

What makes an educational advertisement campaign successful: A case study of Zara Sochiye

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Abstract

Unfortunately, literacy rate in Pakistan according to Pakistan Social and Living Standards Measurement Survey (PSLM) in 2012 was 60% which went down to 58% in 2013-14. Promotion of Primary and Secondary Education has been the principal and priority agenda of political parties, non-governmental organizations as well as civil society organizations in Pakistan. Media is considered the most powerful tool in disseminating and promoting public welfare agendas. Zara Sochiye (Think About It) campaign launched by Geo TV, is taken as a case study, using Rhetorical Triangle method as well as Semiotic Analysis techniques the study tries to identify the potential appeals of advertisement that are likely to have a significant impact on stakeholders for prioritizing education and motivating public to gain education. The findings of the study show that if emotional and rational appeals of advertisement are used in balance and equilibrium is maintained between script and frames shown, then a good advertisement can be produced which ultimately adds in the popularity of the campaign.

Keywords: *Zara Sochiye, Advertisement campaign, Advertising appeals, Rhetorical Triangle of Aristotle, Semiotic Analysis, Saussure's Model*

Background and Rationale of the Study

According to World Bank statistics there are almost 150,000 government schools in whole Pakistan in which primary, middle, secondary and post-secondary schools are included. During General Musharraf's rule two junior commissioners were appointed to check

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the conditions of government schools. In this practice, Ghost Schools Scandal was brought up. It revealed that in 1998 there were 700 primary and secondary “ghost” schools and 18,000 teachers were being paid in Punjab and 340 “ghost” schools and 7000 teachers were being paid in Sindh for doing nothing (Riaz, 2012).

Zara Sochiye (Think About it) (ZS - hereinafter) campaign is an initiative of Mir Khalil Ur Rahman Foundation (MKRF) in partnership with Geo television network and Jang Group of Publication. ZS used all kinds of tools like songs, advertisement, talk shows and road shows to convince and motivate common masses to get education. However, considering education as the most important and fundamental right of individuals present in every democratic society, researcher endeavors to empirically test the appeals used in advertisement of ZS to make it effective and successful. ZS advocates a campaign using traditional media as well as social media. Researcher took advertisement related to education of ZS campaign to study content analysis and feedback on social media. Content analysis of advertisement is meant to study the appeals used in script as well as to study connotations of images used in advertisement by applying semiotics.

Advertising is a wide field whose basic aim is to communicate a purposeful message. Its main intentions are to sell, to amuse, to inform or to persuade. The most important thing is that effective advertising forces the customer to trust in client’s message (Wood, 2004). Hence, importance of advertisement through television cannot be ignored.

Therefore, researcher studied campaign’s advertisement

because ZS is the only educational campaign which is using advertisement of both airtime and print space. By using promos and other strategies, the campaign forced policymakers and stakeholders to bring education in their priority list in election 2013. MKRF claims that ZS campaign brought important policy reforms including; education becoming the top 5 political agenda for the first time, increased allocation of education budget from 20% to 50%, campaign message outreaching to 120 million people all over Pakistan (MKRF, June 2013). Some important legislative reforms were also brought up by Chal Parha Show and ZS advertising campaign. National Assembly passed a bill ensuring provision of education to children between 5 to 16 years on November 13, 2012. In addition, Governor of Balochistan, Mr.Zulfikar Ali Magsi passed an Ordinance which ensured that primary and secondary education will be free and be must for children between ages 5-16 on March 13, 2013. A resolution for condemning any act against girls' education was also passed in National Assembly of Pakistan on March 14, 2013 (MKRF, June 2013).

