



RESEARCH PAPER

Visual Grammar and Meaning: A Multi-Modal Discourse Analysis of Selected Jubilee Life Insurance Company Advertisements

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ABSTRACT

With the development of technology and advancement of media, the advertisements are no more mono-modal discourses. Instead, advertisements utilize multiple modes to catch the eyes of the viewers and to win the hearts of desired customers. Today traditional literacy alone fails to interpret modern day multimodal texts like advertisements. This paper based on Kress and Van Leeuwen's (1996) theory of Visual Grammar, analyzes two non-product advertisements of Jubilee Life Insurance Company, Pakistan, to find out how visual communication is carried out through a relation between these semiotic modes. The analysis has shown that semiotic modes are used by the ad makers to represent participants and also to maintain a relation between the represented participants and the viewers. The study also highlights how the ideology of the involved participants works to communicate the desired meanings to the target audience through these the interrelated systems of semiotic modes within a business discourse.

KEYWORDS Advertisement, Compositional meaning, Interactive meaning, Jubilee Life Insurance, Multimodal Discourse Analysis, Representational meaning, Visual Grammar

Introduction

Discourse though traditionally considered to be the language, is not merely a text based on language but it is any symbolic behavior in any mode. The basic principle in Discourse Analysis is the idea that discourse is not only language but it also includes non-verbal communication, sounds, colors and images. The 21st century is the century of multimodal society where communication too has tended to be multi modal. Multimodal Discourse is said to be "the combination of different semiotic modes – for example, language and music – in a communicative artifact or event". (Van Leeuwen, 2005) This interaction of multiple semiotic modes is also highlighted by O' Halloran et al. (2011) who include language, gesture, dress, architecture, proximity lighting, movement, gaze, and camera angle in the list of semiotic sources. But such multiple modes are not totally independent as they works together to make meaning. Kress (2012) rightly claims that 'these modes are framed as one field...Jointly they are treated as one connected cultural resources for meaning-making by members of a social group at a particular moment.'

Advertisements, an important form of discourse, carry and communicate certain meanings to the viewers. Cook (1992: 199) highlights the importance of

advertising by considering it a prominent discourse type in the present society. The discourse of Advertisements, important publicity material in the world of business, has attracted the attention of the researchers who have tried to analyze it from different perspectives. As Ahmed (2000: 11) makes his point as "whether from a quantitative, qualitative or interpretive perspective, ..., analysis of advertising and other media content is of growing importance." The general concept of advertisements is that these are a persuasive discourse to make people buy the products. But advertisements are not limited to this function only, as they "also amuse, inform, misinform, worry, warn, ... though it may be argued that these function are all in the service of the main function" (Cook 1992: 5). Thus along with selling their products or services, the ads may have other function as well that are related to ideological matters mostly. The advancement of science and technology and the availability of various semiotic sources have put the companies in competition with each other. Particularly the advertisement campaigns by different companies are making use of both language and other semiotic modes. Print media is an effective source utilized by different companies to run their publicity campaigns. The insurance companies, being no exception to it, too introduce their different policies through multimodal discourse of their advertisements where other semiotic sources along with language are important to understand.

The present study intends to analyze the same to find out how these sources make these advertisements interesting and convincing. For the purpose, following are the objectives of the study:

Theoretical Framework

The idea of grammar as a system of resources to convey meaning through language by Halliday (1994) has been extended by multimodal discourse analysts to the other modes of communication as well. In the world of today, the viewers are bombarded by a cacophony of images appearing in magazines, books, brochures and different type of advertisements. These images according to Kress and Van Leeuwen (2006) are produced in the context of real social institutions, in order to play a very real role in social life-in order to do certain things to or for their readers, and in order to communicate attitudes towards aspects of social life and towards people who participate in them, whether authors and readers are consciously aware of them or not (p. 115). Friedman and Ron (2017) assert that Kress and van Leeuwen's theory leads to a better in-depth analysis of the visual messages.

The Visual Grammar by Kress and Van Leeuwen (1996) actually talks about how visual communication is carried out through maintaining a meaningful relationship between both the represented and interactive participants. They utilize Halliday's (1978) idea of language and its three functions as proposed by him in his book 'Language as social semiotic.' Halliday suggests that every sign simultaneously tells people something about "the world" (ideational meaning), position people in relation to someone or something (interpersonal meaning) and produces a structured text (textual meaning) (Halliday, as cited in Bezemer & Jewitt, 2010). While claiming that the same functions are fulfilled by the images, but in a different way, Kress and Van Leeuwen's (1996) Visual Grammar (VG) proposes three meanings as conveyed by the communicative modes.

