

Positive Discourse Construction Around Dietary Sugars Consumption: A Semio-Linguistic Analysis of Eco-Advertisements in Pakistan

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ABSTRACT

Eco-advertisements promote products with environmentally friendly attributes. The way a product is perceived by the public can have a significant impact on its success. From shaping attitudes to influencing usage, the public's perception of a product is key. The consumption of dietary sugar products has become a topic of increasing concern worldwide, given its potential impact on the ecology of the human body. This research is also based on positive discourse construction around dietary sugar consumption by using an analysis of eco-advertisements from a semiotic and linguistic perspective in Pakistan. "The objectives of this research are: firstly, to highlight the marked semiotic instances concerning eco-advertisements. Secondly, to identify lexical items that have positive connotations in context with dietary sugars products, and lastly, to interpret the semiotic and lexical evidence as a tool for constructing positive discourse. The data has been collected through simple random sampling and the basic framework of Arran Stubbe has been used for data analysis. The results of this study suggest that eco-advertising in Pakistan tend to employ persuasive techniques such as positive framing, emotional appeals, and visual symbolism to present dietary sugar consumption in a favorable light and these advertisements emphasize the natural origins of sugars and promote their nutritional benefits.

KEYWORDS

Dietary Sugars, eco-advertisements, Discourse Analysis, Diabetes, White poison, Linguistic Analysis, ECDA

Introduction:

Discourse analysis is a method used by researchers to understand the underlying meaning and purpose behind a written or spoken text. It provides a higher perspective, making it possible to gain insight into the issue at hand. Critical discourse analysis, in particular, focuses on how language is used to assert power and dominance. Eco-linguistics is a crucial field of linguistics that aims to explore how language can impact the environment and ecology. It takes into account the physical and social-ecological context to understand how language and discourse affect our planet. The concept of Eco-linguistics, first defined by Haugen in 1972, refers to the "ecology of language," which highlights the interactions between language and its environment. Eco-linguistics plays a critical role in examining and analyzing the impact of language on the environment, specifically in its biological and ecological sense. By understanding the role of language in environmental issues, we can create a more sustainable future and promote a healthier planet. Eco-linguistics deals with the impact of language and discourse in describing, as well as aggravating and potentially alleviating environmental issues (Fill, 2018, p.3). Our thoughts are not just intellectual exercises; they also play a critical role in our daily lives, influencing even the smallest details. Our concepts determine how we perceive the world, navigate through it, and interact with other individuals. Therefore, our conceptual system is instrumental in defining our everyday realities (Lakoff and Johnson 1980: 3).

Eco linguistics, during its initial phase, the study focused mainly on the English and other languages' grammar. It described how specific grammatical features tend to encourage ecologically harmful behavior. According to Stibbe in 2015 (p.184), the study aimed to promote a sustainable environment via language. Halliday (2001: 193) pointed out that certain grammatical aspects contribute to interpreting reality in a way that may not be beneficial to the human species' health. As such, eco-advertisements have become a popular tool for promoting environmentally conscious behavior. This research explores the semio-linguistic techniques used in eco-advertisements in the TV media of Pakistan to understand how they construct positive discourse around dietary sugar products. The study of eco-linguistics and semio-linguistic advertising research share common ground in various significant aspects, as noted by Stöckl (2001). Martin and Rose (2008: 6) define genres as recurring patterns of meanings that reflect the cultural practices of a given society. We agree with the functional-linguistic and social semiotic perspectives that social context represents the entire setting in which a text unfolds (Halliday, 1978: 5).