Despite of mentioned successes the educational campaign also faced criticism for its various advertisement and promos by common masses as well as by analysts. They criticized the promo "Parhney Likhney k siva, Pakistan ka matlab kiya?"(There is no other meaning to Pakistan but to read and write) to be a targeted attempt on slogan of Independence Movement which was "Pakistan ka mtlab kiya? LA ILLAHA ILL ALLAH". (Meaning of Pakistan is that there is no God but Allah/Base of achieving Pakistan is the oneness of Allah/Islam) Ahsan Aiwan in his article in Daily

Ummat, writes that People of sub-continent have learned this lesson for sixty years before and after independence that “Pakistan ka mtlab kiya? LA ILLAHA ILL ALLAH”, but now ZS campaign is conspiring against it by propagating that there is no meaning of Pakistan except to write and to read. Although, it is necessary to read and write for country’s progress and prosperity, but not to assail or harm the ideology of country. He is of the view that to create a different ideology for Pakistan the campaign tends to inform masses in their program that the term “ideology of Pakistan” was firstly invented by Information Minister, Yahya Khan but they did not mention that who was the first person who raised the slogan “Pakistan ka mtlab kiya? LA ILLAHA ILL ALLAH”. Actually this slogan was the voice of every Muslim residing in sub-continent before Pakistan came into being.

He also adds that in advertising campaign Pakistan is being compared with India and West and it is stressed again and again that our ancestors especially emperors wasted their lives in developing infrastructures and building empires. Answer to this question is that there is a huge difference in number and ratio of population of India and Pakistan hence, for 150 million people of India there will definitely be more universities as compared to the population of Pakistan that is 10.8 million (Aiwan, Dec, 2012).

Therefore, researcher chooses this topic and performed content analysis technique to analyze and assess the content of the advertisement of the educational campaign to explore if it is a negative propaganda to attack ideology’s slogan or it’s just an attempt to promote education effectively. Researcher took

advertisement related to education of ZS campaign to study script and frames in the broader perspective of content analysis. The current study is also an endeavor to empirically test the appeals used in advertisement of ZS. The study will also help to know the connotations of frames used in advertisement. The study is significant due to various perspectives; firstly, this is the only educational campaign which used media as a fundamental tool to spread messages; therefore, content analysis of campaign helps to check the detailed strategies used in campaign to make it effective. Secondly, the methods chosen have not been applied together before thus, making the study exploratory in nature.

Research Questions

The present study has raised following important research questions:

1. What makes an educational campaign's advertisement successful; the script (advertising appeals) or the frames (footages of advertisement)?
2. How do Muslims, Mughals and Pakistan, as a country, are portrayed in the advertisement?
3. Do the advertisement portray positive image of western world?
4. How modernity is being depicted and portrayed in advertising campaign?
5. For what segment of the society, the educational campaign is designed or targeted for?

Literature Review

Education

As education is fundamental right of every individual in a free society therefore, its smooth facilitation must be ensured by stakeholders (Riaz, 2012). Developed countries have a proper system to check and monitor their education systems. In UK, Ofsted is a body to inspect schools and those who provide skills and education to students. To ensure the impartialness Ofsted has to report directly to the Parliament. All European countries; Malaysia, Japan, China, Indonesia, Canada and USA have proper systems for evaluation of their education sectors (Riaz, 2012).

However, In Pakistan, National ELT Accreditation Scheme (NEAS) and Punjab Education Assessment System (PEAS) are working for examinations but nobody is checking the transparency of examination yet (Riaz, 2012).

Our education system faces demise due to corruption and faulty check and balance. However, education is the key element in reducing and controlling corruption. Young generations must be educated morally against corruption. Corruption is not only the matter of underdeveloped countries but it can also be observed in countries like Italy, Japan and Spain. (Hauk & Marti, 1999).

In addition to reducing corruption, education can also play its role in various sectors. The purpose of education is not only to add in the labor market but it also makes responsible citizens, who can enthusiastically contribute in social and political structure, child raising and domestic life and also in recreational activities. Active

education is the important root in any learning society which is essential for all states in twenty first century. If the government may keep strict check and balance than their education policy will remain functioning in future as well (Bynner, 1998).

After considering the significance of education we can see how it's campaigning can make it successful. To make a public awareness campaign successful, there must be a clear goal for the campaign. Target audience must be defined, information must be disseminated in clear and reasonable manner, different organizations like government, schools, agencies and social groups can be used as well. However, to check the end results and effectiveness of campaign research is helpful (Smith, 2006).

Education is the basic problem of leading global issues like economic instability, youth unemployment, safety, war, climate and atmospheric changes. As social issues are interconnected therefore education plays an important role (Global Campaign for Education, Total reach, Total learning: Education Beyond 2015). ZS started the education campaign on the same alert note in considering education as the basic social issue of Pakistan.