The Representational Meaning refers to the representation of the world in any image. Representational metafunctions are further divided into narrative process

referring to the relations between the things and their actions in a given image, and the conceptual process that is related with classification or analysis of participants.

The Interactive Meaning refers to the interaction between interactive participants as Kress and Van Leeuwen (1996) claim, "any semiotic system has to be able to project the relations between the producer of a sign or complex sign, and the receiver/reproducer of that sign". This relationship between the interactive participants is realized through four elements. *Gaze*, may involve the viewers in different relationships with the producer of the image through direct or indirect gaze. *Size of frame and social distance* take a number of forms like close shot, very close shot and long shot which maintain different levels of intimacy between the interactive participants. *Perspectives* with different camera angles like high, middle and low, too determine the power relationship between the participants. *Modality* refers to how the images can represent people, places and things as though they were real, as though they actually existed in that particular way or not.

The compositional meaning refers to the composition of the whole, the way of relating both the representational and interactive elements to be set into a meaningful whole through three interrelated systems. *The Information value* focuses on how the placement of elements at different positions in a semiotic field affects their specific informational values. For example, the elements placed on the left are presented as "Given" and the elements placed on the right as "New". Likewise, the elements placed at the top are presented as the Ideal, and those placed at the bottom as the Real. Then the element appearing in the Centre is regarded as the nucleus of the information while the elements presented in different marginal positions carry less or dependent value. *Saliency* is the making of some elements more prominent as compared to others through their size, differences in sharpness and their placement in the foreground or the background. Saliency may also work at hierarchical level as well. The presence or absence of *framing* determines the connections and disconnections between different elements in the text respectively.

Material and Methods

The present study is qualitative and descriptive in its nature. The data for the present study in the form of two print advertisements has been collected from the official website of Jubilee Life Insurance Company, Pakistan. The selection of this company was authenticated from the List of companies as provided by the website of the Securities and Exchange Commission of Pakistan (SECP). These ads are selected on the basis of criteria given by Zhu (2007) to decide the multimodality of a discourse. The first criterion is related to the kinds of modalities found in a particular discourse. According to this criterion, text utilizing one modality is mono modal while the text with multiple modalities is multimodal discourse. The second criterion is based on the number of meaning making systems present in a text. The ads selected for present study fulfill both these conditions as these too make a use of linguistic signs and images both. These ads are analyzed by the present researchers to see how linguistic signs and images are structured in these multimodal discourses to convey particular meanings from a perspective of multimodal discourse analysis which according to Jewitt (2011) draws upon the approaches that extend communication from the mode of language to other forms of communication used by the people. The present study utilizes different perspectives from theory of Visual Grammar as given by Kress and Van Leeuwen (1996).

