

## LITERARY DISCOURSE STUDY: A CRITICAL MEDIA ANALYSIS AMIDST GENDER ROLES AND SOCIETY IN PAKISTAN

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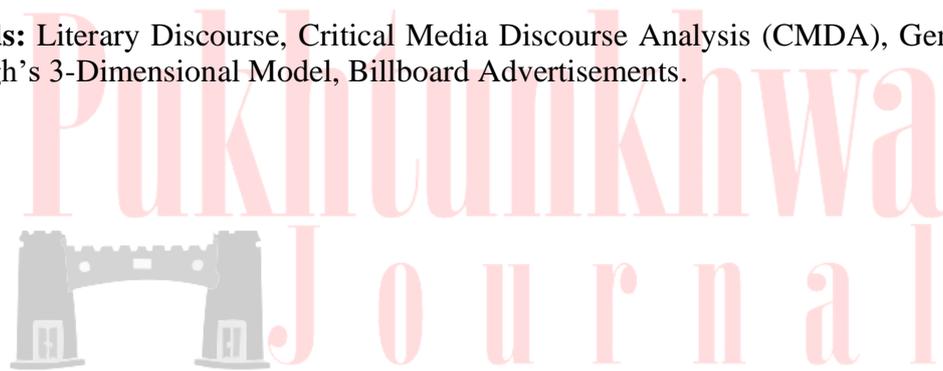
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## Abstract

*The current study endeavours to accomplish the objectives to explain the multi-layered meaning of billboard advertisements. Inclusively, the objective of the current study was to focus on elaboration, exploration and elucidation of the advertiser's intended meaning, cultural devaluation and objectification of gender. Advertisement techniques like the linguistic message, brand name and colour were also symbolically interpreted for gender roles and societal degradation. The present study reinforced the consumers' views that advertisements were mostly a consequence of cultural standards and adherent to dominant societal conducts. All six (6) billboard advertisements selected through convenient sampling endured objectives in the data analysis chapter where the descriptive qualitative study was carried out under the framework of Fairclough's 3-Dimensional Model (1993, 2007, 2013): Description, Interpretation and Explanation. The objectives lead to a contribution to prevailing knowledge in many aspects like academic, cultural, psychological and social change at a global level.*

**Keywords:** Literary Discourse, Critical Media Discourse Analysis (CMDA), Gender Roles, Fairclough's 3-Dimensional Model, Billboard Advertisements.



## 1. Introduction

Advertisements have become an integral part of the social system. It plays an important role in making minds, can mould opinions and deals with the choices between right and wrong. Advertisements provide a medium to reach the masses. The companies persuade the public to buy products as well as give a perfect image of people that creates an inferiority complex among the general public (Ali & Shahwar, 2011). The faces, colour and language presented in the advertisements portray some integral meanings and agendas particularly billboard advertisements have cultural annotation, ideological grounds and social complexes associated with them as well.

Billboard advertisements reach the masses very easily as the billboards are noticed by the masses every day. The branding of the company is presented through billboard advertisements. It depicts the social responsibilities, cultural manifestation and ideologies of the company. These marketing strategies have a great influence on the culture and society. These advertisements predict the culture of the society and they must depict it truthfully, however, they are not true in most cases (Davidson, 2013). The current study has highlighted the portrayal of gender in billboard advertisements and the gender objectification utilizing Fairclough's 3-Dimensional model.

Fairclough's 3-Dimensional model (1993, 2007, 2013) consisting of Description, Interpretation and Explanation provide the theoretical basis to the study. Description – concerns itself with the linguistic characteristics and the objective properties of the language used in advertisements (The meaning derived by the users). Interpretation – concerns with the interpretation of the language in the light of discursive processes of production (what message the advertisers want to convey). Explanation – concerns with the production and interpretation of the language in the light of social conditioning (how we perceive the ad according to our background). Eight billboard advertisements were analysed through description, interpretation and explanation (Fairclough's 3D model).