Advertisement

Television is such a chalice which allows public to view the whole world in it. According to cultivation theory television has a position of a member in any family as it tells the stories as well as serves as cultural pillar in the society. Its content is always set by owners of media and policy is defined by the policy makers. Messages and information is source-centred usually (Eijaz & Ahmad, 2011).

Advertising industry on television generate 67 billion dollar

per year (McCann, 2008). Different designs and strategies are used by television ads to get attention, to create brand awareness or knowledge about the service or product and to convince the audience. Structural complexity is capable of getting attention and retention of messages including ads of television; this concept is given by (LC4MP) Limited Capacity Model of Motivated Mediated Message Processing (Lang, 2006).

Study of Sixsmith, Kelleher, & Cangle (2000) helps us to study impact of advertisement. An advertisement was developed to control HIV and impact of that advertisement was evaluated by taking a sample of 2,500 people at the film festival. Target audience of this advertisement was young people aged 18-36 years. These people were shown the advertisement and then its impact was studied through questionnaire. And the researcher got highly positive findings. This study showed that advertisement could be released on broader scale (Sixsmith, Kelleher, & Cangle, 2000).

In the same way, Cognitive processing of advertising was studied in India on urban children. The study was done by using cluster sampling approach on 250 children aged between 7-12 years and a simple questionnaire using three point rating scale was also directed by moderators. Findings of study tell us that decoding of advertising messages is inclined by cognitive abilities as well as personal and social interactions. Mode personality, character, story line, motto, and music also add up to the liking or disliking of an advertisement (Panwar, Vidyanagar, & Agnihotri, 2006).

Education through Advertisement

USAID, building alliances series, presented five models in their

booklet to enhance education. Model no.5; named Communication for Education, of this booklet states that; USAID have many media companies as partners, which can play significant part in communicating messages about education. Air time ads, editorial spaces and special newspaper space can speed up the reforms in education. It can create public awareness as well as bring the desired changes in education system.

Television and internet based programming can help in targeting those areas where formal education is not available. USAID, Sesame Workshop and Turner Broadcasting Systems introduced Sesame street television program in underdeveloped countries like Nigeria and India to promote education's importance (Brady, February 2009).

Methodology

ZS broadcasted 50 advertisements during this educational campaign which is the population of this study.

ZS educational campaign broadcasted five kinds of advertisement to attract public.

1. Comparison of Pakistan and Mughal emperors with west
2. Comparison of Pakistan with Muslim scientists of past
3. Comparison with South Asian countries
4. Endorsement of Islamic Scholars
5. Narration of common masses

Researcher has selected one ad from each category by using simple random sampling. Hence, the sample size for this research is of 5 advertisements. Data of this study has been collected from advertisement downloaded from YouTube which are broadcasted

on Geo Television on daily basis to promote the campaign. The recent study has attempted to analyze the advertisement of the ZS educational campaign therefore; unit of analysis in this present study is the message of the ad. The study is exploratory in nature which tried to analyze the content of the advertisement by analyzing script as well as frame of the video.

The researcher has deployed the approach of double movement of reflective thoughts i.e. Integration of quantitative and qualitative approach. The blend of these two approaches is likely to generate wider information content at one end whereas, on the other end researcher's biasness is less likely to impair the findings of the present study.

Depending upon the topic of the research "Content Analysis of the advertisement of Zara Sochiye Educational Campaign", Researcher has chosen the Exploratory design of research as there is no work done before on the ZS campaign advertisement and exploratory research helps to clearly define the problem. Mostly it relies on the secondary data like review of the existed literature, case studies, advertisement, promos and also on data collected as a result of qualitative method.

The techniques identified in the methodology have been selected after extensive literature review and on the basis of availability of data.

This model endeavors to find out the effective techniques and appeals used by the requisite campaign. The content analysis of ZS educational campaign's advertisement will be divided into two parts.