In the book 'The Ecolinguistics Reader: Language, Ecology, and Environment' (2001), it is mentioned that the three themes of ecologically inspired linguistics are 'Ecology as Metaphor,' 'Language and Environment,' and 'Critical Eco-linguistics.' The

latter includes criticism of both the language system and discourse from an ecological perspective. Kress (2010: 110) explains how discourses construct "meaning about the world from an institutional position," and they are "meaning-resources available in society to make sense of the world, social and natural." Research indicates that eco-advertisements promoting dietary sugar products impact human ecology and contribute to the legal addiction to sugar overconsumption. There is little evidence of any new 'greening' in product advertisements. As in the past, a wide variety of products are advertised by associating them with positive images of nature (Fill, A. and Mühlhäusler, P. 2001). All sub-genres of eco-advertising are specific variants of persuasive, and promotional communication and are expected to show both commonalities and distinctive traits (Alwin Fill, 2018). Due to overexposure to ads, copy and art have become more format-aware.

Different research has been done in the field of Eco linguistics as one of the previous researches 'Ecolinguistics' by James Stanlaw (2020) The project strives to develop new linguistic theories that take into account the important role of humans within society and the larger ecosystems that sustain all life. Furthermore, it seeks to showcase the potential of linguistics to address pressing ecological challenges, such as climate change, biodiversity loss, and environmental justice. By leveraging the power of language, we can foster a greater understanding of our relationship with the natural world.

A research study titled "An Ecocritical Discourse Analysis of Anthropocentrism in the Cameroonian Press" was conducted in 2022. The study aimed to investigate the ecologically oppressive ideologies reinforced by the Cameroonian English newspaper. The theoretical framework adopted in this study was Eco-critical discourse analysis (EcoCDA). The findings of the study revealed that the Cameroonian press used various language patterns to manipulate agents, processes, and aftermaths of environmental depletion. In Halliday's seminal paper titled "New Ways of Meaning," he warns that there are victimizing and dominance-inspiring resources of grammar that coexist "to construe reality in a certain way, and it is a way that is no longer good for our health as a species."

A new research study titled 'An Eco-Critical Discourse Analysis on Chinese and Foreign Media Coverage of Wuhan's Lockdown' was conducted in 2022. This study provides a detailed analysis of the reports on the lockdown of Wuhan from an ecological linguistic perspective using Fairclough's three-dimensional discourse analysis model and the international system of ecological discourse and materiality. One of the significant findings of this research is that both Chinese and foreign media reports on the lockdown of Wuhan are primarily neutral.

Another research was conducted in 2023 titled "The Ecological Discourse Analysis of News Discourse Based on Deep Learning from the Perspective of Ecological

Philosophy'. This study analyzed Sino-US trade friction reports using ecological discourse analysis to reveal the ecological significance of international ecological factors in the discourse while also presenting the similarities and differences between the two newspapers' trade friction discourses. The research found that the accuracy of the training set during the training process of Chinese and English datasets can reach nearly 100%, and the loss rate can be reduced to 0.

Similarly, in 2014, the research named 'Shallow Environmentalism: A Preliminary Eco-Critical Discourse Analysis of Secondary School English as a Foreign Language (EFL) Texts in China' was conducted. This research was based on the eco-critical discourse analysis of five series of state-sanctioned English as foreign language textbooks used in China in 2014. This research aimed to discover whether and how shallow environmentalism is represented in these materials. The research found that shallow environmentalism was analyzed as taking three forms: obscuring human agency in environmental destruction, overusing linear problem-solution discourse patterns, and positively portraying the Chinese government's role in environmental protection. The analysis of these materials found that their purpose in exploring environmental topics mainly functioned to raise awareness of environmental issues rather than encourage real active participation and transformational practice.

As above mentioned research on ECDA examines various research fields and employ diverse data analysis methods. No research has been done before on positive discourse construction around dietary sugars and how overconsumption of sugars affects the ecology of the human body. So, this research has been conducted to fill the research gap and to create a general awareness among people about these added sugars in dietary products.