The three research objectives of the study align with three research questions and they present the three dimensions of Fairclough's model respectively. The three objectives of the current study are to reveal the stereotypical representation of gender roles in the billboard advertisements, to unionise monetizing agendas that are achieved through these advertisements, and to find out the effects of the billboard advertisements on the culture. Three research questions associated with research objectives are as follows: First, what roles do

gender play in the advertisements? Second, how are billboard advertisements helpful in influencing people to buy particular products? Third, what are the ways billboard advertisements have affected cultural values?

This paper has highlighted how these advertisements have influenced the life of the masses to buy a certain product with the help of billboards. It has also investigated why so much money and time is spent on creating these billboards by depicting gender. It also explored the ideology behind spending much on advertisements rather than improving the quality of products. This paper has unveiled the agenda behind depicting the foreign faces as compared to local talent with the help of Fairclough's 3-Dimensional (3D) Model. All these agenda can be unmasked directly utilizing Fairclough's 3D Model.

The goal behind representing men and women in a particular way was the chief concern of the paper. As billboards are seen by people every day so their importance cannot be neglected. Glamour and perfection are presented in every possible way on these billboards. Genders are shown higher and perfect in comparison to reality. Makeup, professional photography, editing and Ad makers add a hyper-real perfection to the advertisements to sell the products creating an inferiority complex among the masses (Vantomme et al., 2006). The sample of the research is restricted to the six (6) billboard advertisements of Islamabad city as convenient sampling between the years 2018-2020.

## 2. Literature Review

Advertisement serves as a crucial selling media for years that pursue customers to purchase a particular product from a particular brand. Language is a phenomenon that brings social change (Masood & Shafi, 2020b) and syntactic patterns embed notions (Masood et al., 2020c). Themes propagated by authors are important (Masood et al., 2020a) and these themes are the carrier of emotions (Shafi, 2019). Researches can be conducted pragmatically, semantically, syntactically or lexically on billboard advertisements. Billboard advertisements have a lot of audiences but this audience does not give attention to the hidden ideologies, associated values and intended meanings behind these advertisements. The current study has unveiled these particular ideologies of the designers behind the specific design of advertisements.

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Advertisement research conducted by Orth and Halancova (2004) showed that gender roles were the most important goal of the advertisements. Objectification of women, as well as men, was very much common in different advertisements. Some advertisements portrayed women as independent and some as dependant. In advertisements, gender portrayal was exotic to attract the audience towards the product as it increases their purchase value. Most women were unnecessarily objectified in some advertisements even when their presence was unnecessary but the purpose was only to attract the audience. Even the advertisements by the government have an ideology to highlight the supremacy of laymen.

Fowler (2013) stated that discourse analysis helps in finding important roots of ideology to produce a different and unique discourse. This unique discourse could be moulded in various ways to attract a specific audience that are norm violators. The common audience does not know this technique which affects their ideology. The researcher stated that advertisements are based on certain ideologies that pinpoint the main perspective of those advertisements. He stated that specific vocabulary is picked carefully for specific situations depending upon the speaker. He criticized certain advertisements because some advertisements makers use vocabulary that justifies their necessities.

Kilbourine (1999) informed about billboard advertisements as “direct alarming”, telling the readers about the annihilation advertisements has brought to our customs and tradition. He made the public aware of the fact that advertisements are not useless but they have purposes dominantly to influence the audience. To validate this, he discussed that a large amount of money is spent on advertisements by the companies for their financial benefits and devaluing cultural values. The most lethal and fatal dynamic messenger in culture is the industry which has forced women to nullify their ideology and personality.

Research done by Anusha (2008) on the objectification of female in print media is mortifying. The media did not display a modest image of women’s assorted life in their support to society, however, it fortifies the job of women in the public eye. In Magazines, women were portrayed as a sexual entity. Reichert and Lambiase (2014) believed that Media is not in favour of giving the fair image of a woman. The showcasing of the ideal picture of women by the utilization of advertisements makers force other women to buy particular items to achieve the degree of flawlessness in the public eye. This is an advertisement technique that does not follow the norms of many societies and feminist perspectives.