- Script analysis by analyzing advertising appeals used in campaign
- Semiotic analysis to analyze frames shown in advertisement

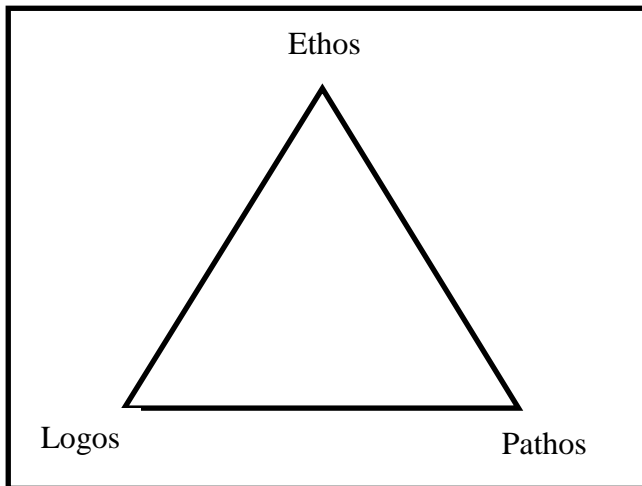
The Rhetorical Triangle Model

To know the kinds of appeals used in the campaign's advertisement researcher uses the reference of The Rhetorical Triangle Model of Aristotle. Aristotle addressed three different ways in which a speaker appeals to his audience:

- Ethos (Ethical Appeals),
- Pathos (Emotional Appeals),
- And Logos (Logical Appeals).

Later, rhetoricians called it as The Rhetorical Triangle, as mentioned in the Figure 1.

Figure 1: The Rhetorical Triangle-Model of Aristotle



Ethos, Ethical Appeals

“Ethos” means “ethical appeal”. To understand this appeal writer

uses testimonial of a renowned personality to establish common ground with audience. People have great respect for their heroes and renowned personalities so this appeal can get their attention on the basis of popularity and influence of that person. When a known person addresses to the common masses than this ethical appeal is used (Cunningham, 2011).

Pathos, Emotional Appeals

“Pathos” means emotional appeals. Advertisements use this appeal so often. Sometimes writer narrates a story to explain the suffering or pleasure of common people so that viewers may find a common ground with them. Feelings of sorrow, pride, fear, fresh, being young, rage, nationalism, love, honesty and integrity are a few emotional appeals (Cunningham, 2011).

Logos, Logical Appeals

“Logos” refers to logical appeals. It is important to add facts, figures and supporting details to make an argument or advertisement effective. The supporting details may include case studies, statistics, experiments, logical reasoning, analogies etc. These must be well checked, ordered, expertly written, and well proofread (Cunningham, 2011).

This triangle is always equilateral. Equal sides and equal angles show that each appeal is as important as others as shown in Figure 1. There must be a balance between the three so that viewer may not get bored or may not find advertisement unconvincing. Too much use of emotional appeals may let viewers feel that advertiser lacks the solid reasoning. In the same way only facts and figures bore them (Cunningham, 2011).

Operationalization of Appeals

Operationalization is meant to define a random concept into measurable form by which the concept can be understood completely in terms of empirical observations. ZS educational advertisement makes use of various appeals depending upon the nature of ad which are the basic strategies and techniques which make the advertisement effective.

Emotional Appeals

- **Recognition:** the need to be highly regarded by others, to be held up as a good example. Recognition referred to be appreciated by others and to be on a designation where a person have maximum exposure to society/people (Felton, 1994).
- **Fear:** Fear is an appeal which has a remarkable impact on individuals. According to advertising experts, an adequate level of fear usage in advertising makes the ad effective. Fear can be measured with terms that show superiority of others, threat of failure, and sense of isolation and feeling of discouragement (Ambekar, 2009).
- **Stimulation:** the appeal to boost up senses, speed up vigorous activity, involvement of body and brain, and to be active is referred to as stimulation. If such stories or terms have been used which enhance the motivation level (aim to stick with studies) then it will be considered as stimulation appeal (Felton, 1994).
- **Status:** status is a social appeal which referred to the change in economic and financial condition of a state or an individual (Ambekar, 2009).

