



RESEARCH PAPER**Discursive Devices Used in the Advertisements by Private Schools in Khyber Pakhtunkhwa: Discursive and Discourse Analysis**

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ABSTRACT

The study attempts to analyze the different discursive devices used in the advertisements of private schools in Pakistan, particularly in Khyber Pakhtunkhwa. It explores the role that different discursive devices play in the advertisements of private schools in Khyber Pakhtunkhwa and reveals the implicit, hidden and inherent ideologies behind the use of these discursive devices in private school advertisements. The present study is qualitative in nature. The data were collected from the advertisements posted by the private schools in KP in 2023. There are seven divisions in Khyber Pakhtunkhwa, which have thirty-five districts. The three divisions were selected for the present study from these seven divisions. Two districts per division were chosen for the present study. A total number of six districts were selected. From these six chosen districts, twelve private schools were selected through simple random sampling techniques. After selecting the private schools, advertisements given by them were downloaded and analyzed using Fairclough's (1992) three-dimensional model. Based on the data analysis, the study found that English and Urdu are the most dominant languages in the advertisements. The study also found that the schools used poetic words, quotations, and Islamic verses etc. to persuade the readers to take admissions in the schools. The study hopes to stimulate interest in this area so that this area can be revisited afresh and the established views can be reexamined.

KEYWORDS Advertisements, Discursive Devices, Khyber Pakhtunkhwa, Private Schools

Introduction

An advertisement is a message paid for by those who intend to inform or influence the potential people who receive and accept them. It is the ideologically loaded information that is distributed and exchanged in a particular form, in a specific way, and by individual means, addressed to a large number of people and aimed at getting the kind of attention of the target people to the particular subject of advertising.

In addition, advertisement plays a crucial role in this modern world. In this contemporary world, each industry, company, agency, educational institution, etc., advertise their products or services. These agencies, companies, industries, and academic institutions use advertisements to attract customers. They use different types of discursive strategies in ads to persuade the public to buy the products. The present study deals with advertisements and their roles in increasing the general public's interest in various schools and colleges. Some agencies, such as schools, colleges, and universities, advertise their services to people. Among the schools, private schools are independent, non-governmental, privately funded or non-state schools and are not administered by national

governments. The local or national government does not finance their financial endowment. One of the differences between private and government schools is economic cost. Private schools use different procedures to attract, allure, and lead people to admission to their schools.

The present study attempts to analyze the different discursive devices used in the advertisements of private schools in Khyber Pakhtunkhwa. It attempts to explore the diverse roles that the discursive devices play in the advertisements of private schools in KP, as well as the hidden ideologies behind the use of each device in private school advertisements. By doing so, the present study provides a comprehensive and significant analysis of the advertisements of private schools in KP.

Private schools use advertisements as one of their tools to persuade the general public. The public is convinced through the effective use of different discursive devices. There are always some hidden ideologies at work when selecting and rejecting a specific device for a particular advertisement. In Khyber Pakhtunkhwa, private schools employ diverse discursive devices to persuade the public to take admission of their children to the advertised private school. The present study attempts to investigate different discursive devices used in the advertisements of private schools in KP. It also attempts to explore the roles that the discursive devices play in the advertisements of private schools in KP. The study also attempts to reveal the implicit ideologies behind the particular use of discursive devices in KP's private schools advertisements.

The study will provide a comprehensive account of the private school's advertisements to students and their parents, which will, as a result, help them not to be impressed by the well-decorated advertisements that private schools in KP give. The study also expects to make private school owners realize that some parents do not look at the language, the writing style, and the entire discursive devices that are used in the advertisements; instead, they look at the quality of education provided by the school when they look for schools for their children. The present study will expect to help linguistics students understand the area of Critical Discourse Analysis (CDA) through the practical analysis of the different advertisements of private schools in KP. In addition, it is hoped that the study will provide future scholars in CDA with some information about under-researched areas in this field. It will shed light on the different discursive advertising techniques that advertisers employ. Moreover, the study will significantly contribute to an existing body of literature on Pakistan's private school advertisements in general and KP in particular.