Shaikh et al. (2015) conducted their research on advertisements in which they observed the social qualities and philosophies revealed by the advertisements. The research utilized twelve (12) advertisements shown on Eastern and Western channels. Analyses depended on gender roles of men and women appeared in several perspectives in these promotions, remembering sexual orientation uniformity. The promotions were investigated by utilizing basic conversation examination and semiotics as instruments. This technique helped the analyst to uncover the hidden ideologies. The researchers conducted research based on Fairclough's model doing the text, process and cultural analysis of the conversation.

Laham (2020) observed that females were portrayed in advertisements as a sort of entertainment by showing certain parts of their bodies. Women strived to attain perfection and adopt personalities as propagated through advertisements. The females tried to adopt whatever ideal is shown to them and it is an alarming situation on women rights. They even reduced their diet for a better look. The promotions in the advertisements support sex disparity and women objectification. According to the researcher's perception, people should lead and live their real life instead of adopting an ideal lifestyle portrayed in advertisements.

Mohammadi (2011) found the portrayal of female in advertisements as an indication of social prescriptive. He analysed advertisements on two bases: Semiotic Assessment and Critical Discourse Analysis. He investigated the sexual objectification of female and men in the advertisements. The purpose of this article was not, to sum up, the results yet its main purpose was to find out the social views. The researcher found out that the females were objectified and portrayed by using a few advertising techniques. Advertisements were significant for supporting men driven state, the subjugation of women and dealing with social power relations.

Literary investigation revealed that the advertisements focused on an explicit belief system. Male and female characters were more critically taking out the capability among sexual orientation and sex direction. Female subjugation built the basis of an enormous patriarchal society (Wang, 2016). Advertisements put a significant part in exertion in building up the viewpoint towards gender roles. Men were displayed as to be free and strong in advertisement agencies. They were particularly more specialized and prudent. If there should be an occurrence of insight, they were much superior to females. Females stand out of male as being more enthusiastic, touchy and reliant (Ali, 2019).

In a persuasive talk between juvenile male fellows and young female folks, there was a discussion of one sexual objectification in the advertisements unknowingly and fine female roles were put forth. It impacted the customary arrangement of gender and gender roles. This examination work was conducted in Iran, so the researcher concluded that Iran opened up forthcoming for ladies to take part in Bodoni spaces. Resultantly, women were seen at several open offices as a business person, cops, lawyers, transport officials, engineers, specialists, clergymen, ministers and many more (Ali, 2019). A positive representation of women roles should be displayed on media instead of their subjugation (Hendelman-Baavur, 2019).

Advertisement makers usually rely on gender-based topics because they believe that gender distinction is significant in portraying the frameworks and also in achieving their objectives by focusing on social affairs. These advertisements use such content which attracts the purchaser. Although the ad-makers accept the fact that gender-based content could be dangerous for the society for some reasons. The producers advanced the cliché between both genders and this could cause an end to sex value which was alarming for society all over. The evidence suggested that gender topics were antique in advertisements. Advertisements from different nations had similarity in this particular aspect (Ali et al., 2012).

Iqbal et al. (2016) worked on the discourse analysis of the language used in billboards and advertisements. For this purpose, they took fifty (50) billboards advertisements from Lahore. They examined the language in light of Halliday's (2013) Hypothesis of Meta Functions. They included all types of advertisements for example shampoo, shoes, cosmetics and clothing brands and concluded with the help of SPS programming that the inspection of the depiction of men and women transversely work over Europe, Asia and America. There was somehow one thing in common and that was the objectification of women and programming about gender roles.