Problem statement:

This research focuses on the problem of overconsumption of sugar on a worldwide level and eco-advertisements based on human primitive instinct. How they make these advertisements luscious and appealing which induces people to eat more sugar products than needed. The World Health Organization (WHO) recommends a standard level and daily intake of utmost 25grams of sugar per person for improved health. It has been devised globally that The per capita daily sugar consumption in the country is 126.4 grams, which is over 10 times the recommended intake of 11 grams. It is proven that the human body does not need any added sugars. Sugars are natural carbohydrates found in fruits and vegetables. The body breaks down carbohydrates into glucose, which is essential for good health. Health scientists state that dietary products contain a significant percentage of added sugars, such as white sugar, brown sugar, sucrose, dextrose, molasses, etc. It goes

against the composition of the human body, which in turn is going to accumulate more and more fat. Sugar overconsumption can lead to numerous serious health problems such as obesity, high blood pressure, diabetes, heart diseases, liver diseases, tooth decay, and dementia (Sisson, B, 2021). To understand this positive discourse, research is needed in this area that shows how these advertisements convince people and make things appealing. A detailed study is needed so that more awareness can be created about how these products are portrayed in society.

Purpose:

This study highlights positive discourses generated on the consumption of sugary products. It focuses on advertisements in Pakistan. Although, it is a worldwide phenomenon that impacts everyone and is also seen more or less in Pakistan.

Aims and Objectives:

The aim and objectives of this research are:

To highlight marked semiotic instances in relation to eco-advertisements.

To identify lexical items that have positive connotations in context with dietary sugar products.

To interpret the semiotic and lexical evidence as a tool for constructing positive discourse.

Research questions:

Qno1. How far do semio-linguistic evidence suggest the consumption of dietary sugars as positive?

Qno2. What role do semiotic elements play in the construction of positive discourse in advertisements of dietary sugars in Pakistan?

Qno3. How far do advertisements play a role in managing a positive discourse about the consumption of dietary sugar products?

Scope:

Limitations:

The results of this research do not apply to all dietary consumptions around the world. The results will be generalizable to dietary sugar consumption only, since it is the case study of only Pakistan. The advertisements present in Pakistani media will be sampled so that results may not be generalized worldwide.

Delimitations:

Although more research can be done in this area, this research only focuses on the semiotic and lexical level of analysis of eco-advertisements.

Significance:

This research is significant in creating general awareness through research about

added sugars in dietary products. The study highlights one of the major dietary issues and promotes a healthy lifestyle to make people aware of serious health issues and diseases. This study is significant for the production companies so that they become more careful about their products and find alternatives to these added sugars. It also increases the scope of CDA and discusses ecological issues. Additionally, it helps the health care centers to create targeted interventions to educate people about health risks associated with over-sugar consumption. This study may also motivate users and companies to go for healthier options rather than these sugars.

Research Framework:

This research is highly qualitative and critically analyzes eco-advertisements only from Pakistani TV media. The purpose of this research is to highlight the positive discourses generated by the media for the consumption of dietary sugar products. The aim of this research is to interpret semiotic and lexical pieces of evidence linked with the genre of eco-advertisements. The samples for this analysis are basically from confectionery items, bakery items, and fizzy drinks. The analysis framework used in this study is based on Stibbe's (2015) work, which covers several fundamental concepts such as ideologies, frames, metaphors, evaluations, identities, convictions, erasures, and salience. Although it is impossible to observe these cognitive structures directly, their characteristic language patterns can be analyzed. Ideologies manifest themselves through discourses, which are specific forms of language used by groups or institutions. Framings are stories that use small packets of general knowledge called frames to describe a particular aspect of life. Metaphors, on the other hand, are a type of framing that can be particularly powerful and vivid as they use a specific, concrete, and clearly distinct frame to think about an area of life. Evaluations refer to stories in people's minds about whether something is good or bad, but these are not necessarily based on objective evidence. Identities are stories about who we are as individuals, particularly about the groups we belong to and their place in society. Advertisers often exploit identity when they try to persuade consumers that purchasing certain products is necessary to become a certain type of person. Convictions are stories in our minds about whether a particular description of reality is true, likely, unlikely, or false. These are not necessarily about objective truth, but rather about what we believe to be true and our level of certainty about that belief. Erasure occurs when certain stories in people's minds are treated as unimportant, marginal, irrelevant, or inconsequential. Salience is when a story is represented prominently in the mind and considered important. Eco-linguistics is an attempt to increase the salience of the more-than-human world within mainstream linguistics, which generally focuses on the role of language in human interaction without considering the larger ecological context.