Introduction to selected Ads

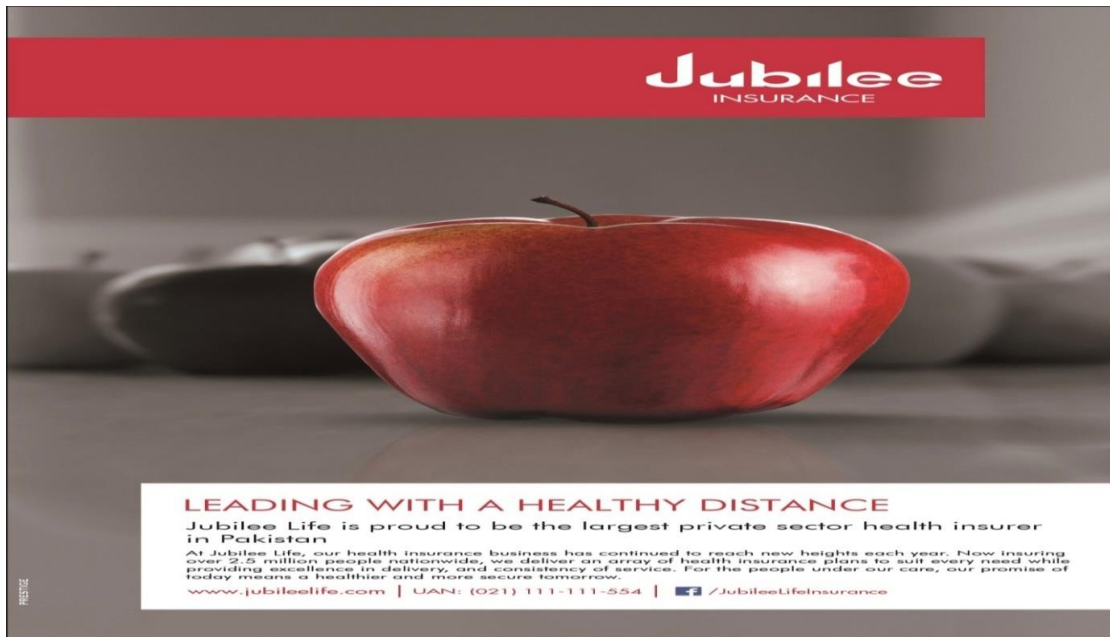


Figure 1. Leading with a healthy distance (Advertisement 1)



Figure 2. Make her Comfortable (Advertisement 2)

Both the advertisements are non-product ads by Jubilee Life Insurance Company. Advertisement 1 (Figure 1) presents some fruit that is placed on a table like surface where one red and bright apple is put in the front while rest of the fruit of the same kind but of poor condition are placed behind this bright apple. Linguistic message is incorporated in this image in the form of a tagline carrying linguistic signs 'Jubilee Insurance' at the top of image. At the bottom of this text again linguistic message appears which throws light on the health plan of the individual life insurance service provided by the company to its customers. This linguistic message also carries the

contact details of the company as well. The ad makes use of different colors where red color is most prominent and it is English language that is used in this ad.

Advertisement 2 (Figure 2) is designed to promote the Jubilee's Retirement Plans. The prominent image that catches the eye in the ad is a photograph of a male and female sitting close to each other in a happy mood. The background scene provides a home like setting. The top and bottom positions of the ad, like Advertisement 1 are utilized to present the information regarding the company, through linguistic mode. The top left position introduces the name of the company as "Jubilee INSURANCE" in white color with a red background of the tagline. The bottom right part of the ad is occupied by a white colored box which provides linguistic information to make the meaning of the photo concrete and context bound. It carries the theme line in red ink to convey the idea of comfort that retirement policy brings with it. Then information regarding this policy is provided in black ink and lastly the contact details and addresses are given to learn about this policy of the company. The linguistic message is conveyed through English language. The red color, color of the company, in combination with white color is prominent in this ad.

Analysis based on Visual Grammar

Analysis of these two ads is carried out following four steps i.e. representation of participants, analysis of semiotic modes involved in creating an interaction between these participants and their viewers, representation of meaning through interrelated systems of these semiotic modes and the ideologies and modes of discourses.

Representation of Participants

Advertisement 1 (Figure 1) can be classified as a classificatory image as it classifies the figures into fresh and rotten fruits to make its message clear and persuasive. The figure in the forefront is that of a red bright apple (Figure 3.) which stands for the company both related to its brand color and its leading business in Pakistan while the apples in the background are dull and vaguely visible standing for other companies in competition.



Figure 3. Leading with a healthy distance

The linguistic message gives clear meaning to this classificatory presentation. The tagline color matches the red color of the apple and the linguistic message 'LEADING WITH A HEALTHY DISTANCE' shows how this company is a leading company which ensures the health of its customers like the red apple that is in the lead as compared to other dull fruit. The red apple, the prominent actor in the ad also leads the viewer to be involved in a conceptual process where apple can be seen as a trigger

to think of a happy and healthy life. This bright red apple presented in contrast to the dull apples can be said to be symbolic suggestive working in this ad.

Advertisement 2(Figure 2.) is a narrative image as it involves a narrative process of meaning making where the actors, a husband and a wife, narrate the 'retirement plan' of the company and the comfort that it brings with it. This narrative structure, according to Kress and Van Leeuwen, always has vectors which are actually, the lines of action that connect different actors with each other. In this ad, narrative visual proposition has two participants, a man and a woman and the vector is formed by the eye line of the male participant. We may call this male participant as the 'Reacter', a term used by Kress and van Leeuwen, as it is human looking at the other participant with his visible eyes and facial expressions.(See Figure 4.) This process of looking by the Reacter makes the object of the gaze, the woman as the 'Phenomenon' in this



recreational structure.