Iqbal et al., (2020) stated that the case of stereotyping gender is yet under process but it is important for two reasons. First, generalizing the sex advancements in advertisements can be harmful to society. Second, the findings suggest that the depiction of gender that we see on television is self-ruling. The gender status could be given more to countries that have a patriarchal notion in their cultural norms. Other countries depict women in the same manner but not to extreme content, even more specifically, those who have moral and social decency, do not project genders based on sex awkwardness. The objectification of women was usually found far and wide in both East and West.

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Gender-based works catch the attention of advertisement producers, advertisement writers, advertisements controllers and advertisement analysts. These works also derive a discourse among them about the stereotyping of gender in advertisements and content promotions as well. This examination will also open doors for the intellectuals and think tanks of society to fill the loopholes and missing regions. As we see the television commercials have long been the topic of research through different aspects at different levels, so, the objectification of females was examined by many researchers but the least exclusive research on the sexual orientation of gender in advertisements was investigated (Panday et al., 2016).

The billboards are observed by the people of every class, so we cannot neglect the importance of billboard advertisements. We should also consider how sexual orientation is dispersed through such advertisements because they determine the regular life of the general public. To accomplish the purpose, this research attempts to check how the shrouded messages are spread and hidden agendas are propagated in advertisements by the advertisement agencies because of their hidden ideologies. These advertisements affect the cultural and social beliefs of the public. The bulletins were chosen from Islamabad Express Highway where a large number of people travel every day. This provides validation, reliability and significance to the current study.



### 3. Research Methodology

The selected advertisements were examined based on Fairclough's 3-Dimensional Model (1993, 2007, 2013): Description, Interpretation and Explanation. As we know that Fairclough treated language as a social practice, so he not only focused on examining the content and procedure but also how the content was delivered and how it was interpreted. He also examined what kind of common relationships were shared by the texts and in which social setting it was created and used. He also talked about the cultural and social effects of a text. The 3D Model is prominent in the process of unionising a piece of discourse.

Fairclough's model is devised based on an assumption that every communicative event is three dimensional, for example, a text can also be in speech form or writing or pictures form or even it can be a combination of all these. He also states that this process involves the production of text, its processing analysis and its status as a social practice. For all these three dimensions

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Fairclough came up with three different stages of Critical Discourse Analysis (CDA) where each stage requires a different type of analysis. These stages are Description (Text Analysis), Interpretation (Processing Analysis) and Explanation (Social Analysis). All these stages serve as the parts of the theoretical background of the analysis.

First, description stage analyses are used to find the lexical, stylistic, and syntactic items for example grammar, textual structures and vocabulary. Second, interpretation states the relationship between the fundamental text and its production is processed. Interpretation is strongly related to the relationship between text and its production because one can not judge the discourse based on language but it can be understood as a discursive practice. Besides the linguistics features, the discourse depends on two other processes: Discourse and editorial processes. Third, the explanation stage deals with the relationship of the text with its production in the social setting.

Fairclough's 3-Dimensional Model is utilized in the research for basic descriptive analysis of gender roles and their interpretation. The sample of the research is restricted to the six (6) billboard advertisements of Islamabad city from Express Highway as convenient sampling between three years from 2018 to 2020. These advertisements are examined in three stages of the 3D Model: Description (Text Analysis), Interpretation (Processing Analysis) and Explanation (Social Analysis). These three (3) stages hold a significant position in discourse analysis because, with the help of these three stages, the hidden relation of language, inter-textual features and social practice of the language can be analysed.

#### **4. Data Analysis**

Six (6) billboard advertisements are analysed in this portion keeping in view Fairclough's 3-Dimensional Model. These advertisements were very prominent from the year 2018 to the year 2020 on Islamabad Express Highway. The analysis of data gathered from the sources is completed under the theoretical perspective of Critical Discourse analysis. The number and name of images are given in the title, under the title image is placed. The caption of the images is given below the images. The investigation of the images is descriptive in nature

which constitutes the qualitative method of analysis where Fairclough's 3-Dimensional model was a primary focus as a theoretical framework.

