

Dream Home in Capital Area: A Research Study on Semiotic Analysis of Real Estate TV Commercials in Islamabad, Pakistan

Muhammad Faizan Ali Sherani¹, Aqeel Ahmed²

¹Research Scholar, Department of Media & Communication Studies, National University of Modern Languages (NUML), Islamabad, Pakistan.

²Lecturer, Department of Media & Communication Studies, National University of Modern Languages (NUML), Islamabad, Pakistan.

Correspondence: aahmed@numl.edu.pk²

ABSTRACT

Aim of the Study: This study investigates the use of semiotic elements in analyzing the persuasive techniques used in real estate TVCs televised in Islamabad, Pakistan. This research investigates how TVCs as multimodal texts function through visual, aural, and linguistic means to tap into the sociocultural values and aspirations of the audience.

Methodology: This study adopts a purposive sampling technique to select samples for analysis, ensuring that the primary data sources meet specific criteria relevant to the research objectives. The selected television commercials are chosen. Six real estate television commercials, one each of Blue World City Islamabad, Capital Smart City Islamabad, Eighteen the Heights Islamabad, Green Homes Islamabad, Gulberg Greens Islamabad, and Park View City Islamabad were analyzed.

Findings: The results revealed different aspects for constructing a likable image for real estate projects through visuals, language, music, celebrity endorsements, and rhetorical appeals. All these elements combine to work hand in hand to produce a narrative that influences the target audience, specifically those of the rich and expatriate elite. Luxurious facilities like golf courses and shopping malls are at the forefront in appealing to the desires and anxieties of an affluent small sub-group. In this sense, it subtly reflects ideological manipulation to further an elite class consciousness based on exclusiveness.

Conclusion: A critical observation of gender representation unveiled a deep bias based on patriarchal norms, with most advertisements reinforcing traditional gender roles. This reflected the larger canvas of Pakistan's norm but also underscored the call for more inclusive and equal-handed representation of women in the commercials.

Keywords: Semiotic Analysis, Real Estate Advertising, Television Commercials (TVCs), Visual Elements, Persuasive Techniques, Cultural Dynamics, Marketing Strategies.

Article History

Received:
August 13, 2024

Revised:
October 09, 2024

Accepted:
December 10, 2024

Published:
December 30, 2024

1. INTRODUCTION

In Pakistan, investing in the real estate has become one of the major economic activities in Pakistan, most noticeably in major cities such as Islamabad. In effect, many important causes, among which are the rapid pace of urbanization and the increase of the population along with government policies that stimulate foreign and domestic investment in real estate, brought about this boom in popularity. The demand for both commercial and residential properties is on the rise, thus further increasing the present boom in Pakistan's real estate market. However, this boom is further driven as the nation's population is bound to grow, with skyrocketing figures reaching 300 million by the year 2050 (estateweb.com.pk) (EstateWeb). Islamabad is a classic example; with its swiftly emerging real estate market, the place has attracted many potential buyers and investors. The migration has increased the real estate sector because with migration into the city, the demand for residential, as well as commercial estates, has increased. As a result, developers of properties have turned to the most elaborate and expensive marketing campaigns to create compelling stories that can resonate with buyers targeted, and of this, the television ads are one of the essential components in their arsenal.

It is necessary to understand how these ads operate to sell off to the targeted clients (Zhang et al., 2023; Kuyucu, 2020). The purpose of this study is to subject Islamabad real estate television commercials to semiotic analysis given the television commercial as a multimodal text composed of multiple semiotic elements in forming a meaning. The study seeks to scrutinize and identify the critical persuasive devices employed in advertisements through the calculated combination of words, music, and images. Television commercials work well in this regard because they are multimodal and cannot be ignored with every repetition on television channels at different hours of the day. Even though the numbers may have dropped due to the emergence of the digital media over the last decade, the effectiveness of television commercials is integral to the marketers and advertisers.

Among the visual elements that evoke aspiration are elegant shots of luxurious properties, picturesque landscapes, and stylish interior decor. The language advances the message of exclusivity and luxury through the most expert writing of scripts and arresting speech. Auditory elements such as background music and sound effects make the ad more emotionally driven and easily memorable. It could be argued that advertising is the most influential institution of socialization in modern society: it structures mass media content, and it seems to play a vital role in the construction of identity (Jhally, 1990; Venkatesh, 1999; Xin, & Chunming, 2016). Mainly such commercials are also greatly influenced by Pakistan's socio-economic and cultural climate. Property ownership is idealized in Pakistani society and is attached to leading a more secure and prosperous life. Advertisers make the most of such perceptions by attaching respective societal values and goals to the commercials that they are developing. More importantly, they reflect and reinforce such social norms and aspirations as exclusive lifestyles and seeking higher social status.

Television is still an effective mass medium in reaching a broad target audience in Pakistan (Shahu, 2020; Habib & Hussain, 2024; Sultana et al., 2024; Shabir et al., 2015; Shabir et al., 2017; Shabir et al., 2015a; Safdar et al., 2015). In addition, there are people from all groups in the demographic profile of the target group, from lower class to middle to upper class, and that too, especially the upper class, who can afford these swank projects. The behavioral characteristics of the target audience are such that they predominantly view television and new media for news, entertainment, and lifestyle. This habitual engagement with media ensures that real estate advertisements have multiple opportunities to capture the audiences' attention.

1.1 *Cultural and Social Context*

Most of the ads in Pakistan take into consideration the social and cultural fabric of the society when formulating an ad. TVCs selectively use signs and symbols in order to evoke feelings of familiarity and desire in the audience instead of doing so randomly. Often, such ads mirrored the

hopes and fears of a burgeoning middle class; they showed a lavish lifestyle that was beautiful and yet accessible.

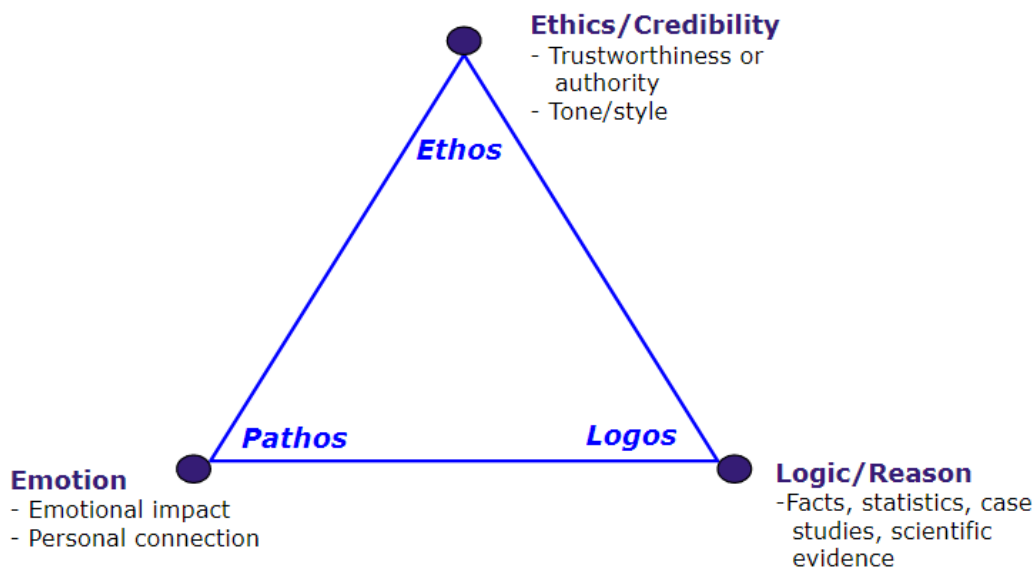
1.2 *The Role of Multimodal Elements in Advertising*

Cook (2001) highlights that advertisements serve to inform, persuade, remind, influence, and potentially alter opinions, emotions, and attitudes. Advertising basically conditions society and persuades the audience to buy things they do not require or want by means of very exciting language and involving pictures. Stories well told by real estate advertisers through the combination of visual, textual, and aural media create very many empty spaces that come loaded with luxurious furnishings and modern amenities, which are all symbols of prosperity and prestige. Furthermore, the marketing advertisement's linguistic aspects—well-known taglines, conversations, and slogans—create a feeling of exclusivity and trust; the auditory components, such as background music and distinct voicing, add to the aesthetic and emotional appeal and suggest further investment on the part of the entire commercial bungee-realtor companies.

1.3 *Persuasion through Logos, Pathos, and Ethos*

With all of their power, advertisers deal in respect of the rhetorical triangle: reason (Logos), emotion (Pathos), and authority (Ethos). They create the messages that real estate and housing companies aim to deliver to their target audience. The use of these rhetorical devices is critical in influencing the thoughts and choices of potential clients.

Figure 1:



Housing and real estate firms typically have advertisers that create messages that resonate. It uses the rhetorical triangle of reason (logos), emotion (pathos), and authority (ethos) to convince and convert its intended audience into customers. These tactics are vital for putting a favorable spin on the perceptions and decisions of potential customers.

Logos: Using rational arguments to back up its claims. It emphasizes the benefits of owning a property, including return on investment, modern amenities, and security.

Pathos: It arouses emotions by showcasing an attractive and upscale way of life and appealing to the ambitions of the audience.

