriotism and pride by drawing persuasive strategies.
- It will be useful for policy makers to get deep understanding that how advertisements create variety as well as inclusivity.
- It will be beneficial for the foreigners that how to communicate efficiently and develop a deep understanding of cross-cultural communication.
- Educational institutes will also be informed through this research about integrating critical thinking skills interrelated to national identity in their programs.
- It will be useful for future researchers that how efficiently combine persuasive strategies to uncover the patriotism and national identity.

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