#### 4.1 Billboard Advertisement No. 1: Aquafina Water



Figure 1. Aquafina Water

This advertisement belongs to the famous drinking water company in Pakistan known as Aquafina. First, Description, also known as text analysis, directs about analysing the text and colour scheme of the billboard advertisement. In this advertisement, an image of a famous Pakistani actor and model Mahira Khan has been used upfront on the billboard. On the right side, the slogan of the company is written in Bold capitals "AQUAFINA WORLD CLASS DRINKING WATER", which indicates that the water provided by the company matches the standard of the world. A water bottle of the company is also used with the title "purity granted". The title suggests and emphasizes the quality of water as extraordinary.

The next step of Fairclough's 3D Model is the interpretation of the text and image likewise. According to the interpretation, the most prominent feature of this image is the model used in it, the background of the advertisement is kept black deliberately so that all the attention is drawn towards the model as she is dressed in complete white. This creates an alluring and compelling image. The female model draws the attention of the masses towards their product. She is presented as beautiful, flawless and pure which resonates with the title that suggests

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"purity granted". The white colour of the dress and the transparent colour of the water around her create an alluring effect of "purity" and "world class".

According to the third level explanation, also known as social analysis, the relationship of the language of the text in the social setting is analysed. In this advertisement, rather than focusing on the product, the female model is at the focal point to grab the attention of people. The advertisement makers advertised the female gender for their marketing purposes. Instead of improving the quality of their products, they utilized "gender" for selling their products. Mahira Khan is a renowned film and TV actress in Pakistan, so the advertisement makers used her fame and popularity for their benefits to influence the minds of people to buy the product. This kind of influences creates a sense of inferiority complex among women, that in return, result in more selling of the products.

#### 4.2 Billboard Advertisement No. 2: Ponds Face Wash



Figure 1. Ponds Face Wash

The given advertisement belongs to the fairness cream company known as Ponds. By using Fairclough's 3D Model of analysis, this billboard is analysed into three levels; description, interpretation and explanation. The billboard includes a girl with a hidden face as if she has some skin related problems, particularly she is hiding her pimples. On the right side,

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the tag line of the brand is written as "Pimples?". The solution is given right away in the form of a face scrub of the pond's company. It is further enforced by the statement under the image of face wash as, "Cleans pores. Fights pimples."

The image of the girl with a hidden face can be interpreted as a lack of confidence and low self-esteem due to skin issues. The cut on the left side of the billboard where the part of the billboard is missing is used to create an illusion that that particular part is covering the face of the girl. This company is reinforcing the stereotypes which are already prevalent in the society that girls are expected to look flawless, smooth and clear skin. This image is problematic as it suggests that a girl who has skin issues lacks self-esteem. Pakistan media industry represents female actresses and models as beautiful and perfect which exerts a lot of pressure on young girls to look exactly like them otherwise they won't be considered beautiful or acceptable.

The explanation of the advertisement is very much important for a fair analysis of the advertisement. As beauty is considered as defining feature of women, so female gender is forced to look compatible with the norms. This billboard advertisement creates a stereotype among society and makes women with skin issues low self-esteemed. This fairness company is promoting such a stereotypical mindset and taking full advantage of this situation for selling their products. Our media industry also promotes a hyper-real representation of male and females models and actors which creates a sense of inferiority and self-consciousness among common people. That is how these beauty brands come in and further promote such stereotypes to sell their products.

This advertisement of Ponds Face Wash increased the sale of the Ponds by almost 100%. This selling technique was creative and innovative and it promoted stereotypes among young women that if they were having pimples, they would not be accepted in the community they were living in. This billboard advertisement was made even following the perspective of Fairclough's 3-Dimensional Model. Ponds Face wash promoted the existing stereotype and gained an advantage from the pre-existing cultural situation by adding fuel to fire. This is a way how advertisement agencies make revenue by subjugating women and promoting a negative notion for their benefits.