Rational Appeals

- **Comparison:** those ads which use the technique of comparing and contrasting two states, two individuals or of present and past are said to be using comparison appeal.
- **Statistics:** the popularity and service of products is displayed by using statistics and figures. If facts and figures are spoken or shown in advertisement of ZS than it will be a statistic appeal of advertising (Ambekar, 2009).
- **Benefits:** when certain benefits of education are highlighted by showing improvement in social, scientific, technological, economic and mental exposure conditions than it will be termed as benefits appeal.
- **Achievement:** the need to perform difficult tasks, exercise one's skills. In advertisement, if an individual is shown to be at a renowned and respectable position in a reputed organization after getting education than it will be referred to as his achievement (Felton, 1994).

Play on Words

- **Play on words:** Many advertisements use catch phrases to attract audience attention. These appeals are used in recalling the message of advertisement, and message recognition (Ambekar, 2009). Following four statements are repeatedly used during and after advertisement of ZS.
 - Parhney Likhney K Siva, Pakistan Ka Matlb Kia? (There is no meaning to Pakistan, but to read and write)
 - Agr Aage Barhna Hai To Alif, Bey, Pey Ykeen Rkhna Hai (If you want to exceed further, you have to believe in ABC)

- Pehla Fiqra, Iqra (First revelation of Quran was, “to read”)
- Jb Tarjeeeh Ho Taleem To Muqadar Ban Jati Ha Tarraqi (If education is your priority then you will have a guaranteed prosperous future)

Endorsement

- Endorsement: When certain known personalities and celebrities are endorsed to convey the messages about products and services then, it is called endorsement. If endorsement of certain personalities or individuals is used in advertisement of ZS then, this appeal will be fulfilled (Ambekar, 2009).

Script analysis is done according to table 01 of all kinds of ads separately.

Table 01: Script Analysis of Appeals, ZS Educational Advertisement Campaign

Rational appeals	Comparison	West Muslim scientists of history South Asian countries
	Statistics	
	Achievement	
	Benefits	
Emotional appeals	Stimulation	
	Status	
	Recognition	
Endorsement	Endorsement of Islamic scholars	
	Success stories of common people	
Catch line/ play on words	Parhney likhney k siva, Pakistan ka matlab kiya?	
	Agar aagey barhna hai to Alif, Bey, Pey ykeen rkhna hai	
	Pehla fiqra, Iqra	
	Agar tarjeeh ho taleem to muqaddar ban jati hai taraqi	

Semiotic Analysis

Researcher performed semiotic analysis of advertisement to check how and why these appeals have been used in advertisement and

what connotation do these appeals suggest? “Semiotics is all about those things that can be perceived as sign” (Umberto Eco, 1976). Signs include any kind of written, published and spoken words, pictures, sounds, motions and objects. Individuals take signs as those elements which are signifying something. (Danai Tsotra, August 2004)

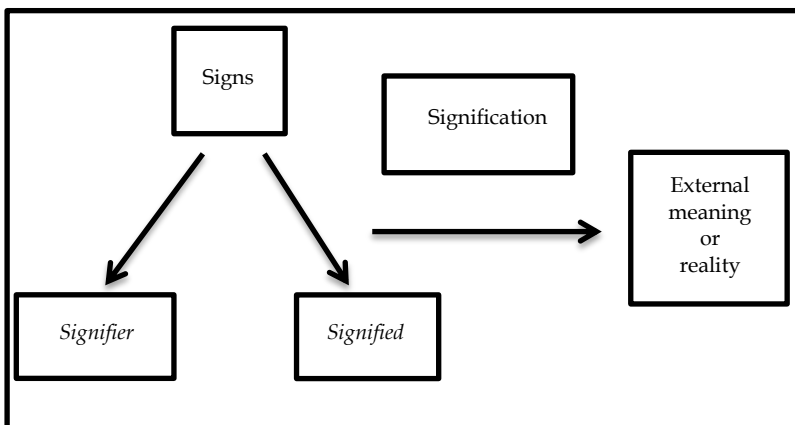
Saussure's Model

Saussure presented Two-Part Model of the Sign or “Dyadic”. He explained that the sign consists of:

- a 'signifier' (significant) - the form which the sign takes (actual physical object)
- The 'signified' (signifier) - the concept it represents (perceived concept). (Chandler, 2013)

The Signifier and the signified combine together to make a sign (Saussure 1983; Saussure 1974). “Signification” is the relationship between the signifier and the signified (Chandler, 2013).