Research type:

This research is based on qualitative analysis of Eco-advertisements on the consumption of dietary sugar products. It highlights the construction of positive discourses on lexical and semiotic levels. ECDA looks deeply into ecological issues and society therefore quality rather than quantity needs to be prioritized.

Population and Sampling:

The type of sampling for this research is Simple Random Sampling. The target population is Pakistani advertisements for Sugary products. The advertisements have been taken from the TV media, targeting the population of those people who overconsume sugar by using these dietary products.

Sample type:

The sample type for this research is advertisements that have a positive connotation in the context of dietary sugar consumption.

Sampling technique:

This research is based on simple random sampling. The advertisements are taken from confectionery items, fizzy drinks, and bakery items.

Sampling Criteria:

This study critically analyzes advertisements only related to Pakistani media. The results are generalizable in Pakistani advertisements.

Sample size:

The sample size for this research is 30 advertisements of the things that contain these added sugars. The reason to choose this sample size is because it is considered a standard size to get the desired results.

Data Collection:

The data for this study has been collected randomly from Pakistani TV channels available on YouTube.

Analysis and Discussion:

This research analyzes the eco-advertisements on lexical and semiotic levels. Lexical analysis focuses on the study of words and their meanings within a given context while "Semiotics is both a science, with its own set of findings and theories, and a technique for analyzing anything that produces signs, as stated by Thomas A. Sebeok in 2001. In eco-advertising, easily recognizable symbols are commonly used, known as "condensing symbols." Nature is considered the most universal symbol. Eco-advertising slogans usually encourage consumers to "go green" or buy a "100% environmentally friendly" product, as per Popa and Petrovici's 2014 study. Terms like "eco," "organic," "green," "earth-friendly," "carbon-neutral," "all-natural," "sustainable," "local," "less,"

"responsible," "protect," "environment," and "energy" are highly conventionalized, according to Baum (2012) and Rooks (2010). Eco-advertisements favor pastoral scenes, idyllic landscapes, and earthy tones, such as green and brown, to represent life, vegetation, and freshness. Blue is used to convey responsibility, faithfulness, and calm through water and sky. White signifies purity, peace, and virtue, while grey and black denote pollution and industrialization. Environmental design also features natural shapes, including waves, curves, light effects, floral motifs, and organic decorations like wood, leaves, paper, stones, plants, or sand, according to Popa and Petrovici's 2014 study.

In eco-advertisements, companies present their product in a very positive way. In this image of 'Nestle Milo' a sportsman is presented which means that this drink brings you energy. If we analyze it lexically, they also highlighted the words which make people think that this product is totally healthy and good for the human body such as the word 'nourishing energy', 'more calcium', 'active-go', 'energy release', vitamins & minerals', 'healthier choice', 'low in sugar.' Another aspect that also left a positive impression on the consumers is the symbol or monogram they used. In this product, they used 'wheat cob' which again makes people think that this drink is good for all kinds of people. Because of overconsumption of the dietary sugar products in Pakistani society, people neglect the harmful effects of these products. These products contain added sugars that are not even needed by the human body. Another reason for the overconsumption is the use of colors in these products. According to human psychology, green color considered the color of nature, life, health, and growth. It is also a sign of peace and tranquility because of these calming attributes it grabs the attention of the majority of people.