Ethos: By appealing to credibility, the real estate company develops its reputation through testimonials, celebrity endorsements, and the presentation of portfolios demonstrating years of experience and achievement.

1.4 Advertising Models and Techniques

Cook (2001) highlights that advertisements serve to inform, persuade, remind, influence, and potentially alter opinions, emotions, and attitudes. Essentially, advertisements not only sell products but also transform society and persuade people to buy things they neither want nor need by using visuals and language designed to capture attention. The use of advertising models such as AIDA (Attention, Interest, Desire, and Action) is mainly used in the crafting of real estate TVCs' Ad structure and Visualization and Virtual Tours using 3D animated models of Houses and buildings under construction, and Celebrity Endorsements which add a touch of credibility.

TV is still an effective medium to reach the target market, which comprises of people between the ages of 25 and 60, the majority of whom are men. It remains true even with the growing popularity of digital advertising. TV is a serious medium for real estate advertising because this demographic typically possesses a substantial amount of purchasing power and decision-making authority favorable to the advertiser and companies' needs.

1.5 Scope of the Study

The signs and symbols in real estate TVCs are decoded as multi-modal media texts in this study using Semiotic Analysis. According to Hall, S. (1980), audiences interpret media messages differently depending on their social settings and the way in which producers encode them. The examination will center on the verbal, visual, and aural components employed in these advertisements, the socioeconomic and cultural ideals they uphold, and the emotional appeals made to sway the decisions of viewers.

1.6 Research Questions

- I. What visual, auditory, and linguistic elements are employed in the selected real estate TV commercials to construct a desirable image of the housing projects?
- II. What socio-economic and cultural values are embedded in the selected real estate TV commercials?
- III. How do the selected real estate TV commercials evoke emotions and appeal to psychological needs such as belonging, success, or happiness? How does this emotional appeal in the selected commercials influence consumer decision-making?
- IV. How do the selected real estate TV commercials represent different lifestyles and identities?
- V. How do gender roles and family dynamics feature in the portrayal of ideal living conditions in these commercials?

1.6 Rationale and Significance

Islamabad's real estate and housing market is not only a significant economic sector, but it also reflects broader society trends and expectations. This work is significant because it covers a gap in the literature on semiotic analysis of real estate TVCs in Pakistan. No studies have been conducted that examine audio-visual advertisements of this particular economic sector in Pakistan before. Through an examination of the multimodal aspects of these advertisements and their influence on consumer attitudes and actions, this research will contribute to knowledge about how real estate marketing functions within Pakistan's socioeconomic and cultural context. Moreover, this study will fill a gap in research on Pakistani real estate advertising and advance the broader discourse on media and cultural studies.

2. THEORETICAL FRAMEWORK

In analyzing advertising discourse, many theoretical frameworks provide systematic approaches to decoding a variation of signs, symbols, and meanings. According to Berger (Berger, 2014), rooted in the seminal works of Ferdinand de Saussure and Charles Peirce, Semiotics provides a foundational understanding of how linguistic and visual elements operate as signs conveying cultural, social, and ideological messages. These signs, consisting of signifiers and signified, unveil underlying meanings and intentions embedded within advertisements.

The visual design of these commercials, which uses semiotics to describe visual aspects, describes how images, colors, layouts, and typography convey meaning and evoke emotions. It allows one to examine how the visual and auditory elements of real-estate advertisements are used to construct idealistic narratives, represent status, and activate desire.

3. LITERATURE REVIEW

Kress and van Leeuwen's multimodal social semiotics, MDA is the use of language together with other resources-such as images, gestures, sound, and space-organized to investigate meaning-making by understanding how those modes work together. Qualitative analysis was used by the researchers to deconstruct the language and graphics in ten print ad samples using many media, including magazines, newspapers, billboards, and brochures. Conclusions provided very valuable up-to-date information concerning the design and effects of housing project advertisements in Pakistani print media.

Khalid, Rabbani, & Anwar, (2020) The conclusions of the study highly influence the advertisement industry in real estate in Pakistan, and marketers may gain useful insights from the study regarding what tactics are used to change the minds and behavior of customers.

Naeem & Rana, (2023) The study carried out an empirical investigation into the intricate dynamics of consumer behavior in the real estate market of Islamabad. Their goal was to understand the factors that intervened in decisions for purchasing or renting the properties along with preferences and motivations affecting those decisions. The researchers have studied the interplay of market forces, socioeconomic factors, and personal preferences, which influence real estate transactions in the region through the perspective of consumer behavior

The study by Shaheen, Khan, & Aziz (2016), which examined print advertisement strategies through Critical Discourse Analysis, applied Halliday's Systemic-Functional Grammar (SFG) and CDA as designed by Norman Fairclough. The aim was to expose strategies in advertising that aim at manipulating consumer views and behaviour. Through textual analysis, the authors explored the linguistic and visual elements of seventeen print ads, revealing ideologies, power relations, and persuasive strategies at work.

Kramer & Block's (2008) results divulged how important print real estate marketing could be in a consumer's view and decision making. In fact, the indicated study was mainly interesting in that it demonstrated advertising in creating and reinforcing customer's desires, preferences, and aspirations based on examining the discursive means that advertisers use in their advertising efforts. that ads also may exert a pressure making people move immediately toward an idealized portrayal perfect marketing schemes (Almatarneh & Mansour, 2013; Qader et al., 2022). The outcomes indicated that exercising wise critical consciousness and careful attention to real estate advertisement was important to protect consumers from undue exploitation and, at the same type, further promote informed decision making regarding the property market.

According to Ghaffar, Azher, and Cheema (2021), the persuasive strategies employed in housing scheme advertisements and the seductive features that appeal to potential purchasers are carefully investigated. The linguistic and visual characteristics of advertisements from major housing schemes in Pakistan, like DHA, Bahria Town, and Eden Homes, were analyzed using a critical discourse analytical framework.

Their study sought to unveil the rhetorical techniques for instilling desire, creating urgency, and rousing action among consumers in a highly competitive real estate market.

3.1 Study Gap

The studies under review have provided fresh views on the dynamics and communication of real estate advertising in Pakistan. Certain areas call for further research, especially in respect of television advertising, where semiotic analyses can be performed on verbal, auditory, and visual components to identify how the embedded signs and symbols may influence the actual intended audiences in isolation or collectively. If one can figure out the nature and interplay of television ads, one can know the impact such ads create on consumer preferences and behaviors. It is through semiotics, multimodal discourse analysis, and critical discourse analysis that this research has identified persuasion and influencing methods used by advertisers. Consumers must therefore be fully informed in their decisions regarding commercial rhetoric so that they can gain access to the Pakistani real estate market. Collaborations between researchers and practitioners are important in closing the gap in transparency, inclusivity, and ethical advertising in the real estate sector in Pakistan.

4. METHODOLOGY

4.1 Inclusion Criteria

1. Purposive sampling was used in the present study to select samples for analysis, with an eye to ensuring that the primary data sources meet very specific criteria relevant to the stated objectives of the research. The selection of the considered television commercials requires the fulfillment of the following criteria:
2. All real estate companies must exist in Pakistan, with a specific focus on Islamabad.
3. The real estate projects being advertised must be located in Islamabad or under construction in Islamabad.
4. The TV commercials being analyzed should not be more than four years old (i.e., not older than June 2020).

Based on these criteria, six real estate television commercials, one each of Blue World City Islamabad, Capital Smart City Islamabad, Eighteen the Heights Islamabad, Green Homes Islamabad, Gulberg Greens Islamabad, and Park View City Islamabad were analyzed.

Ensuring an extensive reach, these commercials have been broadcast or broadcasted on Pakistani news and entertainment TV channels, primarily during prime time hours.

4.2 Data Collection and Sources

The dataset for this research includes six TV commercials promoting real estate developments in Islamabad. These commercials are complex multimodal texts, utilizing both verbal and visual elements to captivate the audience. Real YouTube commercials were downloaded for data collection purposes and permissions were verified by the responsible company.

4.3 Qualitative Approach and Its Suitability

This study has adopted qualitative research for the content analysis, which fits the study's purpose of investigating the interactive interrelationship of verbal and visual aspects in advertisements. Qualitative researchers study how advertisement discourse creates meanings in detail compared to their quantitative counterparts, who may not have the capacity to analyze the ideologies and social communicative processes behind the meaning construction (Norenee, 1977).

The focus of a descriptive qualitative method is on how advertising serves the media discourse. Advertisements in this perspective are placed as texts that portray social processes. By taking into account

this method, the study intends to clarify the relationship between language and social practices in regard to advertisement discourse. Creswell (2007), who supports an inductive approach, shares this belief and appreciates the complexity of social contexts and personal interpretations.

4.4 Analytical Framework

This study employs Semiotic Analysis as the theoretical framework in order to better understand the full nature of how content within commercials is multimodal in nature.

4.4.1 Semiotic Analysis

The methodology applied has mostly been a semiotic analysis: that is, the analysis of signs, gestures, symbols, and visual characteristics pertaining to the chosen television commercials. Semiotics, defined as the study of signs and symbols as elements of communicative behavior, is a vital part for unearthing meanings concealed behind advertising messages. Peirce's (1991) semiotic theory has been invoked as a backbone in developing a foundation for these analyses.