Figure 2: Saussure's Model of Semiotic Analysis



Semiotic Analysis of Frames used in ZS Educational Advertisement

(Example: Comparison with South Asian Countries)³

Analysis of advertisements where comparison of Pakistan has been made with various South Asian Countries is performed as follows:

Analysis of Frame at 30 sec - Figure 3

Table: 02 Analysis of Frame at 30 sec

Signifiers	Signified
Flag	Representing Bangladesh
Flag near the belt	Shows that Bangladesh is going to win the race
Textual statement	Economic condition of Bangladesh with comparison to rest of the world
Flags of different countries in the background	Representing the whole world
Tracks and stadium	Representing the scene of race and showing the competition of different countries

In the frame given in figure 3, Bangladesh is shown while winning the race of economic condition. Such animations and pictures are used in the ad which gives an impression of race and competition among different countries.

Figure 3: Frame at 30:00 sec



Analysis of Frame at 60:00 sec- figure 4

³ Only one ad's Semiotics is described here as an example

Table: 03 Analysis of Frame at 60 sec

Signifiers	Signified
Leading flag of Bangladesh	Showing that Bangladesh is at first position in the race
Flag of Pakistan	Showing that Pakistan is at runners up position
Tracks with numbers	Showing race tracks and representing competition between Pakistan and Bangladesh
Flags of different countries and crowd	Representing the world

In figure 4, race of economic condition is shown between Bangladesh and Pakistan. Bangladesh is winning this race as its economic condition is better than Pakistan.

Figure 4: Frame at 00:60 sec

Findings and Analysis

First of all the analysis of appeals has been performed on the basis of The Rhetorical Triangle of Aristotle.

Then, semiotic analysis was performed to check the frames used in the advertisement.

Content analysis of the advertisement appeals

This section comprises of the results of The Rhetorical Triangle Model applied to test appeals.

Emotional vs. Rational

Overall analysis shows that the ratio of appeals used is,

Emotional appeals : Rational appeals

11 : 12

Table 1 show that the campaign makes use of almost equal number of emotional and rational appeals to communicate about education and its importance. According to the rhetorical triangle of Aristotle the balance or equilibrium in both kinds of appeals must be maintained so that advertisement can be made more effective, actual and operational. Considering the results we may conclude that rational appeals are used 1.09 times more than that of emotional appeals which also predicts that more or less both appeals are used in almost same amount.

Here, researcher also analyses that in each ad the equilibrium between emotional and rational appeals was not maintained. In some ads more emotional appeals were used than rational and vice versa. But overall advertisements of ZS campaign used nearly equal number of both appeals. This declares that according to the rhetorical triangle, campaign's advertisement was quite effective.

Appeal of Play on Words is quite useful while communicating a strong message. There were four kinds of catch lines which were used in whole campaign. By performing analysis researcher comes to calculate that the maximum used catch phrase was,

"Agar aagey barhna hai to Alif, Bey, Pey ykeen rkhn hai"

And the second most used catch line was, “*Pehla fiqra, Iqra*”

The former is a motivational phrase which delivers a strong and direct message about importance of education, while the other is a religious plea which emphasis the significance of education by presenting education as the basis of Quran (Holy Book of Muslims).

Table 04: Comparison of emotional to rational appeals

Name of advertisement	Emotional Appeals	Rational Appeals
Success story	4	1
Comparison with west	2	2
Muslim scientists	3	3
Endorsement of scholar	1	2
Olympics	1	4

Semiotic Analysis of Advertisement of ZARA SOCHIYE campaign

“ZARA SOCHIYE” campaign broadcasted five kinds of advertisement to attract public. Researcher assessed following by performing semiotic analysis of sample of five advertisements.

1. Comparison of Pakistan with Muslim Scientists of Past

- Muslims are shown to have royal lifestyle and luxuries.
- They are depicted to have royalty and sovereignty for their love for knowledge and education.
- Advertisement is targeted towards middle or lower middle class of society by using common and familiar things like blackboard, chalk, measuring balance, traditional houses

and slideshow of pictures.

- Logos of campaign represent weightage and importance of education.

2. *Comparison with South Asian countries*

- Those countries which have better literacy rate than Pakistan are more successful in many fields like economy, foreign exchange resources and annual rate of development.
- Pakistan is shown to be far behind in all fields of competition.