Literature Review

Advertisements play a crucial role in this modern world. The advertisers' primary focus is attracting consumers, promoting their buying manners, and improving awareness. It is a significant element in the market financial system. It has an essential impact on our attitude and thinking towards ourselves and the world around us. The primary aim of the advertisement is to persuade people to buy something or to accept an idea. Resnik and Stern (1977) described 14 points based on which a television advertisement can be concluded as informative.

Different sponsors help advertisers improve their customer relationship via text, spoken, and visual information interpreted on media. According to Kotler and Armstrong (2011), an advertisement is a promotion or presentation of goods, services or distinct ideas. It is one of the diverse promotion instruments.

Kinds of advertisements

There are different kinds of advertisements, but the researcher will discuss a few essential types of ads, especially those used by advertisers. The following are the important types of advertisements.

Public or Social Advertising

Public or social advertising is a type of advertising that is useful for the general public. Unlike business advertising, it is oriented towards the general public and audience, united by their equal social status. For example, childless couples, teenagers, single mothers, etc. (Sandage, 1989). It is a practice that uses advertising as a proper communication medium to express socially relevant messages about social welfare and other important social and cultural matters. It is like other forms of advertising and is an interdisciplinary field of study. It could be viewed as a sub-field within a broader class of advertising theory and practice (Gordon & Gurrieri, 2014).

Political Advertising

Political advertisement is one of the most influential and prominent types of advertising. With it, a positive image of a politician is formed (Sandage, 1989). It is an informative advertisement and gives information to society. Such advertisements are beneficial for different provincial and presidential candidates. They use them as an essential aspect of their political campaign. They use it for communication at all levels of government. Bartels and Rahn (2000) and Kern (1989) state that citizens are now exposed to an enormous amount of political advertising in every election around the globe, but exposure to authentic news has declined over the same period. Furthermore, in political advertising, various images and texts are used, leading to theorizing about the form and function of different message types in evoking emotions and persuading voters.

Corporate Advertising

Corporate advertising is central to companies because it ensures positive customer communication and sends image-based messages. It is a tool that can be used in public relations to gain admiration and status in a corporation. According to Arklan (2011), corporate advertising and public relations support each other. The word corporate advertising is close to public relations. Camdereli (2000) states that corporate advertising is an advertising activity used to transfer messages to the target and general public.

Online Advertising

Online advertising is becoming one of the most favourite mediums of advertisement and one with great potential for expansion. It frequently involves an advertiser who provides the advertisements to be displayed on the publisher's content and a publisher who integrates it into its online content. In addition, online advertising allows users to look at the latest products that any company advertises. In this modern world, businesses are going online to promote their services and products; the internet combines aspects of radio, television, and print advertising in an interactive environment. It presents a new and fast-paced practice for consumers. There are various online advertisements, such as floating, email, pop-up, video, etc.

Moreover, the most effective medium of advertisement is online advertisement. There are different types of online advertisements. However, the main focus of the present study is the advertisement for private schools. Most private school owners and advertisers

have made groups on social media, such as Facebook, WhatsApp, Instagram, etc., to advertise their private schools. Students and their parents easily find a school for their children through online advertisements. In short, we can say that online advertisement plays a significant role in private school advertisements.

Role of Advertisement

Advertisements play a very vital role in this modern world. People can see various types of ads in different areas. It plays an essential role in encouraging consumers to either use a particular product or to increase their expenditure on that product. Advertising plays a significant role in our everyday life. Sahni et al. (2019) argue that advertisements mainly determine our image and way of life, and they impact our attitude and our thinking towards ourselves and the world around us. Shiller et al. (2018) state that when advertising is addressed to customers, besides the advertising of a product, it also helps form the ideological values of society. All the advertisers use selective vocabulary to get success in their lives and attract their consumers. It means that they use constructive discursive devices to catch their audience's attention. The language of advertisements is usually very positive.