### **4.3 Billboard Advertisement No. 3: One Clothing**

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Figure 2. One Clothing

In the description, this advertisement belongs to the clothing brand known as One Clothing. The billboard mainly consists of a celebrity power couple in Western Winter clothes. The main focus of the Ad is again on the genders and their appearance. The couple is seen wearing trendy and modern clothes and posing nearby which goes against Pakistani culture and values. The advertisement also includes the word "ONE", the brand name, along with the tag line "DESTINATION WINTER". The makers are trying to attract the masses by using buzz words like "Winter" and "Destination."

The celebrity couple is presented in very idealized manners. Their skin, dress, make-up and hair look flawless and perfect. Again more focus is given to the celebrity couple than the product itself. Using famous and renowned models and actors seems to be a very successful marketing tactic. Which is used effectively by marketing companies to lure the audience into buying the products being advertised. The genders are being used to grab the attention of opposite genders. The genders both male and female are used as objects and commodities for selling their products.

Genders are presented as visually appealing and attractive so that audience can admire them and get influenced by their lifestyle. The dressing in the advertisement is not culturally appropriate in Pakistani society as it is more Western than clothing worn in Pakistan. The makers have publicized the product by employing a celebrity couple in their advertisement. They have deliberately chosen elite class and western modern attires to draw attention towards

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their products that resulted in controversy and boosting product popularity. It is against the societal norms in Pakistan but this kind of controversial advertisements enhance the popularity of the brand as well as try to replace societal norms on established agendas.

#### 4.4 Billboard Advertisement No. 4: Golden Pearl Cosmetics



Figure 3. Golden Pearl Cosmetics

This billboard advertisement is made by a popular local fairness cream that propagated the slogan “Beauty Forever” and “Khubsurti Ek Sacha Khuwaab (Beauty is a true/real dream)”. At the description stage of the 3D Model, the objectification of a female can be observed. The “Golden pearl” can be observed on the left, opposite the image of Indian actress, Zareen Khan. At the end of the billboard, a phrase can be seen as “Pakistan’s best selling Beauty Cream” where Best Selling is bold and highlighted.

An image of famous Bollywood actress Zareen Khan is presented, but, she already has flawless, attractive and glowing skin. As she is a Bollywood actress and Pakistanis used to follow the Bollywood trend so these advertisement makers used her face on purpose. They could use the Pakistani faces instead of Bollywood. It shows how much advertisement makers lack confidence in local people. The underlying strategy the researcher is found by keeping fairness is to be the standard of being beautiful. This billboard propagates the agenda that

beauty can be achieved by using cosmetics especially the Golden Pearl Cream as used by Zareen Khan to achieve it, and this is a complete lie as she might ever have used this brand.

In the third stage, we can analyse that they produce such a kind of discourse that unconsciously attracts the masses to buy fairness products. They start imagining that after using a certain product they would be attractive and beautiful as this actress seems on the billboard. It creates misconception among the masses because it is all about editing and photography. These actresses are even average looking the high camera effects editing and make-up power make them look extraordinary. These beauty products create an inferiority complex among women.

This advertisement is a local brand that has propagated a foreign face on its advertisement. This strategy is carried forward in the field of a media agency to create an inferiority complex among the masses by the objectification of gender. It also has its implication in creating as well as regenerating a sense of local cultural deviation and acceptance of foreign culture within the society. This advertisement also propagates the idea of being “Best Selling” and “A True/ Real Dream” which also has some deeper effects on the cognition of the local masses.

#### 4.5 Billboard Advertisement No. 5: Borjan Shoes



Figure 4. Borjan Shoes

According to the first stage description, the image of young female and male is presented on the left and right respectively. They are dressed in western attire. As these advertisements are taken from Pakistan, so they should be similar to Pakistani culture. The focus is more on the models as compared to the shoes themselves. Only three (3) pairs of shoes are there in the advertisement. The name of Brand “Borjan” is given two (2) times but is seldom visible. The word “Tropical Kitch” is written in a foreign language that is not understood by a Pakistani common man.