That is, in Peircean semiotics, signs are classified into three classes: icons, indexes, and symbols.

Icons are signs that look like what they represent. For instance, the images of luxurious homes or scenic views appearing in commercials are picturing icons or representing directly the real estate projects advertised in those commercials.

Indexes are signs that bear a causal or associative relation to their objects of reference. Some elements of the commercials that may be indexes for representing the construction or planning stage of real estate projects include construction tools, blueprints, and maps.

Symbols are signs which bear an arbitrary or conventional relation to their sources. For the real estate businesses' messages and core values, language appearing in the advertisements has been seen as a symbolic means of communication together with the brand logos and slogans.

In semiotic analysis, the commercials are studied across visual and verbal parameters that are aspects of the signs that are used to generate and communicate meaning.

4.5 Analytical Procedures

A systematic approach has been emplaced for the depth and rigor of analysis:

1. Selecting and Viewing: The commercials selected are viewed repeatedly so that they become familiar, allowing the identification of pertinent visual and linguistic elements.

2. Transcribing: The language in the commercials, along with the visual elements, would be transcribed and subjected to further analysis.

3. Semiotic Analysis: Once transcribed, the elements are semiotically analyzed, which includes signs, signifiers, and signified; their meanings are interpreted.

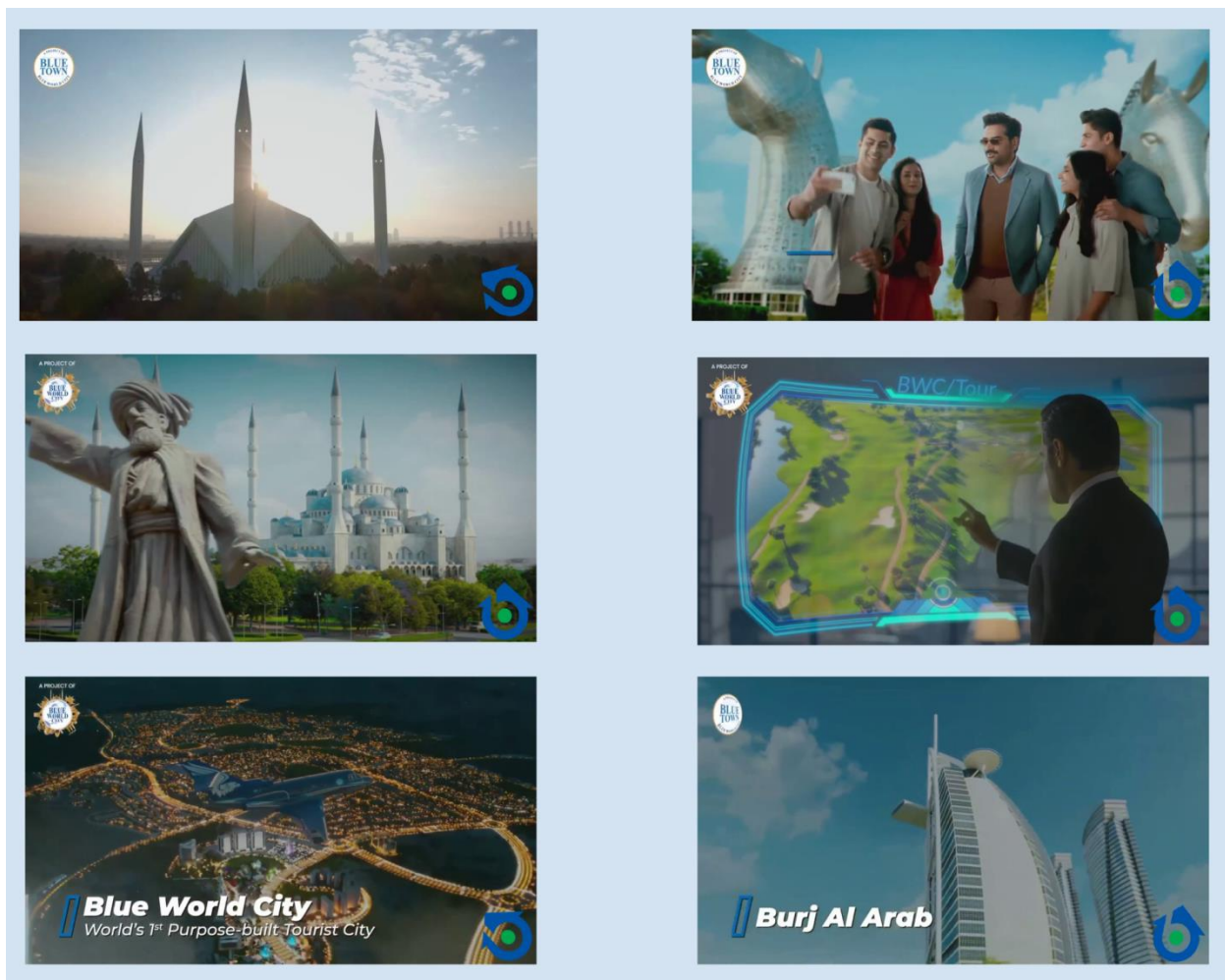
4. Rhetorical Analysis: Strategies and appeals in the commercials meant to shape viewer perception and behavior are identified.

5. Interpretation and Discussion: These analyses and findings are then interpreted regarding how these commercials function as multimodal texts.

This methodology provides a strong base for interpreting the signs and symbols of real estate advertising by conceiving television ads as multimodal texts. Purposeful sampling, being qualitative in nature, described, and semiotic analysis aimed to unravel the complex ways through which these advertisements make and communicate meanings have been used in this study. It points to the interconnectedness between media discourse and social practices by foregrounding the commercials' language and visual elements while situating them within wider social and cultural contexts.

5. DATA ANALYSIS AND FINDINGS

5.1: TVC 1: Blue World City, Islamabad – Posted August 20, 2022



With Blue World City commercial, we have managed to develop a two-upon-one advertisement, i.e., launching the projects in Islamabad and Lahore simultaneously. Despite this, the major thrust is on Blue World City, Islamabad, while Blue World Lahore project is introduced as the latest investment opportunity advertised as a fresh investment opportunity in Lahore. The commercial utilizes high-quality visuals, some 3D generated imagery and an emotive monologue by Humayoun Saeed (Actor and Celeb) to sell a luxurious lifestyle and modern amenities in this commercial, It describes itself as World's first purpose built tourist city where it has replicas of different buildings and structures like Kelpies (Scotland), Burj Al-Arab (UAE). Grand Ottoman inspired mosque appearing similar to the Hagia Sophia (Turkey).

The presence of Pakistani actor Humayun Saeed as the endorser adds a layer of credibility and relatability, leveraging his celebrity status to influence potential buyers. Saeed's presence suggests a desirable lifestyle.

The community living segment, shown through a friendly exchange between a man and an elderly woman offering cupcakes, promotes a sense of warmth, neighborliness, and inclusivity. The depiction of a Water Theme Park, although shown as a 3D model under development, signifies future family-friendly entertainment and leisure, appealing to both parents and children.

The towering horse mascots which are inspired by the Kelpies Megastructure in Scotland symbolize architectural mastery of the project.

The statue of a Sufi Dervish/Mystic against a lush green backdrop imply serenity and spirituality, aiming to attract both traditional and modern sensibilities.

The Ottoman-style mosque adds a layer of religious and architectural richness, making the community seem culturally grounded. Scenes of a gym, a shopping mall, and other modern amenities highlight a healthy, exclusive, and secure lifestyle, appealing to urban dwellers seeking convenience and luxury. The Hollywood Block, with its nod to the famous Hollywood sign (USA), symbolizes an aspiration to a glamorous and elite lifestyle.

The business-centric visuals of a corporate center, where Humayoun Saeed is operating a futuristic holographic screen, emphasize modernity and technological advancement, suggesting that Blue World City is a hub for forward-thinking individuals.

Finally, the golf course symbolize premium leisure, painting a picture of an affluent community. The conclusive last seconds' mention of the new project in Lahore creates a sense of expansion and urgency, encouraging immediate investment.

The monologue, delivered in Urdu, adds an emotional and cultural depth to the visual narrative. Phrases like "شہر کوئی بھی ہو اپنائیت مل جائے تو شہر اپنا لگتا ہے" (Any city feels like home if it offers warmth) and "مسکراہٹوں اور لائف سٹائل سے بھرپور شہر" (A city full of smiles and lifestyle) evoke a sense of belonging and happiness.

This appeal aims to connect with viewers on a personal and emotional level, making them envision a fulfilling life in Blue World City.

5.1.1 Rhetorical Appeals

Logos: The commercial provides detailed and logical information about the project's unique features, such as the gated community, modern amenities, and strategic location of it near to Islamabad International Airport.