Schools

Schools play a crucial role in this modern world. According to Article 26 of the Universal Declaration of Human Rights, education is a fundamental human right. Pakistan also adopted this charter in 1948. Education is necessary for every person. There are diverse types of institutions, such as government, private, technical, and madrassas. The researcher explores why parents choose costly private schools over free government schools.

Government Schools

Government schools are those that the government runs and provide free education to all citizens. Public schools are government-run and government-funded, while private schools run on students' tuition fees. However, government schools, whether primary or secondary schools, are built for all children and offer education to all children without any charges. Furthermore, government school teachers are very skilful; they have been appointed on merit for several years. Government school teachers are well-educated; they are experienced and trained professionals.

Private Schools

Private schools are self-governing schools. They are non-governmental, privately funded, or non-state schools and are not administered by national, state or local governments. One of the main differences between private and public schools is financial cost. Public schools are government-run and government-funded, whereas private schools run on students' tuition fees.

Private schools have been developed worldwide; they have made a standard. It is generally observed that private school students get higher scores than government school students. Apart from the students, it has also been observed that the private school teachers are very hard workers. Private school teachers' salaries are lower than those of government school teachers. No student fee is paid to such religious institutions by the students (Rahman, 2004).

A Detail Overview of Critical Discourse Analyses (CDA)

The abbreviation of CDA is widely used and is understandable in every field. The use of CDA as an umbrella term entails the possibility of oversimplification, and an attempt will be made to identify specific subgroups. Generally, CDA contains two essential elements: political concern with the working of ideology and power in society and a definite interest in how language contributes to, perpetuates and reveals these workings. It studies the relationship between language and culture. Its particular strength is that it bridges the gap between the actual language phenomena and the working of power in society.

Critical Discourse Analysis

Critical discourse analysis is a social practice where ideology and power influence and interact with one another (Fairclough, 1989). CDA is a type of analytical discourse research that discusses social power abuse, inequality and dominance and how they are reproduced, resisted and enacted (Dijk, 1998). A recent school of discourse analysis concerns itself with the relation of power and inequality in language.

Critical Discourse Analysis and Advertisements

There is a relationship between critical discourse analysis and advertisement. It is not harmful to say that critical discourse analysis (CDA) is a specific branch of discourse analysis (DA). Advertisers use different discursive devices to advertise their products, jobs, etc. Schools, colleges, universities and other educational institutions also employ various discursive strategies in their education advertisements. Critical discourse analysis investigates the discursive devices that advertisers use in their advertisements.

Works Already Done

Sharma and Sharma (2009) stated that every time we look at advertisements from different companies and agencies while reading newspapers, exploring the internet, watching television, listening to the radio, or even walking in the street. The main concern of advertisers is to attract customers to buy the advertised products. Kassarian (1977) concluded that content analysis is an objective, scientific and systematic description of communication content and its impact on customers' behaviour. Bartels, L.M. and Rahan, W.M. (2000) showed through their study that newspaper advertisements are more informative than magazine advertisements.

Awan (2014) stated that education plays a vital role in the rise and fall of nations, especially in the 21st century. The main reason is that there is global competition in education and technology. Furthermore, Niazi and Mace (2006) investigated the roles of private-sector degree-awarding institutions. Sattar et al. (2012) noted the behaviour of officers, teachers, students, and parents in judging education's actual position in Sindh's private schools.

Material and Methods

Fairclough's (1992) three-dimensional model is a very famous model that researchers use to analyse the collected data. Besides discussing the present study framework, it also outlines the research design of the present study, methods of the sample selection, and tools and techniques adopted for data collection.

Research design

The qualitative study attempts to analyze the advertisements used by private schools in Khyber Pakhtunkhwa (KP). The present study attempts to investigate the discursive devices used in the advertisements of private schools in KP. The qualitative approach is one of the best for the present study.