Figure 4. Make her Comfortable

This meaning in the Reacter's eye line is made clearer and concrete through the linguistic message accompanied which says, "SHE'S YOUR COMFORT. MAKE HER COMFORTABLE." The look of the man and his smile convey the message that how he has made his wife comfortable through this retirement plan offered by the company. The woman reacts to this with a smile of approval and comfort. The reaction of the woman is double edged. It, on the one hand, is a response to the man's gaze and action; and on the other, it opens up new ways of thinking and idealizing the situation for the viewers of this image. Other than these two main participants, we can also note the background setting in this narrative image interacting to convey some meaning. Such a setting in itself becomes a participant as Kress and Van Leeuwen call it 'Circumstances' following Halliday and Matthiessen (1985). The secondary participant of setting is utilized by the ad makers with a light focus to highlight the main participants. Circumstances in this ad present a home setting in the background where the ad makers have placed home items like door, window, table and table lamps. If we look closely at the background, we find some plants further away from the window that gives a realistic touch to the ad to attract the customers. Thus, we can find out that this ad narrates through both the linguistic and nonlinguistic semiotic modes how the family life and its future can be secured through the retirement policy of the company.

Interaction between Ad Viewers and Ad Participants

The ads under discussion are analyzed to see how the semiotic system maintains a relationship of interaction through analyzing following elements:

Gaze and Interactive meaning

Although we see no human participant with any facial expressions in Advertisement 1, yet it utilizes the idea of 'gaze' through non human image i.e. a big red apple. The way the apple is presented in forefront with bright red color makes this inanimate object as anthropomorphized in a way which appeals to the eyes of the viewers. we may call this image as an 'offer' image because it presents an image of an apple in contrast to certain other apples in the background and the printed text at the bottom as well which makes the viewers to contemplate on the message of this ad. The viewer shares with the producer his idea of the healthy promise of the insurance company regarding its health insurance policy.

In Advertisement 2 (Figure 2.), the advertising company has visually encoded the interactive meanings through human gaze. Two human beings with different gaze styles are positioned side by side, the male in the left position and the female on the right position. The look and the eye lines formed by the female participant connect her with the viewers of the image. The smile on her face demands the viewers to be involved in a friendly relationship with the ad makers. The image of the male participant looking at female with a friendly happy smile makes this image a demand image which invokes a desire in the job doing male viewers (expected future customers) to purchase the retirement plan of the company.

Choice of Distance

Choice of distance is a hint at how the ad producers want their viewers to interact with them through the images. Advertisement 1 (Figure 1.) maintains a relationship of strong intimacy between the company and the viewers through the placement of central image of the apple in forefront and close to the viewer. While the placement of rotten and black apples far off from the viewers highlights how other companies don't ensure a healthy life to the customers. In Advertisement 2, the field of vision utilized by the ad makers is that of a far personal distance as the viewers are made to see the images of man and woman from the waist up. This choice of close up where friendly looking faces, shoulders and waist up body parts are visible is used to maintain a close relation of intimacy with the viewers. The medium long shots of background scene are represented as within the viewer's reach to highlight the effect of the theme of family life.

Perspective of Eye Level

Advertisement 1 maintains a relation of equal power between the ad makers and ad viewers through its Camera angle position. This eye level angle brings both the company services and the customers at an equal power relation where the viewers are given an open choice to accept or reject the services of this company. Likewise Advertisement 2 (Figure 2.) also brings the company and its customers into an equal power relationship through the presentation of image from an equal eye level. It suggests that the company cannot impose this service as a rule on its expected customers and that the viewers are free in their choice to accept or reject this offer of the company. However, the frontal angle to present front close position is utilized to induce the audience by telling them the benefit of the offered plan.

Modality

Van Leeuwen (2005) claims that “All means of expression have modality resources.” Here Advertisement 1 presents realism through the natural color of the fruit i.e. a ripe and juicy apple with jubilant red color. Thus the image falls under the category of **sensory coding orientations** where according to VG the principle of pleasure is dominant. Analyzing the **play of color saturation we find** the red color to be the dominant color in the ad which is a source of pleasure, life and freshness for the viewers. The message of the ad is made to appear natural through this red color in a number of ways; first through the big red apple, second through the sharp red color of tagline at the top carrying the name of company in white color (Figure 5.), and in the last the text message appears in red color in the white box at the bottom of the image where the theme line ‘**LEADING WITH A HEALTHY DISTANCE**’ appears in red and again the contact details appear in red.



Figure 5. Make her Comfortable

This red color appearing in a sequence with contrasting colors of white, black and grey is made prominent to hold out a promise of healthy life to the viewers through the health insurance policy of the company.