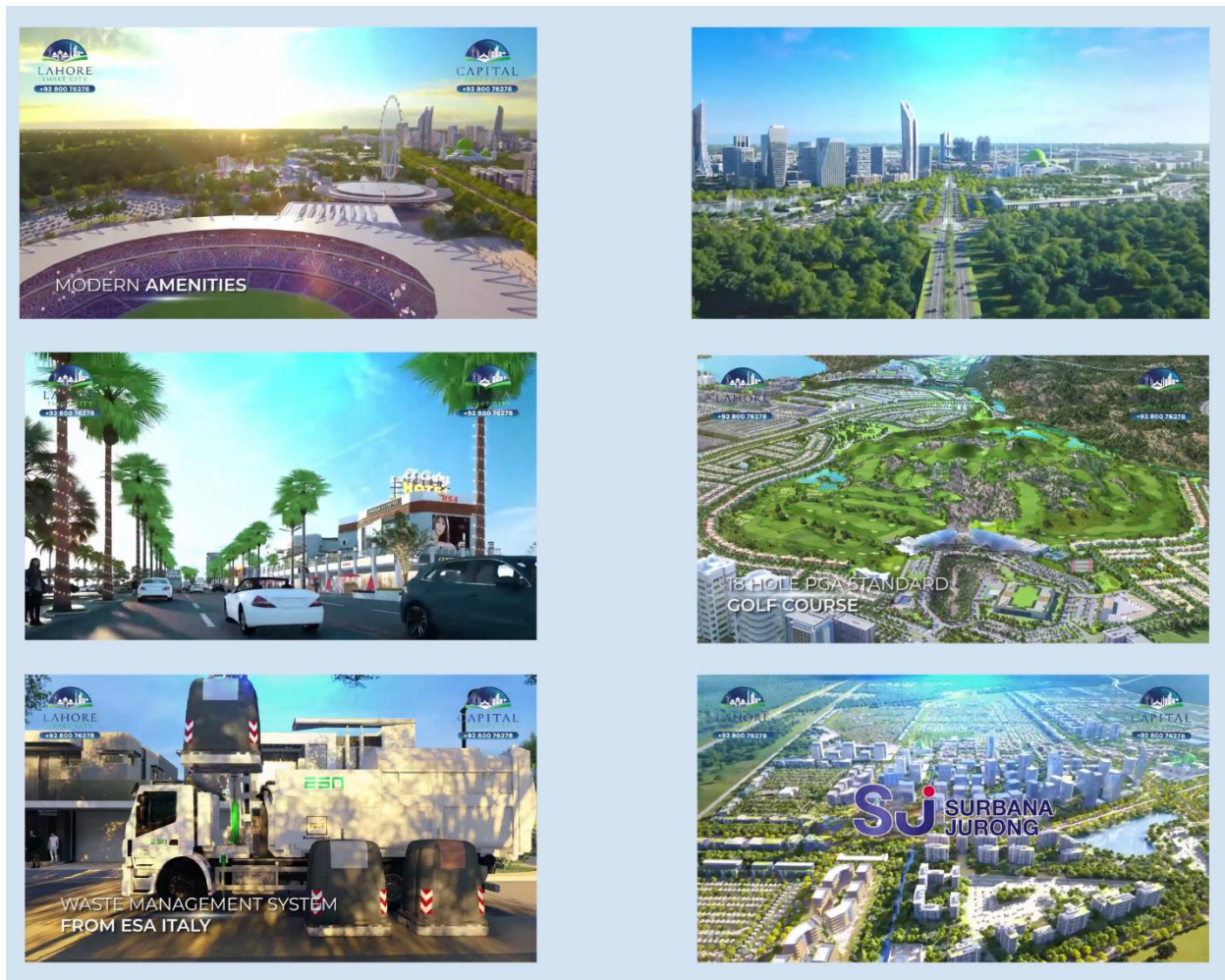
Ethos: Humayun Saeed's endorsement enhances the commercial's credibility, leveraging his status as a respected actor to instill trust. The Mention of the approval by the Lahore Development Authority (LDA) for Blue City Lahore further strengthens the logical appeal, assuring potential investors of the project's legitimacy and compliance with regulatory standards.

Pathos: The commercial extensively uses emotional appeals to connect with viewers. The warm community interactions, the promise of a luxurious lifestyle, and the depiction of familial and cultural values aim to evoke feelings of happiness, security, and upward social mobility. The monologue's incorporating flowery and poetic language enhances this connection, making viewers envision themselves as part of this thriving, idyllic community.

Table 1: *Key points of TVC 1: Blue World City, Islamabad*

Sign	Signifier	Signified
Drone shots of Faisal Masjid and Badshahi Masjid	Aerial footage of iconic Pakistani mosques	Cultural and spiritual heart of Pakistan, national pride and heritage
Humayun Saeed as endorser	Pakistani actor Humayun Saeed	Trustworthiness, desirability, luxurious lifestyle
Community living segment	Elderly woman offering cupcakes to a man	Warmth, neighborliness, inclusivity
Water Theme Park (3D model)	Computer-generated model of a water theme park under development	Future family-friendly entertainment and leisure
Horse mascots (similar to Kelpies, Scotland)	Large horse head sculptures	Cultural homage, modern artistry
Sufi mystic statue in whirling pose	Statue of a Sufi mystic/darvesh in a whirling pose	Spiritual depth, cultural richness
Ottoman-style mosque	Architectural depiction of an Ottoman-style mosque	Religious and architectural richness, cultural grounding
Gym and shopping mall	Quick shots of people exercising and shopping	Joyous, healthy, and secure lifestyle
Hollywood Block signage	Sign reading "HOLLYWOOD BLOCK" in hills	Aspiration to glamorous and ultra-premium lifestyle, association with Hollywood Hills in Los Angeles (U.S)
High tech holographic screen	Futuristic office environment with holographic screen	Modernity, technological advancement, professionalism
Golf course (PGA Standard)	Man playing golf on a vast green golf course	Premium leisure, affluent lifestyle
Charter plane over Blue World City	Aerial view of a plane flying over the cityscape	Travel convenience, dynamic and affluent community
Mention of Blue World City as "Pakistan's first purpose-built tourist city"	Verbal description highlighting unique features	Exclusivity, comprehensive community development
Mention of Lahore's LDA-approved Blue Town Phase One	Verbal mention of Lahore project details	Credibility, regulatory approval, expansion plans

5.2: TVC 2: Capital Smart City, Islamabad – Posted on September 20, 2022



The commercial jointly advertises Capital Smart City Islamabad and Lahore Smart City. The commercial starts with 3D-generated visuals of flowers, greenery, and trees immediately evoke a sense of nature's beauty and tranquility. This sets the tone for a utopian living environment, which is further reinforced by the faux drone shots showcasing the expansive cityscape, modern amenities, and lush landscapes. The use of 3D models for the cityscape and various facilities, such as stadiums, amusement parks, and a golf course, emphasizes the planned and predicted nature of this development, highlighting how the project may look in the near future.

The names of reputable international firms and professionals like Surbana Jurong (Singapore based town planning consultants), Harradine Golf (Swiss Golf Course Designer Firm), and Dr. Daniel Fraile (Principal Designer at Arquivio Architects, Spain) lend credibility and prestige to the project. It makes this development global standard and suggestions from experts with proven track records. For added authenticity and credibility, there are logos and then awards and achievements earned by relevant companies across different countries with many projects.

It will mean smart cities indeed have their explosions at night, wedged between the glimmering lights of its cityscape: the video invokes symbols of modern living and luxury—a PGA standard 18-hole golf course, high-end apartment complexes, and advanced waste management systems, marching potential buyers toward that modern lifestyle.

The lifestyle parts are enticing to urbanizing middle and upper elite in Pakistan in socio-economics. It represents modern amenities and international standards in smart city planning, effectively catching the awareness of the representatives of the growing demographic of citizens that are concerned about quality living, technological advancement, and global connectivity.

Basically, the Capital Smart City advertisement successfully worked out blending the semiotic aspects with rhetorical appeals to form a picture of a modern, luxurious, and smart urban lifestyle, for which it becomes so dynamic in addressing its socio-economic and cultural aspirations.

5.2.1 Rhetorical Appeals

Logos: The advertisement explicitly presents the Capital Smart City project with detailed features and benefits, including the affirmation of notable international firms such as Surbana Jurong, Peter Harradine, and Dr. Daniel Fraile. Amenities such as an 18-hole PGA standard golf course and advanced waste management systems provided by ESA Italy create a further attractive facet.

Ethos: The credibility and trustworthiness have been established via the association with eminent international firms and individuals. Surbana Jurong, being a global-wise government owned consultancy, profiles the project even more, and the project earns more credence through the experiences of Peter Harradine and Dr. Daniel Fraile in designing key elements.