Data Collection

As the present study deals with the advertisements used by private schools in KP, Pakistan; the data have been collected from the new advertisements 2023 given by only private schools in KP province. We know that there are seven divisions in KP province, which have a total of thirty-five districts. A total number of six districts, two districts per division, have been selected for data collection using a simple random sampling technique. Peshawar and Charsadda districts in the Peshawar division, Abbottabad and Mansehra districts in the Hazara division, Bannu and Lakki Marwat districts in the Bannu division have been selected for the present research study. The twelve most famous private schools have been chosen from these selected districts through a simple random sampling technique. After selecting districts and private schools, advertisements for 2023 were downloaded from the selected private schools, and then these advertisements were analyzed using Fairclough's (1992) three-dimensional model. Each dimension has been referred to in the practical analysis of the advertisements.

Theoretical Framework

The present study used Fairclough's (1992) three-dimensional model as a theoretical framework to analyze the collected data.

Fairclough's (1992) Three-Dimensional Model

Fairclough (1992) believes that every communicative event comprises three dimensions: firstly, text, which can be found in different forms such as writing, spoken symbols, images, etc. Secondly, discourse practice deals with how diverse texts are produced and consumed. Thirdly, a social practice which studies the relationship of text with society. It means discourse has a relation with society. It affects society and vice versa.

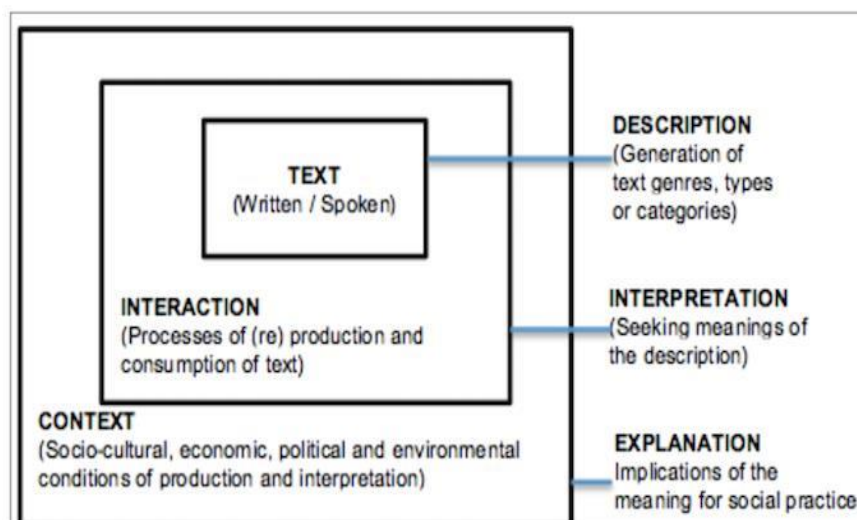


Figure 1 Fairclough's Three-Dimensional Model (1992, p.25)

Description

Linguistic features such as text structure (turn-taking phenomenon, thematic choice), vocabulary (wording), and grammatical construction (passivization, transitivity, etc.) should be described and systematically analyzed in the description stage Fairclough (1992). The researcher has analyzed the linguistic features such as words, phrases, syntax, and cohesive and discursive devices used in the advertisements of private schools in Khyber Pakhtunkhwa (KP) during the text analysis stage.

Discursive Practice

In this stage, the interrelationship between text and discourse and their production and consumption should be investigated. However, discourse is not only considered a text but also a discourse practice, which means that besides analyzing the diverse language features and different text structures, one should pay attention to other important factors, such as intertextuality and speech acts.

Social Practice

In the third and last stage of Fairclough's (1992) three-dimensional models, the social practice studies the interrelationship between social context and interaction. It also studies their social effects. Since advertising is a social practice, it influences the public's mind. In social practice, essential factors such as ideology, power, and identity are considered to fully illustrate the relationship between socio-cultural perspectives and the production and consumption of varied texts.