The tracing of modality cues in Advertisement 2 (Figure 2.) leads the researchers to analyze both linguistic and non linguistic elements. The image is not a painting or drawing but it is a real photograph taken in a natural setting of a home where the images of real human beings with natural facial expressions of pleasure, satisfaction and comfort are present. These pictorial glimpses of pleasure match this image with **sensory coding orientations**. Ad is made to look natural and appealing through a play of red color with white color in linguistic modes and images as well. The white dressing of the woman with red ‘dupatta’ and the white colored door in the background bring forward a soothing effect on the viewers and fulfill the purpose of the ad makers as well.

Representation of Meaning through interrelated systems

Following discussion analyzes selected texts to find out how different elements are set in the semiotic frame into interrelated systems to convey meanings:

Information Value

To analyze meaning of semiotic elements in selected Texts, we analyze them as zone specific i.e. top/bottom, left/right and centre/margin positions. In Advertisement 1, the image of the big red apple placed in the centre of the ad catches the eyes of the viewers and compels them to move their eyes to the accompanying written text to draw the meaning of this image. Thus, we look at the central image with reference to the elements placed in the top and the bottom zones of the advertisement. At the top a red tag line, carries linguistic message ‘Jubilee Insurance’ in white color. This red color of the presented apple is shared by this top left portion where red tagline carries the name of the company. This leads the viewers’ eyes to find a connection between the company and the image. Then the eyes move towards the bottom of the ad to find out why an

apple and not any other thing in red color. The bottom of the ad completes the sense where the ad maker introduces the health policy of the company and then the apple makes the sense as we find that it stands for 'healthy life'. It is only then the eyes move towards the less prominent images in the ad around the big apple and we find some grey and black fruit placed in the background of this apple. This centre margin structure can be called a **polarized structure of triptych** where the 'apple' is centre and it acts as a mediator between the top and bottom part of the ad. The top part starting from the left of the ad carries 'given' information as the name of this company is well known in Pakistan while the bottom part appearing in the right margin carries 'New' information as it introduces the health policy of the company. All these images appearing in different zones are connected with each other through a common grey background. We can note that these elements carry unity and cohesion in their meaning not only according to their placement in the ad but also in relation to each other.

Analyzing Advertisement 2 (Figure 2.), the centre is occupied by a colored photograph of a man and woman with friendly facial expressions. This pictorial representation of the 'promise' of the plan covers half of the top right and bottom left positions as well while linguistic texts with clues to the ad makers and their basic theme of the ad are given in the top and bottom positions. This spatial representation of the elements in this ad is composed in a way that leads the viewers to move their eyes in a nonlinear order to understand the message of the ad. **The polarized structure of triptych** working in this ad makes the centre to act as a bridge between the elements positioned in the top and the bottom of the ad. The linguistic information provided in the top left position of the ad tells the viewers that that this ad is made by the Jubilee Life Insurance Company. The top part carries 'given' information as the name of this company is already established in the world of insurance while the bottom right margin carries 'New' information that introduces the new retirement policy introduced by the company. Here the theme line complements the photograph that how a wife is a comfort for her husband and how her husband can make her future life comfortable by purchasing the retirement plan of the company. The concrete information about how to contact the company for further detail is provided in the end of this bottom box. The ad is aimed at attracting the attention of all those male members of the society who are in job and are going to get retired sooner or later. The centre and margins share the same familial background giving the ad a touch of connectedness.

Saliency

The first salient feature in Advertisement 1 (Figure 1.) is the foregrounding of red color through both the image of apple and the linguistic message. The red apple in the centre is foregrounded while the dull and rotten apples are placed in the background. Other than foregrounding, the difference in the size and sharpness also makes the red apple salient as it is bigger in size and it appears the only colorful shiny fruit full of life. Thus the ad maker presents its services and company as the most promising and successful in comparison with the other companies. Then the linguistic message in the bottom part (see Figure 6.) adheres to this idea where again the ad maker presents linguistic items in a hierarchy of importance through different uses of color and size for the linguistic messages.