Pathos: The commercial uses emotional appeal by depicting an ideal, smart, and beautiful living environment. Serene 3D scenes of nature, vibrant cityscapes, and celebratory fireworks evoke feelings of excitement, joy, and aspiration. The audio narration, especially the flowery linguistic choices in Urdu, connects with the audience. Phrases like:

سجائیں ہیں سمارٹ سیٹیز کے ایسے چمن جہاں زندگی، سہولیات کے سمارٹ رنگوں اور خوشیوں کے مکمل رعنائیوں کے ساتھ " حسین لگیں"

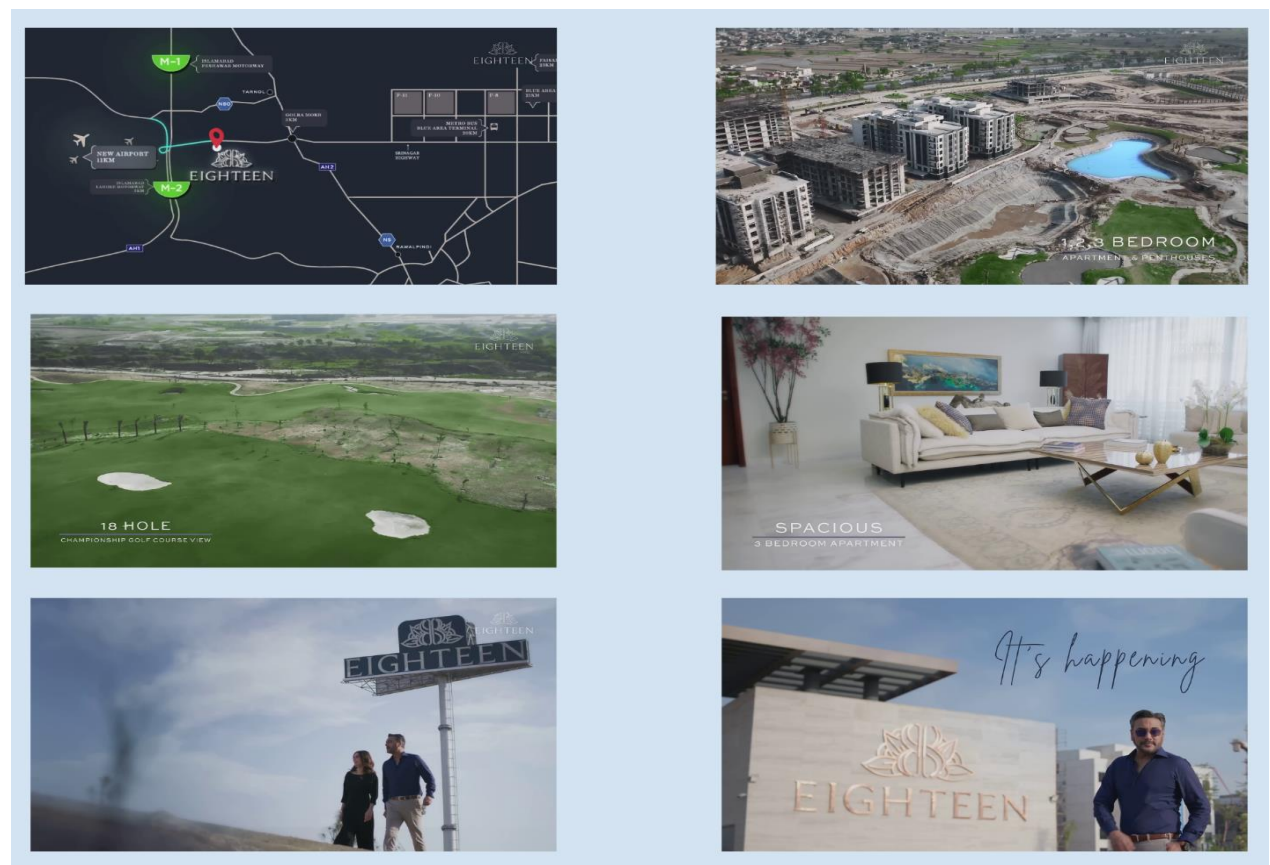
(Adorned are the gardens of smart cities where life, with the smart colors of facilities and the complete radiance of happiness, looks beautiful) such words are designed to inspire a sense of pursuing happiness and desire for such a lifestyle.

Table 2: Key points of Capital Smart City, Islamabad

Sign	Signifier	Signified
3D Animated Flower Garden	Visuals of flowers, greenery, and trees	Tranquility, natural beauty, eco-friendliness
Faux Drone Shots of 3D cityscape model	Overhead views of cityscape, roads, and landscapes	Modernity, comprehensive planning, advanced technology
Stadiums and Amusement Park (3D models)	3D animated models	Recreational options, family-friendly environment
Surbana Jurong Logo	Company logo on screen	Expertise, credibility, international standards
Project Map with Locations	Visual map showing sites like Crystal Lake, Boulevard Heights, C-PEC Business Park, etc.	Detailed planning, strategic location of building structures.
Golf Course (3D Model)	3D model of 18-hole PGA standard golf course designed by Peter Harradine	Luxury, leisure sports, international quality, recreational opportunity
Harradine Golf Logo	Company logo with tagline "since	Employing international firms,

	1929"	expertise in golf course design
Lahore Downtown and One Capital (3D Model)	Visuals of downtown area and apartment complex	Urban sophistication, modern living
Dr. Daniel Fraile's Photograph	Image with text detailing his credentials: Prize winning design company based in Spain	Expert design, international collaboration
Waste Management System	3D animation of garbage trucks collecting waste, Lower third reads Waste Management System from ESA Italy	Modern infrastructure, environmental consciousness
Fireworks and Glowing Night Cityscape (3D Model and Animation)	Animated visuals of fireworks and illuminated buildings	Vibrancy, celebration, dynamic urban life
"We are building a smart Pakistan"	Text on screen	National pride, forward-thinking development
Monologue Narration in both English and Urdu Mix	Voiceover describing the smart management and international expertise in Urdu and English	Harmony, beauty in planning, cultural connection

5.3: TVC 3: Eighteen: The Heights, Islamabad – Posted on September 02, 2022



EIGHTEEN, a luxury real estate project, incorporates different shifting visuals, such as the high drone shots of the landscape view, animation of EIGHTEEN’s logo, and the picturesque views of the golf course, work together to create an image of luxury and exclusivity. The choice of well-known celebrities, Adnan Siddiqui (Actor) and Mahenur Haider (Actor), adds a layer of relatability, with the 18-Hole championship golf course and imported fittings in the apartments suggests that the lifestyle offered by EIGHTEEN is both desirable and attainable by the affluent and well-known.

The lower third texts function as anchorage, guiding the viewer's interpretation of the visuals. They highlight key selling points such as the premium golf community, the spacious and luxurious apartments, and the convenient location near Islamabad International Airport. These elements together construct a narrative of EIGHTEEN as a high-status residential community.

From a socio-economic perspective, the commercial taps into the growing trend of upscale living in Pakistan, particularly in urban centers like Islamabad. The use of well-known celebrities and the portrayal of a sophisticated lifestyle align with the cultural aspiration for modernity and prestige. The actors don’t have many audible lines during the commercial, except for the male actor speaking to the camera at the end, announcing the name and slogan for EIGHTEEN: “Eighteen, It’s Happening.” This subtly touches on the patriarchal symbolism in the commercial, where the man is the one who has the authoritative power and final word.

5.3.1 Rhetorical Appeals

Logos: The commercial provides specific details about the apartments, such as the number of bedrooms, the presence of a championship golf course, and the top-class kitchen fittings. It also mentions practical aspects like the 15% down payment and the 4-year easy payment plan, appealing to the viewer's sense of practicality and investment value.

Ethos: The presence of Adnan Siddiqui, a respected actor and celebrity, lends credibility to the commercial. His endorsement acts as a guarantee of the project's reliability and quality. Additionally, the association with Ora Developers, a recognized name in the real estate industry, further enhances the project's credibility.

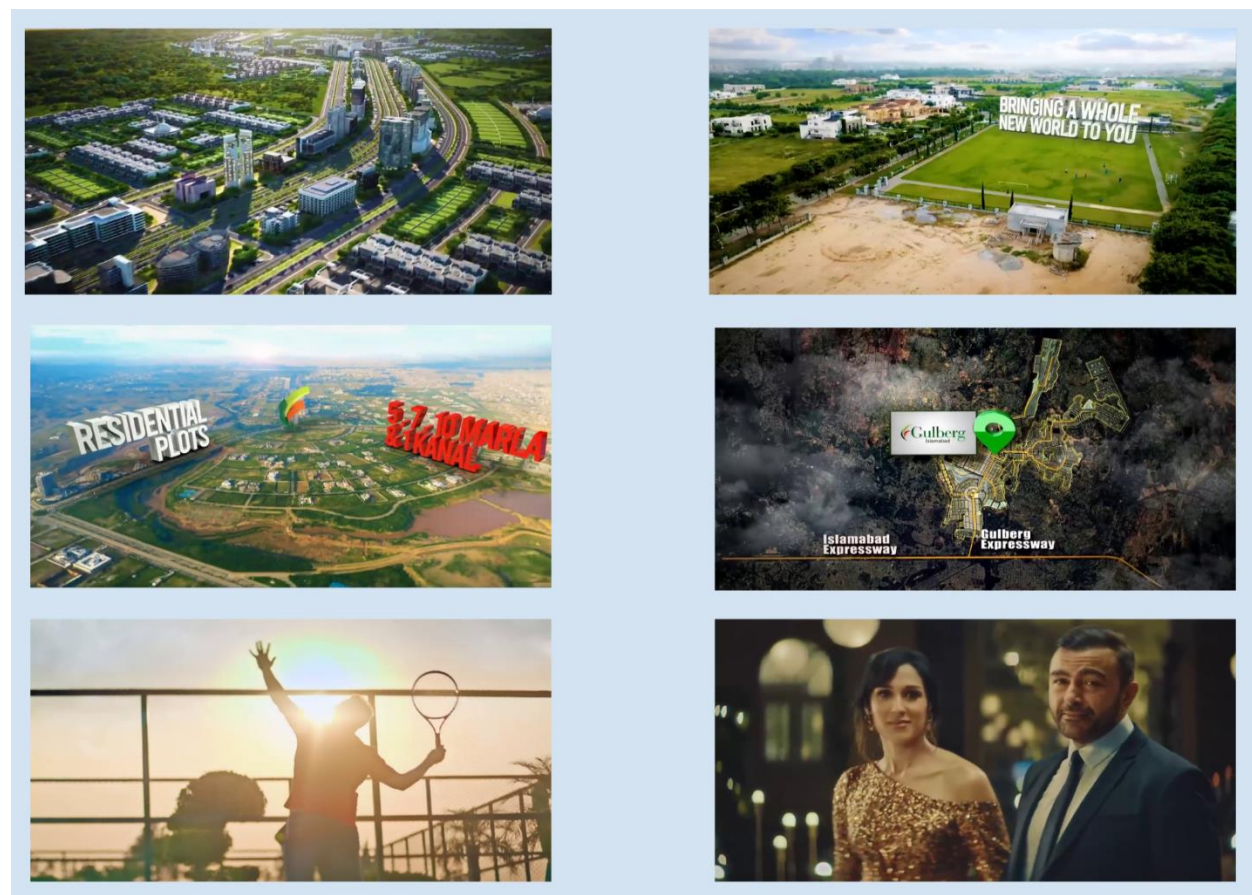
Pathos: The commercial taps into the viewer's emotions by showcasing the luxurious and beautiful living spaces. The serene shots of the golf course and the elegant interiors evoke feelings of tranquility and luxury. The notion of a "DREAM" apartment ideal for family living plays on the desire for an idyllic lifestyle.