Data Analysis

The data were analyzed using Fairclough's (1992) three-dimensional model. The data analysis techniques have been discussed in the research methodology section. Here, the researcher explores the different functions performed by different discursive devices employed in the advertisements of private schools in Khyber Pakhtunkhwa.

Description

The advertisement below in Figure 2 was taken from a private school in the district of Peshawar. We can find several discursive devices in the ad in Figure 2 that the advertiser has used to attract more and more children and lead them to admission to this private school. The school's owner has given the school address and phone numbers in the left corner of the advertisement.

اقراء ایجوکیشن سسٹم

اقراء ایجوکیشن سسٹم کی تعلیمی ادارہ ہے جس کے ذریعہ "اقراء ماڈل سکول" میں ایسے صائب تعلیم کا انتظام کیا گیا ہے جس میں.....

۱۔ عصری علوم کے ساتھ قرآن و سنت کی تعلیم سے روشناس کرانا

۲۔ ایسے طلبہ پروردگار کے پیغمبر کیلئے جہت تیار ہوں

۳۔ ایسے فریوےج سبھیوں میں قوم کی خدمت کر سکیں۔

۴۔ جدید عصری علوم پر مکمل عبور رکھنے والا ہو

۵۔ ایک پڑھا لکھا فرد جو پورے خاندان کی تعلیمی کامیابی کا بنیادی رکن ہو۔

Ph: 091-2581033
0312-9595248 0315-9038637 0300-9595248

خاندان کا شان و زور بیاں روڈ پیروان کیلئے قوت پشاور

Figure 2 Advertisement by Iqra Education

STAFF REQUIRED			
S.No	Teachers	Qualification	Experience
1	Montessori Female	BA+ Montessori Diploma	2 Years
2	Primary Level Female	B.A / BSc + B.Ed	3 Years
3	Matric Level Male / Female	MA / MSc + B.Ed	4 Years
4	PET	Diploma in H. & Physical Education	4 Years

Last date to submit your CV 10/08/2020

HR Department Warsak Model School & College
at kilometer 1 Warsak Road, Peshawar
Contact No. 091 - 5201281-82
Email: wmspsh@gmail.com

Figure 3 Advertisement by Warsak Model School

The school owner has used several discursive devices in his school advertisement in Figure 3. The advertiser has written the school name in both English and Urdu. The owner of this school has used a different colour for writing teachers' qualifications and digital classrooms. He has mentioned the school address and contact number at the end of this advertisement in Figure 3.

The owner of "Indus Private School Charrssdda" used yellow to write the school name in the advertisement in Figure 4. He has also used large font sizes as a discursive strategy for school names. In addition, the owner of "Indus Private School Charrssdda" has written one Urdu poem using a discursive device. He has written a contact number in the advertisement in Figure 4.

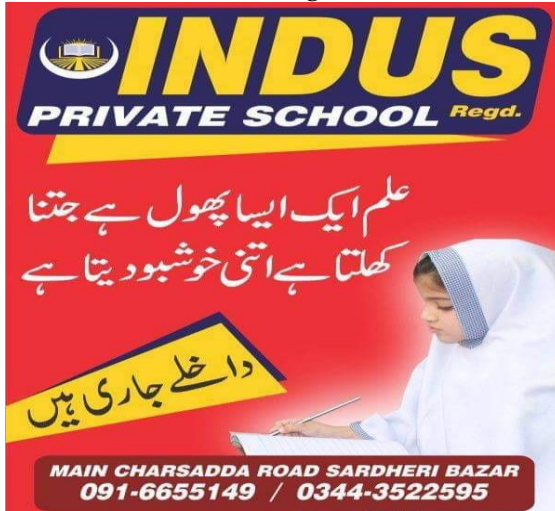


Figure 4 Advertisement by Indus Private School



Figure 5 Advertisement by ICMS School

The advertiser of ICMS School has used various discursive devices to attract more and more children to take admission to this advertised private school, as shown in Figure 5. The owner of ICMS School used white and yellow colours to write the school name in the advertisement in Figure 5. The owner also mentioned the courses offered in this private school in the ad in Figure 5. At the end of the advertisement in Figure 5, the organizer of ICMS School has given the school address and contact number.