These are some screenshots taken from a YouTube ad for 'Sooper Biscuit' which clearly highlights how positive discourse is generated by TV media. In these images, they

showed milk, egg, and chocolate but didn't highlight the amount of sugar added to this product. By using this technique, media companies make people believe that all these products are healthy for humans. The use of color also hits the human psyche directly as it is proven that red color is associated with excitement, love, passion, and desire. It also enhances the metabolism of the human body. Red color is also associated with power, that's why this Color is a commonly used technique to capture the attention of others. The tagline of 'Sooper' is 'Seedhi Sadhi Khushi ka Maza' this line highlights how ads are related to human emotions. This ad shows that the product will bring you joy. Another biological point that can be derived from this ad is the use of sugar cause an increase in the dopamine of the human body which makes us feel happy. This is a way to use these facts by presenting them in ads and persuading people to use that specific product.



This image has been taken from the 'Dairy Milk' chocolate ad, as it is known that real chocolate is made only from milk fat and cocoa. But in this picture, the company claims that their chocolate is made of a glass and a half full of real fresh milk. By quoting this line, they hide the amount of sugar used in this chocolate bar. They only present the positive side to seek the attention of people. The American Heart Association (AHA) has recommended that people worldwide should significantly reduce their intake of added sugars in order to help slow down the epidemics of obesity and heart disease. The AHA suggests a stricter added sugar limit of no more than 24 grams per day for an average person. However, a single dairy milk chocolate bar contains as much as 56 grams of added sugar which is known to be very harmful to the human body's ecology. Apart from this, the purple color is often associated with power, creativity, devotion, power, nobility, and magic. In this ad purple color is used which attracts people and persuades them to buy this product to add some magic to life.



This advertisement of 'Nurpur milk' show TV media highlighting the use of milk with healthy things such as fruits, oats, and baking rather than focusing on the ingredients used during its production and also the added sugars added per milk pack. As it is part of the human psyche that anything juicy or in liquid form seems delicious. Using this fact most companies use this to their advantage to increase the consumption of their product. Melted chocolate, shots of pouring milk, milk splashes, etc. are presented in these advertisements that appeal to the human psyche and make people buy that product. There is also the use of colors in the presentation of this product. Black and yellow color is used in this image, yellow signifies joy and friendliness while black signifies high quality. This ad can also mean that the company of this product claims their customer will be happy after buying this product and this is the thing they can rely on and trust to gain happiness. By analyzing the tagline of 'Nurpur milk' which says that 'some traditions are forever'. One can see that the media is portraying an image that this is one of the most important elements in our life like our traditions. They are linking an ad with our culture and tradition which encourages people to use it as it is totally organic and a basic need of life.



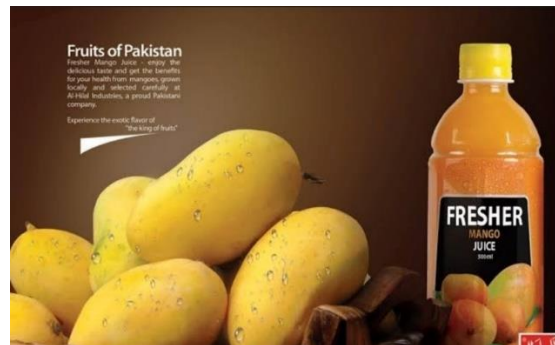
This image is taken from the 'Rio biscuits' advertisement which shows that this

biscuit will bring you to a fantasy land and it is a must-try product. The tagline of this ad is 'Crunch, cream aur flavor ka trio'. Here those attributes have been mentioned that appeal to human senses for instance crunchiness indicates freshness and makes people want to eat it. This way they distract people from the harmful effects of sugars added in this product. These advertisements make people go for tastier options rather than healthier ones. Light blue color has been used in this advertisement according to color psychology, blue color is associated with trustworthiness and reliability. It also gives a feel of peacefulness and calmness which could be one of the reasons people get attracted by these products.