Table 3: Key points of *EIGHTEEN: The Heights, Islamabad*

Sign	Signifier	Signified
High drone shots	Aerial views of the landscape, golf course, lake, and apartment complexes	Vastness, openness, and the premium quality of the residential area
Celebrities (Adnan Siddiqui and Mahenur Haider)	Recognizable actors and models	Prestige, trust, and aspirational lifestyle linked to the celebrity status
Lower Third Texts	Informative text overlays (e.g., "Pakistan's premium golf community", "Spacious 3 Bedroom Apartment")	Key selling points, emphasizing luxury, space, and premium features
Apartment interiors	Shots of lounge rooms, dining areas, kitchens, and bedrooms	Comfort, elegance, and high-quality living spaces suitable for affluent families

Balcony view	Man and woman looking out from the balcony	Serenity, scenic beauty, and the desirable location of the apartments
Golf course	Drone shots of the 18-hole championship golf course	Exclusivity, leisure, and high-end recreational facilities
Imported kitchen fittings	Man and woman in the kitchen with imported fittings and orange juice	Modernity, sophistication, and high-quality craftsmanship
Payment plan details	Text details about the 15% down payment and 4-year payment plan	Affordability, financial feasibility, and accessible luxury for potential buyers
Location proximity	Animated map showing EIGHTEEN's location near Islamabad International Airport	Convenience, prime location, and ease of access to major transport hubs
Developer association	Mention of Ora Developers	Credibility, reliability, and assurance of quality construction and development
Adnan Siddiqui's closing statement	Adnan Siddiqui saying "Eighteen, its happening!" with text animation overlay.	Endorsement, affirmation of the project's commencement, and final persuasive appeal.

5.4: TVC 4: Gulberg, Islamabad – Posted on April 20, 2023



The video opens with a drone shot of a suburban cityscape, establishing Gulberg as a serene, elite residential area. The bridge to Gulberg symbolizes a connection to a desirable lifestyle. The presence of Shaan Shahid, a renowned Pakistani film actor and celebrity figure, immediately signal luxury and prestige, reinforced by his formal attire, coming out of a black SUV and the uniformed guard in the frame with him. The wide drone shot of Faisal Masjid serves to anchor Gulberg within the cultural and geographical landscape of Islamabad, enhancing its appeal through association with a significant landmark. The 3D overlaid text "THIS IS NOT A DREAM" and "THIS IS GULBERG" uses a stark contrast to imply that the luxurious lifestyle depicted is both attainable and real, a key persuasive strategy.

Mira Sethi, an actor and writer, is shown shopping in a high-end mall, indicating a life of leisure and affluence. Her Western-style attire and shopping bags highlight a modern, cosmopolitan lifestyle. The fast-paced transitions between shots of Gulberg's amenities—such as residential plots, green landscapes, sports facilities, and luxurious interiors—emphasize the diversity and completeness of the lifestyle offered. The quick shots of roads, houses, and parks suggest well-planned infrastructure, appealing to the viewer's desire for a convenient and beautiful living environment.

The animated map showing Gulberg's strategic location on Islamabad's main road underscores its accessibility, an essential selling point for potential buyers seeking convenience.

The monologue, narrated primarily by the male actor, employs language embedded with themes of success and status: "شادابی کی سرزمین" (the land of prosperity), "کامیاب ہونا جانتے ہیں" (those who know how to succeed). The repetitive focus on luxury and success targets elite-class individuals who aspire to such a lifestyle. The depiction of gender roles, where the man is dominant and the woman secondary, mirrors traditional patriarchal norms prevalent in Pakistani society, as for the minimal verbal role of the woman reflects traditional gender roles, where the man is the main narrator and decision-maker, while the woman's role appears more ornamental, aligned with patriarchal norms. It reflects the socio-economic divide by showcasing an elite lifestyle that is out of reach for the average citizen.

The music, a blend of piano, violin, and soft electronic music with intense jumps, creates an emotional resonance, adding to the sense of grandeur and aspiration.

5.4.1 Rhetorical Appeals

Logos: The commercial uses logical appeals by highlighting the practical benefits of living in Gulberg, such as strategic location, well-planned infrastructure, and availability of luxury amenities. The detailed descriptions of residential plots and accessible roads appeal to rational decision-making.

Ethos: The use of celebrities Shaan Shahid and Mira Sethi lends credibility and attractiveness to the commercial. Their presence suggests that Gulberg is endorsed by these notable figures, making it a desirable place to live.

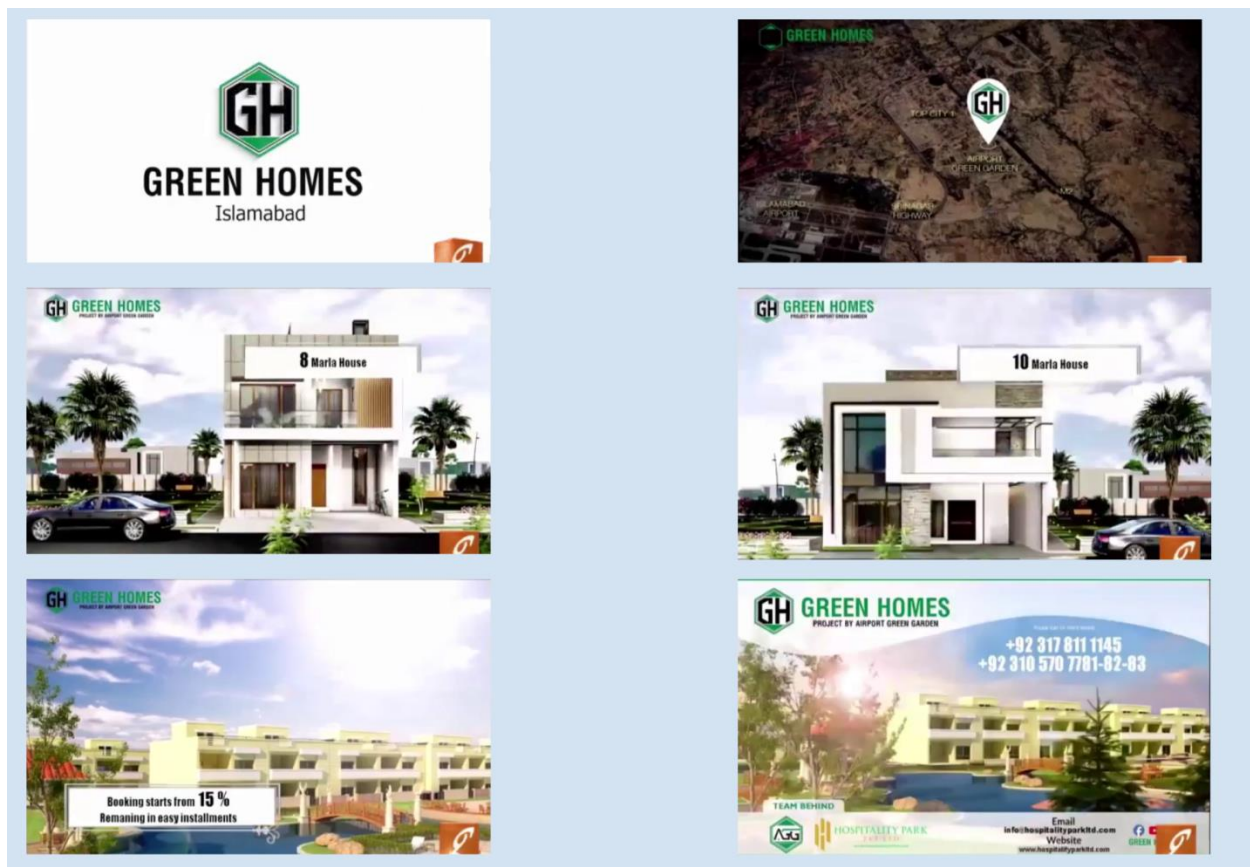
Pathos: The emotional appeal is strong, with luxurious imagery and aspirational language aimed at evoking feelings of desire and ambition. The serene visuals and uplifting music enhance the messaging.