Figure 6. Leading with a healthy distance

The first line appearing in red color carries the largest font with all the capital letters as “LEADING WITH A HEALTHY DISTANCE”. The size, color and capital font of this linguistic message makes it salient as compared to other linguistic messages. The next sentence is of medium font, smaller than the first line but still larger than the following lines. It appears to be written in black ink and introduces the company as the largest private sector health insurer in Pakistan. The rest of the linguistic message is of the smallest font in black color. It introduces how the business of the company is reaching at new heights and claim of its excellence. The mathematical figure that this text provides about the number of its customers i.e. over 2.5 million people adds authenticity to the ad. The next line carries a strong promise of the company and links the viewers with the ad makers when they make a promise of a secure and healthy future for the people under the company’s care. The ending line of this bottom part appears again to be in red color that makes the viewer to focus on it as something important. It provides a number of ways through which the customers can come in contact with the company. First, the web address www.jubileelife.com is provided to visit the home pages and the other introductory pages of the company. Next, the universal access number is also provided as UAN: (021) 111-111-554 which is to attract and connect the customers with the company from any place at any time. Finally, the ad maker provides the face book address of the company at the end to connect with the viewers through social media as well. The face book icon with an ‘f’ in blue box is used symbolically and the viewers sharing this social context are motivated to follow the company.

Analyzing Advertisement 2(Figure 2), the image and the linguistic elements are analyzed to be made prominent through a number of ways. Firstly, the photograph though not presented in very sharp colors appears to be the most prominent element in the ad as it is placed in the foreground with the close ups of the faces of the presented figures. The background though visible to the eye of the viewers is yet presented as a bit obscure to make the human figures more important. This is done intentionally to highlight the idea of comfort associated with the policy of the company through bringing the happy faces in the forefront. The size of the photo as compared to other elements in the visual frame of the ad is larger than the other elements which again make it prominent. Thus, the promise of the company is made salient through the salient presentation and projection of human characters in the centre.

Considering linguistic modes, we find the name of the company brought into the forefront through assigning it top position written as “Jubilee INSURANCE” The company name is written in white ink with a dark red colored background where it is interesting to note that ‘Jubilee’ is boldfaced to make it prominent while “INSURANCE” takes all capitals to make it distinct as well. Thus, a difference in size and color contrast is utilized to make the company’s name prominent here.

Turning towards the bottom section of the ad, the linguistic information is given in a separate box placed in the right bottom position (reproduced in Figure 7.) This part introduces the retirement plan of the company which can be treated as the real and the new information.

**SHE'S YOUR COMFORT.
MAKE HER COMFORTABLE.**

Secure her future with Jubilee's Retirement Plans

Making the right decision today can help you secure a brighter future tomorrow for you and your wife. Jubilee Life, Pakistan's most trusted life insurance company, offers customizable plans with easy processing, making the right decision a simple one!

SMS 'DOST' to 8398 to learn more.

www.Jubileelife.com | UAN: [021] 111-111-554 | /JubileelifeInsurance

Figure 7. Make her comfortable

This white colored box is analyzed to see how different linguistic elements are presented in a hierarchy of importance. The first two lines at the top position of this box "SHE'S YOUR COMFORT. MAKE HER COMFORTABLE." is actually a comment upon the pleasant facial expressions of the two characters. Appearing in red color and the largest font with all the letters in capital, these lines present the ideal situation which appeals the viewers' desires to aspire for this state of happiness. The next line "Secure her future with **Jubilee's Retirement Plans**" smaller in size informs the viewers about the way they can enjoy this state of sheer comfort by availing themselves of the company's services. The company name is brought into the focus by boldfacing it. The next two lines appear in relatively small size as compared to the previous text. These lines induce the viewers to purchase this policy by telling them that how their wise decision of purchasing this plan today may secure the future life of theirs and their wives. The next line "SMS 'DOST' to 8398 to learn more." is again made prominent through a number of sub systems. The red color of the first part is making it prominent to catch the attention of the viewers. Then the use of abbreviation 'SMS', the use of an Urdu word in Roman script as "DOST" (friend) and the mathematical figures in form of numbers as '8398' are made to inform the viewers to contact the company through their mobiles phones easily sitting at their homes. The other ways to contact the company and visit its pages are given in the end, again in red ink to adhere with the color of the company logo .