For the interpretation stage, we can observe that this advertisement is of a shoe brand, so the focus must be on shoes instead of the presentation of genders. This advertisement could be more attractive if the focus was on shoes. They could showcase more article so that people would get an idea from the billboard about the design and collection without even entering the stores. Moreover, the male and female characters give the image of perfection. From the skin tone to hair make-up they are objectified.

In the explanation stage, it can be observed that the brand has used a Western style of clothing which is not as much favoured in Pakistan. The shoes are less focused as compared to clothes and models. This is about promoting a hidden ideology that Western culture should be admired. The shoes Borjan is selling are of tropical and local designs. They in the background promote agenda related to Western Idealism. The makers of such advertisements do not only publicize their product but also employ the elite or western attire to target the masses. They promote such ideology along with promoting their product.

#### **4.6 Billboard Advertisement No. 6: Jubilee life Insurance**



Image 5. Jubilee life Insurance

This billboard advertisement is for an insurance company. It comes with the slogan “He is your future make him proud.” At the description level, the image of a father and son is given. Son is holding a prize cup that he might have won from some school competition or have scored some position in the class. Father is shown to be proud of his son. The happy faces of father and son can be seen. At the end of the billboard, the word Home is evident. The background of the picture is also of the interior of the home.

According to the interpretation level, these insurance companies operate on the strategy of showing a brighter future for the family. The advertisement makers have produced such image to attract the masses and even the ones who do not afford such policies try their level best to get for their children. Moreover, this insurance company has just presented the male gender. Father buying insurance for his son. The advertisement makers are doing gender discrimination as a father could buy insurance for her daughter as well. Why securing the future of sons is only important? This is a norm of setting priorities for a patriarchal society.

In the explanation stage, in today’s society, a woman is heading in every field of life. They manage homes and jobs. The advertisement makers could also have given the image of a woman with her son or daughter. The stereotypical concept of gender is quite prominent in this advertisement. No matter how much women succeed in their professional life, they would never be shown equal to men. The advertisement in the underline words wants to propagate the

agenda that the place would always be behind men as well as boys should more be exposed to education as compared to girls.

## **5. Conclusion, Implications and Futuristic Vision**

Advertisements use the female gender to promote their product. Some advertisement making companies follow the Western agenda. They through advertisement promote their own Western culture through cultural dresses. On the other hand, some advertisements companies follow the Eastern stereotypical agendas in their advertisements through the depiction of men and women on the billboards. They perfectly depict gender through professional make-up and different best cameras lenses. Even they make the picture best after a lot of edition in it (Levine, 2017). In every advertisement, instead of giving the details of the products, the advertisement companies put more focus on the look of men and women.

Advertisement makers try to highlight gender in their advertisements in every possible way. To promote their advertisements by bringing models and film stars in their advertisements even from different cultures. They may have a lack of confidence in the local people's beauty. They prefer to adopt a foreign way of dressing in their advertisements to catch the attention of the people and to sell their product. Women in the advertisements are performing multitasking works. Shampoo, water and pimple cream are made necessary in everyday life by portraying women. The advertisement agencies use gender roles as an object to promote their products (Adorno, 2013).

The current study showed the hidden ideologies promoted through advertisements keeping Pakistani culture in mind. It also revealed how the producers of advertisements are biased in portraying gender to sell their products. These things reach the masses in daily life consciously. People start trying to create ideals for themselves. This article would help the common man not to feel imperfect by seeing genders portrayed as perfect ones in billboards rather keep confidence in themselves. Khan and Wette (2013) believe that there are many challenges in delivering quality education in Pakistan, so this study would further help the students of Critical Discourse Analysis (CDA), Mass Media, Linguistics and Gender Studies in their research by providing a new angle to observe advertisements.

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