Table 4: Key points of Gulberg Islamabad

Sign	Signifier	Signified
Iconic Landmark	Drone shot of Faisal Masjid	Cultural heritage, religious significance, prime location, situated in Islamabad
Shopping Scene	Woman walking with multiple shopping bags in a mall	Leisure, affluence, modern consumer culture
3D Text Animation overlays	"THIS IS NOT A DREAM", "THIS IS GULBERG"	Aspirational lifestyle, attainable luxury
Office and Professional	Shaan Shahid in various office settings	Success, professionalism, high-status occupation

Setting		
Residential Plots	3D model showing "RESIDENTIAL PLOTS" with sizes	Well-planned infrastructure, investment opportunity
Sports and Leisure Activities	Shots of golf, tennis, poolside moments	Recreation, balanced lifestyle
Convertible Car	Woman driving and parking a convertible	Luxury, independence, modernity
Map and Accessibility	Animated map highlighting Gulberg near to Islamabad's main road	Strategic location, convenience, connectivity
Luxury Interiors	Close-up of a chandelier, spacious rooms	Opulence, comfort, high-end living
Gender Roles	Man having more dialogue, woman with minimal dialogue	Traditional gender roles, ornamental female presence
Green Landscape	Rising shot of green areas with 3D overlay text "RESIDENTIAL PLOTS"	Environmental appeal, spacious living
Background Music	Piano and violin mixed with soft electronic music	Emotional appeal, sophistication, luxury ambiance
Tennis and Golf Attire	Both actors in sportswear playing Tennis and Golf.	Active lifestyle, health, and wellness focus

5.5: TVC 6: Green Homes, Islamabad – Posted on June 01, 2024



The commercial is completely made up of 3D modeled houses and environment. It begins with the animation of the "GREEN HOMES Islamabad" logo, followed with an animated map, highlighting the proximity to Islamabad International Airport, a key selling point emphasizing convenience and accessibility, signifying the project's strategic location, making it attractive to potential buyers who value ease of travel.

Subsequent shots of 3D animated houses (5 Marla, 8 Marla, and 10 Marla) with labeled texts provide clear information about the types of homes available, catering to various family sizes and budgets. The text overlay on a 3D animated town street with a small fountain reading "Booking starts from 15%, Remaining in easy installments" signifies affordability and flexible payment options, targeting middle-class families seeking financial convenience.

A zoom-out shot of the 3D modeled houses adjacent to a pond and park, with an animated shining sun and blue sky, evokes a serene, idyllic living environment. The final frame unifies the information, displaying the project details, contact information, and social media handles, ensuring potential buyers can easily reach out for more information.

The commercial targets middle to upper-middle-class families in Islamabad, a demographic likely to be interested in modern, well-located residential projects with flexible financial plans.

The ad reflects a blend of traditional and modern values. The interchanging use of both Urdu and English in the narration caters to a broad audience.

5.5.1 Rhetorical Appeals

Logos (Logical Appeal): The logical appeal is strong, with the commercial providing detailed information on the location, house sizes, and booking conditions. The mention of the proximity to the airport, various house sizes, and easy installment plans cater to economic decision-making processes, convincing buyers of the practicality and affordability of the investment.

Ethos (Credibility): The mention of being a project of "Airport Green Gardens" ties the project to an established entity, further enhancing reliability.

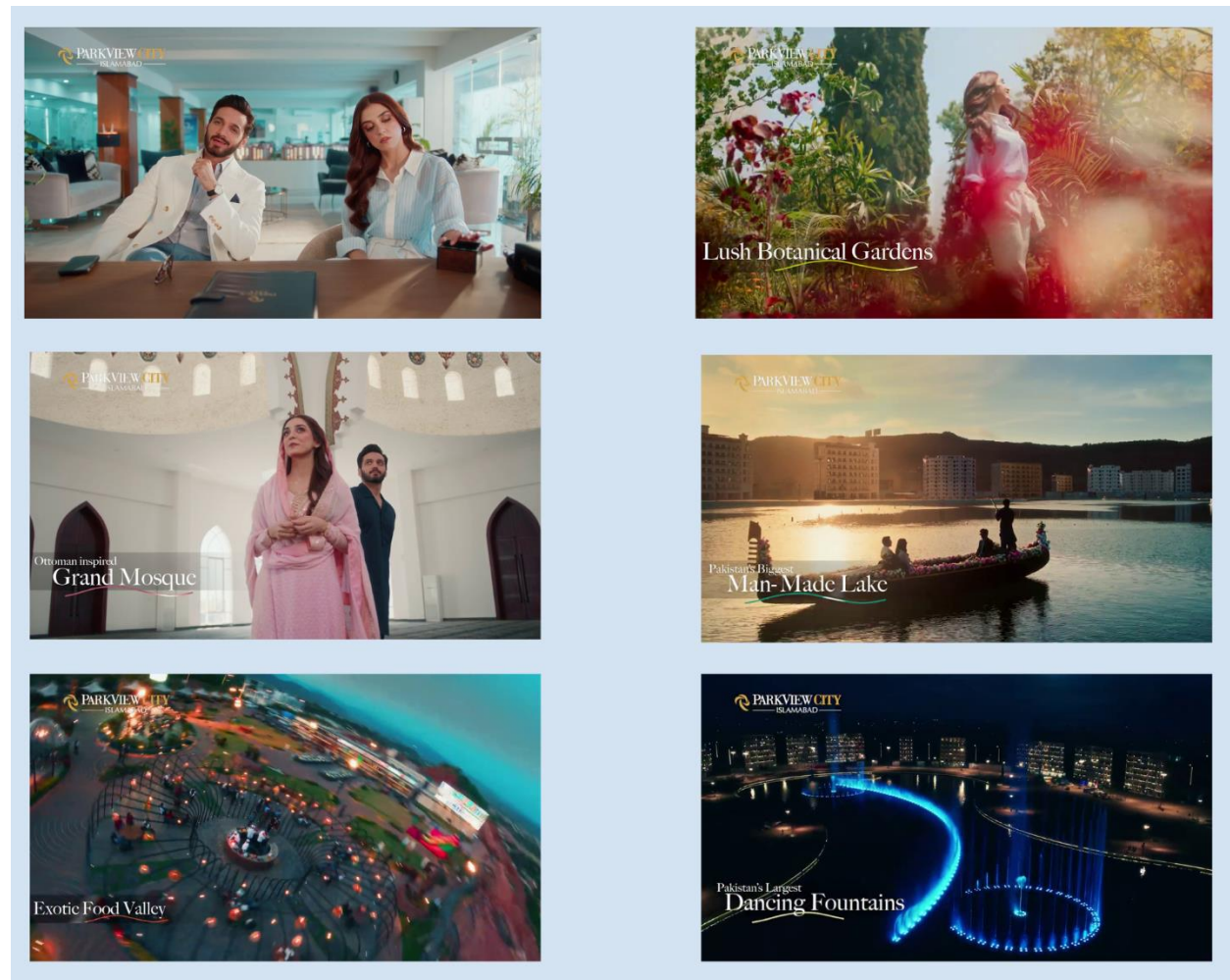
Pathos (Emotional Appeal): The playful, soft background music complements the visuals, creating a welcoming and joyful atmosphere. The serene 3D imagery of houses by a pond, with a bright sun and blue sky, evokes feelings of peace and joy, appealing to families looking for a harmonious living environment.

Table 5: Key points of Green Homes, Islamabad

Sign	Signifier	Signified
Location Proximity	Animated map showing location near Islamabad International Airport	Convenience, accessibility, strategic location
House Sizes	3D animated houses labeled 5 Marla, 8 Marla, and 10 Marla	Variety of options, suitability for different family sizes
Payment Plan Text	Text overlay on 3D town street: "Booking starts from 15%, Remaining in easy installments"	Affordability, flexible payment options
Serene Environment	Zoom-out shot of 3D modeled houses, pond, park, shining sun, and blue sky	Peaceful, idyllic living environment
Narration	Mix of Urdu and English narration	Inclusivity, bilingual communication
Background Music	Playful, soft music	Welcoming, joyful atmosphere

Project Association	Text: "GREEN HOMES project by Airport Green Garden"	Reliability, connection to an established entity
Booking Call to Action	Narration of "Call now" and reading out contact information	Direct call to action, urgency, engagement
Visual of Fountain in Town Street	3D animated town street with a small fountain	Aesthetic appeal, community-centric design
Sun Glare Effect	Animated shining sun giving a glare effect to the camera	Bright, positive ambience

5.6: TVC 5: Park View City, Islamabad – Posted on June 15, 2024



The visual elements begin with the logo of Park View City Islamabad appearing and swirling out of the frame towards a scene of a couple sitting opposite to Real Estate Agent in his office. The couple’s attire is western, in light colors immediately signals their high upper-class status and sets the tone for the luxurious lifestyle being marketed.