The advertisement in Figure 6 was taken from a private school in Abbottabad city. The ad used red and white colours to write the school name and a large font size for the school name. The organizer used Urdu in this advertisement in Figure 6. The owner of this school has given contact numbers at the end of the ad in Figure 6.



Figure 6 Advertisement by Gateway International School



Figure 7 Advertisement by Oxford School

The advertiser of Oxford School has used several discursive devices in his school advertisement in Figure 7. He used red to write the school's name and yellow for the

remaining writing. The school owner used English and Urdu in the school advertisement. We can find some poetic devices in this advertisement for private schools. The principal of this private school has given a contact number at the end of the ad.

This advertisement in Figure 8 was taken from the most famous private school in Mansehra city. The owner of Noor School and College Manserha has used discursive devices in the school advertisement. He used poetic words in the ad. He has mentioned the last date of admission in the advertisement in Figure 8.



Figure 8 Advertisement Noor School Mansehra Figure 9 Advertisement Modern Age School

This advertisement in Figure 9 was taken from a private school near Hazara University Mansehra. The advertiser has used several discursive devices to attract many children to be admitted to this advertised school. He has used different colours and different styles for writing in the advertisement. He used Urdu and English to write the school name in the ad in Figure 9. The owner of Modern Age School and College has used some exaggerated sentences in the advertisement in Figure 9.

The advertiser of Iqra Public School used white and giant fonts to write the school's name in Urdu, as shown in Figure 10. He used a dark-brown background and white colour to write the owners' names and contact numbers in the advertisement in Figure 10.



Figure10 Advertisement by Iqra School Figure11 Advertisement by Kabul English Language Academy

A very famous private school took this advertisement in Figure 11. The owner of Kabul English Language Academy has used various colours, such as red, yellow and

white, for writing in the ad in Figure 11. The advertiser used Urdu in the advertisement for this private school. He used white to write "Admission is Open" in the ad in Figure 11.

The advertisement in Figure 12 was taken from a private school in the Lakki Marwat area. The advertiser used some semiotic devices in the ad. He chose Urdu as a discursive device in the advertisement in Figure 12. The advertiser has used different colours and writing styles in their school advertisement.



Figure 12 Advertisement by Al-Saeed School

Figure 13 Advertisement by Marwat School

The advertiser has chosen white clothes for the background of the advertisement and black and yellow colours for writing in the advertisement in Figure 13.

The owner of "Iqra Education System" has used black colour for writing other things because black colour is easily visible on a brown background. He uses Urdu for writing instead of other languages because Urdu is easily understandable to literate and illiterate people. The advertiser has written some essential characteristics of this private school to attract and persuade children into taking admission to the advertised private school in the advertisement in Figure 2.

The Warsak Model School and College owner has given the above advertisement in Figure 3 to complete their school staff members. He used black and white in the background to write different things in the ad in Figure 3 because the white colour is more visible on a black background. The advertiser has written the teachers' qualifications and experience because most parents look at the teachers' qualifications whenever they want to take admission for their children to a private school. The school's owner has written the school's contact number and email address in the advertisement in Figure 3 to make it easy for teachers to submit their CV or call the school owner. We can also find the school address at the end of the advertisement.

The advertiser has used Urdu poem in the advertisement in Figure 4, which possesses a very authentic and complete meaning for parents and children to take admission for their children in this school. In this advertisement, he has used various colours as a discursive device in writing. At the end of the ad in Figure 4, we can find the school address and contact number for further information.

The advertiser of ICMS School has used different discursive devices to attract many students to take admission to this advertised school. He has used English instead of other languages because most people get impressed with English. The advertiser also has written

the courses taught in ICMS Schools and College because it will be easy for students to gain admission to their desired courses. The owner of this school has mentioned in the advertisement in Figure 5 that there are separate classes for male and female students because, in our society, most people do not accept co-education.