In this advertisement for 'Mango nectar juice', it has been presented that this juice is best of all as they state that "Experience the exotic flavor of the king of fruits." But the fact is that the amount of added sugars has been not presented in this ad. Only fresh fruits and their nectars have been presented which give a sense of freshness, healthier and totally organic product and make people go buy this product. It makes them feel that this product is going to benefit their health. As shown in this image, the line mentions "Enjoy the delicious taste and get the benefits for your health". One of the main aspects is the taste and smooth texture of this juice which satisfies the taste buds and makes people keep drinking this product even after knowing its side effects. It's worth noticing that the type and quality of carbohydrates are also important considerations. It is recommended to prioritize complex carbohydrates such as whole grains, fruits, vegetables, legumes, and low-fat dairy products while limiting added sugars and refined carbohydrates. This juice contains sugars and additives whereas real juices do not contain these ingredients. It has been proven that this juice contains 9 tablespoon of sugar per serving which are equal to 113 grams or 150 calories. However, the dietary Guidelines recommend that carbohydrates should make up about 6 teaspoons that are equal to 24 grams for improved health. It is clear that this juice is too high in added sugar content and causes diabetes, obesity, and

other health issues.



In this advertisement for biscuits, we can notice that the company chose words that appeal to human nature and mind such as 'innovative butter crunch' and 'Digestive.' These words make them feel that this product is a delicious treat that helps eco-advertisements promote a positive image of a product high in content of added sugars, emphasizing that both of these products are innovative and delicious. The word 'digestive' might make people buy it because it implies that the food is easy to digest and good for your body. Eco-friendly products often have a reputation for being healthier and more natural than other products, so the word 'digestive' could be seen as a signal that the product is good for you. The word 'crunch' can make people feel hungry because it often describes foods that are crispy and satisfying to bite. The use of colors always has a significant role in the construction of positive discourse, as The color yellow evokes feelings of happiness, warmth, and comfort, while red tends to stimulate hunger, energy, and impulsiveness.



In this image taken from an advertisement of famous ice cream companies, they represented chocolate ice cream with melted chocolate and cocoa beans to give it the effect of a more natural product. The representation of melted chocolate can have a positive impact on human psychology because it is often associated with indulgence, pleasure, and

comfort. The sight, smell, and taste of melted chocolate can trigger the release of endorphins, which are neurotransmitters that produce feelings of pleasure and happiness in the brain. Additionally, the representation of melted chocolate can be comforting and nostalgic, reminding people of childhood memories or happy moments in their lives. On the other hand, the second image shows Ice cream with colorful layers that have a positive impact on human psychology because it is visually appealing and can create a sense of excitement or anticipation. These different colors can be associated with different flavors, which make the ice cream more interesting and enjoyable to eat. Additionally, the colors can be associated with different emotions or moods, such as blue being calming or pink being love and energizing. This can create a multisensory experience that can be pleasurable and engaging. The words 'brewed for you' and 'magic' that have been used in these ads have a positive impression on human nature because they suggest that something has been made specifically for the individual and that it is special or unique. 'Brewed for you' implies that the product has been customized to the individual's preferences, making it more personal and satisfying. 'Magic' implies that the product has a special quality that is not easily explained, making it mysterious and intriguing. These words can create a sense of excitement, anticipation, and satisfaction, which can be pleasurable and engaging because all these positive symbols and the use of words make people ignore that this product has a high amount of sugar in it.



In this image of 'Smile' donut different colors have been used to make it more attractive. Bakery items can have both positive and negative effects on human health, depending on the ingredients and nutritional value of products but this product contains a large amount of added sugars, 450 calories are equal to 50 grams of carbohydrates which are double the needed sugars for the human body. Bakery items that are high in sugar, fat, and calories can contribute to weight gain, diabetes, and other health problems. In this advertisement, different colors have been used and sprinkles on bakery items can make them more visually appealing and enjoyable to eat which can be a reason why the majority