Use of Framing

Analyzing visual framing of the elements in Advertisement 1 (Figure 1), framing lines, discontinuity of color and the repetition of color are important to be discussed. The ad maker has drawn actual frame lines to differentiate the written message from the images. The white box at the bottom of the ad, carrying linguistic message in English language, is differentiated from the rest of the ad not only through actual frame lines but white color is another source to make it prominent and different. Same is the case with the tagline box at the top part of the ad where framing is done through actual frame lines, through the use of red color as a different color from its background color. The central image, the big red apple, is framed through the discontinuity of color. The

red apple against the grey background and black colored fruit appears to have its own framing boundary. As the ad is meant to deal with one single theme, so in spite of this framing, the ad makers have utilized the color scheme as a tool to continue the unity of theme. Firstly, it is the grey color in background that is shared by all the participants of this ad which gives a continuity of thought to the viewers. Secondly, though the elements are presented as distinct from each other through framing, yet they do form a meaningful whole through a sharing of red and white colors in their presentation. The red color, the color of the company is the most prominent and shared color by all the participants in one way or the other. Red color not only appears in the central image and the top tag line but the theme line and the contact details in the bottom white box also appear in red color. Top and bottom do share white color as well. The name of the company is boldfaced in white at the top while the bottom box is having white color in its background. This repetition of colors is creating a sense of unity and cohesion in the company services and claims.

This use of framing can also be seen in Advertisement 2 (Figure 2) where three separate parts are working with clear framing lines. Firstly, the photograph with human characters in the forefront with other elements in the background is presented as separate through its prominent positioning, a different color scheme and through bright shades of light. Secondly, the linguistic semiotic modes are also given in separate framings. The one at the top left carrying the name of the company in form of a tag line is made prominent and distinct through actual framing and also through discontinuity of color as it carries red color opposed to that of its dull colored white background. Then the individuality and differentiation of the bottom right white box with linguistic message is also maintained through a presence of framing. In spite of this framing, the ad as a single unit of information shows a connectedness of all these framed elements through a sharing of similar background and touches of red color in one way or the other in all these elements. The ad can be analyzed as a well composed piece of communication which carries a unity of thought and cohesion as well. The top and bottom parts share white and red color where the former has a complete red background while in the later shows a complete white background. Again white color is shared by both; the linguistic message in the top part appears in red ink while the linguistic message in the bottom part appears in red and black ink. All the elements, though utilized differently in the different zones of this visual frame of the ad, highlight the same idea that how purchasing this retirement plan will be a wise decision on the part of its customers as it ensures future comfort for the person and his family.

Semiotic modes, Ideologies and Choice of Discourse

Our Analysis of the selected ads illustrates how words and images work together to convey the desired meaning through foregrounding certain elements yet maintaining an interaction and unity within these elements. The researchers have found that the texts are not a stereotypical representation of a product or a service but these utilize multiple modes involving different discourse and carrying certain ideologies as well.

Advertisement 1 (Figure 1.) belongs to the 'Discourse of business', yet the semiotic modes utilize 'Discourse of health' to introduce the health policy of the company. This creative composition also utilizes health discourse in an unexpected way to show the supremacy of this company through a 'Discourse of competition' as well. Discourse of competition is visualized through image presentation where red apple standing for company is in lead as compared to other dull fruit representing other

companies. The linguistic semiotic source is also utilized to hint at this competition and Jubilee's lead in this race as the caption line says, "Leading with a healthy distance." Confirming Fowler (2013) that texts are produced from a specific ideological viewpoint, the ad too utilizes the ideology of health through the representation of an apple, a fruit generally associated with good health. This visual grammar of different semiotic elements in the ad is also involved in representing and developing the ideology of the company's success that is to win the applause and acceptance of the viewers ultimately. Advertisement 2 (Figure 2.) with a rich communicative environment introduces the retirement plan of the company through both the images and the written text. Here the business discourse is intertwined with 'familial discourse' to grab the attention of the viewers. Different visual modes are set to work in this ad keeping in mind the target audience to win maximum customers for the introduced plan. The words in the caption line invite the target viewers to analyze and understand this visual representation within the institution of family life. The ideology of the comfort associated with the life partner is utilized here by presenting the images of a husband and wife with the caption, "SHE'S YOUR COMFORT. MAKE HER COMFORTABLE." Another ideology working behind this piece of text is that of men earning for their women which is institutionalized through the same caption. It claims that it is the duty of men to make their women's life comfortable by doing job and making their life comfortable through better financial conditions.

Jubilee Life Insurance Ads: A compare and contrast

The preceding analysis based on Kress and Van Leeuwen's Visual Grammar has highlighted how each ad is a complete whole in itself, yet different from the other as each is meant for a different purpose utilizing a different ideology. Advertisement 1 (Figure 1.) 'Leading with a healthy distance' introduces the health insurance plan through symbolic representation of a red apple and the written text. Advertisement 2 (Figure 2.) 'She is your comfort. Make her comfortable' introduces the company's retirement plan through a visual representation of a husband and a wife; and written text both. Though both these ads are produced under the same umbrella of an insurance company, yet these ads have their points of similarity and points of difference as well.