The advertiser used red and white colours for the school name in the advertisement in Figure 6 because he wanted to attract children and parents to look at the school name in Figure 6 instead of concentrating on other things in the ad. He has also mentioned that admissions are available from class one to class 10th. It is easy for the students to take admission to the school.

The owner of Oxford School and College Abtoabad has used different colours and styles for writing in the advertisement in Figure 7. He has mentioned only science subjects because most people expect to study science subjects in private schools. He used different styles and yellow colours to write subjects in the advertisement because yellow is more visible on a dark blue background. The Oxford School and College Abtoabad advertiser has written that a highly qualified staff is in our school. It is also a discursive device to motivate children to be admitted to this advertised school. He has given the contact number and Facebook account in the advertisement in Figure 7 because he knows well that most people use social media in cities.

The advertiser of Noor School and College has used white for writing school name because he wants to attract children and parents to first look at the school's name in the advertisement. He used the word "TOPPERS" to attract those children and parents impressed by the students' highest marks. The advertiser has also written about "the merit scholarship" in the advertisement in Figure 8 to persuade children to be admitted to their school.

The advertiser used both Urdu and English to write the school name because it is easily understandable to the general public. He has used dark blue and red colours for writing the school name in English, whereas at the same time, he has used red and black colours for writing the school name in Urdu to persuade children and their parents to take admission for their children in this advertised school. The advertiser has given their school contact number for further information.

The advertiser used Urdu instead of other languages in the advertisement in Figure 10 because Urdu is easily understandable to everyone in that area. He has selected white colour and a large font for the school name to make the on-lookers first view the school name in the advertisement. The owner of this school has written the owner and chairman's name along with their contact numbers to catch more children from the market to take admission in this advertised school. The owner has discussed some religious and social activities to motivate students to take admission to their school.

The advertiser wrote the advertisement in Urdu because Urdu is our national language and is easily understandable to literate and illiterate people. The advertiser has used large fonts for the school name in the advertisement in Figure 11 to attract many students to be admitted to this school. The owner of this academy has also used exaggerated words to impress students to take admission to their academy. The advertiser has given the academy's complete address and cell number at the end of the advertisement in Figure 11 for further information.

The advertiser has used large fonts to write the school name in the advertisement in Figure 12 to attract children to take admission to this advertised private school. The

owner of this school has also written that admission, books and other materials are free because he wants to attract more and more children to take admission to their school.

The advertiser has used a few discursive devices in the advertisement in Figure 13 to attract more and more children to take admission to this advertised school. The school owner chose the Urdu language for writing because most people of Lakki Marwat easily understand the Urdu language, and it is easy for parents and their children to be admitted to this advertised private school.

Social Practice

The owner of this private school has used all those discursive devices accepted by our society. He used language that is acceptable in our society.

The advertiser of Warsak Model School and College has used few but concise devices for required teachers in the advertisement in Figure 3. He used all those strategies that are acceptable in our society in the ad in Figure 3.

The owner of "The Indus Private School" has used English instead of other languages because most of the public get impressed by English.

The advertiser of this private school has used all those devices that have some relationship with our society. In the advertisement in Figure 5, the researcher can find English because the literate and illiterate people are impressed by English medium schools.

The advertiser used Urdu in the advertisement in Figure 6 because Urdu is our national language, and most people understand it. The advertiser has used all those strategies which are related to our society.

The school advertiser in Figure 7 has used those discursive devices that are acceptable in our society. The advertiser uses Urdu because some people only understand Urdu. Urdu is also our national language.

The Noor School and College advertiser has used some discursive devices that are accepted by their society. There is a specific inherent ideology behind the use of each device. The advertiser has used Urdu because the people of Khyber Pakhtunkhwa can easily understand Urdu. It is the only language that most of the people of Khyber Pakhtunkhwa can read and understand.