3. *Comparison of Pakistan and Mughal emperors with west*

- Pakistani government is depicted as poor and weak government which always seeks loans.
- Pakistani government is controlled by Western powers.
- Mughal emperors wasted their wealth and capital in constructing huge buildings and making architecture.
- Muslim Mughal history is shown to be a dark side of the picture.
- Westerns are shown to be thoroughly involved in education.
- Western history is depicted as the golden phase in which they constructed libraries and institutions.
- West is depicted as symbol of glory for their love for knowledge.
- Pakistan is shown to be degraded overall in the world.

4. *Endorsement of Islamic Scholars*

- Being an Islamic country, Pakistan and its people are

greatly attracted towards Islam and its teachings; therefore, endorsement of Islamic scholar and his saying was used to attract people.

- Religion is used to convince people statistically as well as emotionally.
- To address to middle or lower middle class of society simple figures and symbols were used.

5. *Stories of common people*

- Education is shown to be a status changing pathway.
- Before getting education a person is shown to be poor and backward as well.
- After getting education he is depicted to be rich, recognized and modern.
- National dress Shalwar Qammez is shown to be cheaper and poor clothing style while dress pant and coat is shown to be a symbol of richness.
- Education gives authority.
- After education one moulds himself towards western lifestyle.

Findings

Researcher infers that script of the advertisement is more effective if used in according to an existing model, as it is the balance in used appeals in the script of advertisement that produces positive response from public. Researcher also finds a significant relationship between the script and frame of video of advertisement therefore it can be assumed that due to this balance among script and images of advertisement this campaign receives high

appreciation, popularity and positive feedback.

When it comes to script analysis and the kinds of appeals used in ads, the present study finds out that there is a significant relationship between emotional and rational appeals used in an advertisement. When these appeals are used in equilibrium they make ads effective. This answers the first RQ what makes an educational ad effective. According to the Rhetorical Triangle of Aristotle the imbalance in emotional and rational appeals make advertisement ineffective. Too much rational appeals in an ad make it boring and excessive use of emotional appeals also makes the ad unappealing. After careful analysis researcher comes to the point that ZS campaign used both kinds of appeals in almost equal manner.

There was a visible criticism which ZS campaign had to face for portraying Pakistan, Muslims and our ancestor emperors in degraded manner, it was also said that campaign aims to change the ideology of Pakistan by broadcasting the promo, Parhney Likhney k Siva, Pakistan ka Matlab Kia? Therefore, researcher applied the technique of semiotic analysis to analyse the content (script and appeals) and the nature of frames (images of ads). This analysis answers all the remaining research questions of the current study.

- The target audience of campaign is Middle or lower middle class of society.
- Muslim legends of past are highly regarded for their achievements in the field of education and research.
- Muslim emperors especially Mughal are shown to be luxurious and lavish, as well as their work in architecture and

buildings is discouraged and this era is shown as dark past.

- Pakistani government is dependent upon Western nations as well as it is weak in policy making for education sector therefore, all other countries having high literacy rate as compared to Pakistan are more established.
- West is depicted to be developed and progressive for its love for knowledge and education.
- Education is shown as a pathway to change the lifestyle from poor to lavish.
- Our national dress shalwar qameez for boys and duppata for girls is symbolized as backward and cheaper clothing while dress pant coat and bare headed girls are shown to be modernized and wealthy.
- Frames of advertisement also show that education promotes modernism in society.

Implications of the Study

This study has both social as well as academic implications. Both types of implications are provided as under:

Social Implications

The present study fosters the society to take prompt observation in order to develop a sense of observing an advertisement. Advertising agencies and other media groups can follow the methodology employed by the researcher to develop a scale for a successful advertisement.

Academic Implications

The important academic implications of the present study are as follows:

- i. As the present study is directly related to education therefore, results of the study can provide a platform to improve education policies.
- ii. The present study helps to identify the most important advertising appeals that are likely to affect the respondents.
- iii. The present study highlights the most important elements which are the cause of negative image of Pakistan all over the world. By doing semiotic analysis; we can overcome those factors and can change the image of our country.

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