First, talking about similarities, it is noted that both the ads have one common agenda of business marketing and a common chord of persuasiveness. The basic aim of both the ads is to attract the viewers in order to win more and more customers for the company. Other than this basic similarity of purpose, placement of different elements, color scheme and the overall atmosphere are the three points of similarity that can be discussed. Firstly, it can be seen that both the ads follow the same pattern for the placement of different semiotic modes in the dyad of the ad. Centre is always seen to be reserved for the placement of ideal and abstract images corresponding to the theme of these ads while the top and bottom positions are always noted to be utilized for the presentation of linguistic information. The top position is fixed for a red tag line carrying the name of the company while the bottom of the ad appears to be carrying a white box with details on the policy and the ways to approach the company. Secondly, it can be noted that though the ads make use of different color combinations yet the red color as a token of company identification is present in one way or the other in both ads. Thirdly, a healthy and happy atmosphere of informality and friendliness is also tried to be maintained through different semiotic modes in both ads.

A number of points of differences can be noted in these ads which determine that each ad is different and is a unique example of discourse in itself. In order to

discuss the differences found in these ads, the researchers will try to answer three questions of 'why?', "for whom?" and "how?" First, the answer to 'why' question leads us to find that Advertisement 1 (Figure 1) is designed to introduce the company's health insurance plan while Advertisement 2 (Figure 2) introduces its retirement plan. The second question regarding 'for whom?' again makes both the ads distinct from each other. Advertisement 1 (Figure 1) aims at attracting all kind of viewers to motivate them to buy its health insurance plan. But Advertisement 2 (Figure 2) addresses a particular class of the society i.e. the job doing class for whom the retirement plan is presented as a guarantee for a comfortable future. The third question regarding 'how' covers a number of things that differentiate both the ads in one way and the other from each other. For example, Advertisement 1 (Figure 1) utilizes the business discourse involving a spirit of competition to highlight how the company is in lead from the other such companies but as the health policy is being introduced so 'leading with a healthy distance' mixes discourses from health and business discourse both. Advertisement 2 (Figure 2) lets the readers step into the domain of family with concept of comfort associated to it. Another difference is noted regarding the way the message of each ad is conveyed. Advertisement 1 utilizes a method of comparison to sell its policy as the red apple is presented more prominently than the rest of the dull fruit in the image. Advertisement 2 makes a good use of logical and emotional discourse which logically tries to make the husbands to buy Jubilee retirement plan to make their wives comfortable as they are a source of comfort in their lives. For the purpose, Advertisement 1 draws upon food items to present it as a symbol of security for health insurance policy; and Advertisement 2 utilizes the emotional relation of husband and wife, the basis for familial bonding to win the customers for its retirement plan. Moreover, though the central image is prominent with more space given to it in both the texts, yet it is noteworthy that Advertisement 1 (Figure 1) utilizes an apple, a non human being while Advertisement 2 (Figure 2) makes a use of real human beings as shown in the picture placed in centre. This compare and contrast of these ads has proved that each act of discourse is unique in itself. The ads, under study, though produced by the same company carrying some routine like practices of the placement of company name and its logo color, are noted to be distinct pieces of discourses to be analyzed from a number of ways. Visual grammar utilized in this study, has proved a good help to understand the construction of meaning through a number of multiple modes and the ideologies utilized by the selected advertisements.

Conclusion

The researchers conclude this paper with the confirmation of the idea that visual elements do have their own grammar with interdependent relationships to convey different meanings. The study has found how three different types of relationships are made to work in the selected ads. First, the relationship between different semiotic modes in the ads is maintained through narrative and semiotic processes which involve symbolic processes as well. Second, the relationship between the visual elements and the viewers is maintained through gaze either direct or indirect, (very) close shots and through a perspective of equal eye level. The images associated to particular ideologies are given a touch of reality through color saturation as well. And third, the relationship between the ad makers and ad the viewers is built effectively through the informational value, salience and framing of different semiotic elements.

One needs to be well aware of the other semiotic modes of images and color scheme in addition to an understanding of the ideologies. The study suggests developing a deep knowledge of visual grammar and its working in the construction

of meaning. This pack and unpack of the meanings in multimodal discourse may not only be used to promote their personal agendas but it can be utilized to change and influence the existing ideologies to mould the existing setup positively.

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