The owner of Modern Age School and College has used several discursive devices to attract more and more students to take admission to their school. There is a particular ideology behind the use of all these devices.

The owner of this private school, in Figure 10, used those discursive devices that are well known to the entire public in our society. They accept them in their surroundings.

The advertiser of the above advertisement in Figure 11 uses Urdu because the use of Urdu makes it easy for people to understand the ad. There is a specific ideology behind the use of each device in advertisements for private schools.

The advertiser in Figure 12 uses all those acceptable discursive devices in his society. He used Urdu in his school advertisement because it is easy for the people of Lakki Marwat to understand and know about the advertised private school.

The advertiser used those devices in the advertisement in Figure 13 of private schools, which the people of Lakki Marwat accept. There is a particular ideology behind the use of every device in the advertisements of private schools in Khyber Pakhtunkhwa.

Finding

The findings from the advertisements of private schools are presented in bullet points below:

- i. English and Urdu were found to be the primary languages used in the advertisements of private schools situated in the KP province of Pakistan.
- ii. English, the national language, was the preferred language in most advertisements used by private school advertisers in the KP province of Pakistan.
- iii. Urdu, the national language and easily understandable for literate and illiterate people, was the second preferred language.
- iv. A significant difference was observed in terms of language choices. For example, some advertisers of private schools in KP preferred the English language. In contrast, other advertisers of private schools in KP preferred Urdu when writing in the advertisements of private schools in KP.
- v. English was found to be used in all famous private schools of KP because most parents are impressed by using English in the advertisements of private schools of KP.
- vi. Unlike English, Urdu was not that widespread, and its use was found in some advertisements for private schools in KP.
- vii. The Urdu language was found in some advertisements of private schools in KP because the Urdu language is easily understandable for literate and illiterate people.
- viii. Arabic language and Quran verses were used in a few advertisements for private schools in the KP province of Pakistan.
- ix. The Pashto language was found to be poetic in limited advertisements of private schools of KP to attract parents and children to take admission to the advertised private school.
- x. English was found performing directive, referential and identifying functions in the advertisements used by private school advertisers in KP.
- xi. The monolingual language was found in some advertisements of private schools of KP, such as English or Urdu.
- xii. There were several advertisements for private schools in which the researcher found bilingual languages, such as prevalent bilingual languages, English and Urdu, in the advertisements of private schools in KP.
- xiii. Most Owners of private schools in KP preferred English for their school advertisements because the local languages look/seem odd in some cases, such as

advertisements. For example, it looks/appears odd to advertise things using the Pashto language.

xiv. Arabic language means Quran verses were found in the advertisements of private schools, which were used to motivate religious people to admit their children to the advertised private schools.

xv. The advertisers used Arabic in some advertisements of private schools to invoke the Almighty's blessings.

xvi. Different styles of writing were found in the advertisements of private schools.

xvii. Diverse writing uses were found in the advertisements for private schools in KP.

Conclusion

The study aimed to ascertain three main points: first, to identify the discursive devices employed in the advertisements used by private schools in KP. Secondly, the roles that the discursive devices play in the advertisements used by private schools in KP will be explored. Finally, the inherent ideologies behind the particular use of devices in the advertisements used by private schools in KP will be revealed. Based on the findings, the study concludes that private schools use English the most in their advertisements because they know that KP's people consider English the modern language. The people of KP value English more than other languages, which is why private schools use English more in their advertisements. Private schools use Urdu and English in their advertisements, too, because it is the national language of Pakistan and is easily understandable to the people of KP. Private schools use Urdu in their advertisements to show solidarity with the people. People use English to attract students and their parents to private schools.

Recommendation

It is recommended that a new study shall be conducted on the comparative analysis of advertisements by private and public schools. It will add a new insight on the differences and similarities between private and public schools. Moreover, a comparative study of schools in different provinces of Pakistan can also be of much significance.

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