of people go for these products. Another aspect of this ad is the use of different colors that shows different moods and emotions. Different colors can represent different moods because colors can evoke emotions and feelings. The color of the packing of these donuts is purple and pink. Purple is often associated with royalty, luxury, and creativity, and can evoke feelings of sophistication, elegance, and mystery. Whereas pink is often associated with femininity, sweetness, and love, and can evoke feelings of playfulness, tenderness, and compassion. The use of purple and pink together can create a harmonious and balanced effect, with purple providing depth and richness, and pink providing lightness and warmth. The specific shades of purple and pink can also affect the mood and emotion, with darker shades of purple being more serious and dramatic, and lighter shades of pink being more innocent and delicate. For example, look at the color of sprinkles in this image, blue evokes the emotion of can be calming and serene, while red can be energizing and passionate. Yellow can be cheerful and optimistic, while green can be refreshing and natural. Different shades and combinations of colors can also have different effects, such as pastel colors being calming and bright colors being stimulating. The use of color in design, marketing, and branding can be a powerful tool for creating a positive discourse and a certain mood or emotional response in people. The line "taste the best of both worlds" suggests that something combines the best features or qualities of two different worlds, resulting in a unique and satisfying experience.



This image is taken from the Giggly Twisto Jelly advertisement and one of the taglines of this specific brand of jelly is “Beat the heat with Twisto Currant Jelly! Juicy and delicious beyond imagination.” This line shows that this product has benefits for humans so that they can live in their fantasy world. Different colors have been used in this ad as it has been already discussed how different colors evoke different feelings and emotions that’s why companies use this technique to convince people to go for their product. By portraying the product beautifully and full of colors. These advertisements portray dietary sugars in a positive light, without mentioning the harmful effects of the

gummy jelly. These jellies come in various shapes, sizes and attractive colors that are pleasing to both the eye and the taste buds. They also didn't mention that this jelly is made of gelatin which can also cause skin allergic issues.



In these advertisements of "Chilli Mili" and 'Fresh up' bubble gum they use different famous celebrities to increase the use of the product. In the advertisement for 'chili milli' the company employs social and cultural cues to reinforce positive association with sugars, such as portraying the product as part of a celebration and cultural practices. According to Benwell and Stokoe (2006: 167), consumption is a way of expressing identity and distinguishing oneself from others. Arran Stibbe's book 'Ecolinguistics Language, ecology and the stories we live by' (2015 p.187.) explains how advertising uses language and images to encourage people to consume and demonstrate that they belong to the desirable 'in-group', which is considered superior to other 'out-groups'. However, there are also texts, such as certain forms of nature writing, that construct broader ecological identities, positioning readers as part of the larger in-group of the 'community of life.' Advertisements also show the natural origin of these products so they can make people believe that these added sugars are healthy for the human body such as mint, strawberry, and others. None of these advertisements told the viewers what the amount of sugar is in these products and the health problems caused because of the overconsumption of these dietary sugar products. Chewing gum sweetened with sugar or corn syrup can contribute to the buildup of plaque on your teeth. This can lead to erosion of your enamel and increase your risk of cavities. The longer and more frequently you chew gum containing sugar, the more damage it can cause.



Conclusion:

This research has been concluded by utilizing a semio-linguistic approach that explores the various linguistic and visual elements used in these advertisements to shape public perceptions and attitudes toward dietary sugars. The findings of the research indicate that eco-advertisements in Pakistan tend to employ persuasive techniques such as positive framing, emotional appeals, and visual symbolism to present dietary sugar consumption in a favorable light. These advertisements emphasize the natural origins of sugars, promote their nutritional benefits, and highlight their role in providing energy and pleasure. Additionally, the advertisements employ social and cultural cues to reinforce positive associations with sugars, such as portraying them as a part of celebrations, traditional recipes, or cultural practices. The semio-linguistic analysis of the eco-advertisements also reveals the role of visual elements, including images, and colors, in shaping the discourse around dietary sugar consumption. The visuals often depict happy and healthy individuals consuming sugary products, further reinforcing the positive narrative. Overall, this research underscores the influential role of eco-advertisements in constructing positive discourse around dietary sugar consumption in Pakistan. The findings contribute to our understanding of the persuasive strategies employed in advertising and highlight the need for critical awareness among consumers of these dietary sugar products and on their dietary choices and health.

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