The narrative unfolds in an office setting where the couple discusses their yearning for a premium lifestyle they once enjoyed in the U.S before moving back to Pakistan. This sets up a juxtaposition between their previous high-standard living and what Park View City promises to offer, thus also

appealing to the audience's desires. The real estate agent's confident responses to the couple's concerns, such as greenery, peace, and premium amenities, are designed to invoke a sense of reassurance and excitement about the potential lifestyle at Park View City.

The commercial strategically showcases various attractions within Park View City through quick transitions and engaging visuals. The Botanical gardens, Ottoman-inspired mosque, Food valley, Pakistan's biggest man-made lake, and massive dancing fountains serve as symbolic representations of luxury, comfort, and exclusive opportunities. Each of these scenes is accompanied by tailored music and audio elements that enhance the immersive experience: nature sounds in the botanical gardens, soft Oud music in the mosque, energetic upbeat tunes in the food valley, and classical European music by the lake. These auditory cues are meticulously chosen to evoke specific emotional responses, thus appealing to emotions.

Socio-economically, the commercial targets an affluent audience, likely those who have experienced or aspire to a Western standard of living. This is evidenced by the frequent references to the couple's past experiences in the U.S. and the depiction of lavish amenities that surpass typical residential offerings in Pakistan. Culturally, the ad merges traditional Pakistani elements, such as the display of an Ottoman-inspired mosque, with modern and western luxuries, creating a hybrid identity that appeals to the wealthy Pakistani cosmopolitan consumer.

5.6.1 Rhetorical Appeals

Logos: The commercial doesn't much cater to the logical appeal that much but The presence of the Real Estate Agent stands as logical figure who with his dialogue throughout the commercial employs reasoning with exposition to Park View City's offerings, he tackles the couple's longing for their previous lifestyle with better alternative's provided by Park View. For instance, when the woman mentions the greenery around their home in the U.S., the agent immediately counters with the botanical gardens of Park View City, demonstrating an equivalent or even superior alternative. This rhetorical strategy continues with mentions of an Ottoman-inspired mosque, an exotic food valley, a large man-made lake, and big dancing fountains, all of which cater to the couple's high expectations.

Ethos: The presence of renowned Pakistani actors Wahaj Ali and Maya Ali who are portraying as a married couple along with Shahid Afridi (Pakistani Cricketer) as himself, strengthens the brand's appeal, leveraging their celebrity status to convey trustworthiness and relatability.

Pathos: The commercial also featuring the couple's interaction with Shahid Afridi (Cricketer), further cements the appeal to emotion and relatability. His casual presence as a celebrity neighbor reinforces the exclusivity and high social standing associated with living in Park View City. The closing scenes, where the couple signs the papers and transitions into their new life, culminate the narrative with a clear resolution, promising a lifestyle that not only meets but exceeds their expectations.

Table 6: *Key points of Park View City, Islamabad*

Sign	Signifier	Signified
Man and Woman as couple	Pakistani actors/celebrities playing a couple.	Trustworthiness, celebrity endorsement
Western-style attire	Tuxedo (man) and Gown Dress (woman)	High socio-economic status, modern lifestyle
Office setting	Real estate agent's office	Formal discussion about Park View city and the couple's lifestyle preferences
Botanical gardens	Shot of lush gardens	Natural beauty, tranquility
Ottoman-inspired mosque	Architectural design resembling Turkish Hagia Sofia mosque	Spiritual peace, cultural richness, replicating religious architecture
Food valley	Variety of exotic cuisines, chefs in white uniforms	Culinary diversity, high-end dining experience

Man-made lake	A boat in Large a lake	Leisure activities, scenic beauty
Dancing fountains	Water fountains with light effects	Extravagance, nighttime entertainment
Shahid Afridi appearance	Pakistani cricket celebrity	Prestige, celebrity neighbor
Signing on paper	Couple signing papers to purchase a home in Park View	Decision to purchase property, commitment to new lifestyle

6. DISCUSSION

1. *What visual, auditory, and linguistic elements are employed in the selected real estate TV commercials to construct a desirable image of the housing projects?*

6.1 *Visual Elements*

The analysis of six real estate commercials from Islamabad—Blue World City, Capital Smart City, Eighteen: The Heights, Gulberg, Park View City, and Green Homes—reveals a strategic blend of a variation of visual elements aimed at constructing an image of desirability for these housing projects. Each commercial employs high-quality visuals to depict the lifestyle and amenities offered. Blue World City uses drone shots of iconic landmarks like Faisal Masjid and Badshahi Masjid to connect with the local audience and visuals of modern amenities such as gyms and shopping malls to evoke national pride and a luxurious lifestyle. Capital Smart City's 3D visuals of green landscapes and modern cityscapes create a sense of beauty and futuristic living. The Eighteen: The Heights commercial emphasizes affluence with high drone shots of the golf course and picturesque views, constructing a narrative of elite living. Gulberg's suburban imagery underscore a serene, desirable lifestyle. Park View City's commercial stylistically shows visuals of its locations and offerings like botanical gardens, Ottoman-inspired mosques, Man-made Lake, and dancing fountains in creating a narrative of aspiration and fulfillment. Green Homes being the least of the list in showing alluring visuals, it uses 3D models and animated maps to highlight the project's identity and strategic location.

6.2 *Auditory Elements*

The commercials integrate emotive monologues and different kinds of background music to enhance their appeal. Blue World City and Capital Smart City's narration monologue in Urdu evokes a sense of belonging, happiness, and success. It emphasizes the unique business, lifestyle, and tourism aspects. Blue World City and Gulberg use the voices of renowned actors to lend credibility and aspirational value, for background music, Park View city shrewdly uses different types of music from western classical, to intense orchestral to nature sounds in different scenes to complement the commercial's visuals and allure the audience.

6.3 *Linguistic Elements*

The commercials utilize emotional and descriptive language to appeal to viewers' aspirations. Blue World City's use of phrases like "شہر کوئی بھی ہو اپنائیت مل جائے تو شہر اپنا لگتا ہے" (Any city feels like home if it offers warmth) personalizes the project, making it relatable. Capital Smart City mentions reputable international firms involved and advanced amenities to provide logical reasons for investment. Eighteen: The Heights, Capital Smart City, and Blue World City focuses on the exclusivity of the golf communities. Park View City highlights the couple reminiscing their previous premium lifestyle, appealing to pathos by emphasizing how the project meets their desires. Green Homes offers detailed information on house sizes and booking conditions, appealing to practical considerations for intended buyers.

2. *What socio-economic and cultural values are embedded in the selected real estate TV commercials?*

The commercials for various real estate projects in Islamabad embed a range of socio-economic and cultural values through strategic use of visual, auditory, and rhetorical elements, appealing to different socio-economic classes.

6.4 *Blue World City, Islamabad*

The commercial of Blue World City comprises highlights of luxurious and modern living mingled with national pride and traditional values. This ad includes the Faisal Masjid and other cultural symbols that fuse modern aspirations with heritage, like a Sufi mystic statue and Ottoman-style mosques. The shots of actor Humayoun Saeed endorsing the project seen in multiple scenes like driving a SUV, playing golf and getting served beverage in a charter plane with visuals of modern amenities like gyms, shopping malls, modern office spaces, and a golf course speaks of an exclusive, wealthy way of life. The replica buildings and structures, copied from developed nations worldwide, like the Horse Mascots, Burj Al-Arab, and Hollywood Block, are a way in which they desire to emulate a semblance of certain iconic symbols of global prestige and cultural significance. This blend of traditional and modern icons is meant to target consumers ranging from upper-middle to high-income groups who would seek both cultural pride and modern conveniences.

6.5 *Capital Smart City, Islamabad*

Capital Smart City's commercial conveys a vision of futuristic living, targeting the urban middle and upper class. The involvement of international firms like Surbana Jurong, Harradine Golf, and Arquivio Architects emphasize high-end expertise, precision, modernity, and global standards.

6.6 *Eighteen: The Heights, Islamabad*

The Eighteen commercial exudes luxury and exclusivity, targeting affluent individuals. Offering high-end golf courses and imported kitchen fittings it seeks to target an affluent target audience.

6.7 *Gulberg, Islamabad*

Gulberg's commercial presents an aspirational suburban lifestyle, targeting affluent individuals. The serene imagery and presence of celebrities like Shaan Shahid signal luxury and prestige. Additionally, emphasis is placed on golf courses, alongside tennis, both popular sports among the upper middle and upper class

6.8 *Park View City, Islamabad*

The Park View City commercial appeals to high socio-economic audiences by juxtaposing Western standards of living with local offerings. Featuring actors Wahaj Ali and Maya Ali as a married couple who previously resided in the United States and are now seeking housing that matches their former lifestyle, it emphasizes and caters to the needs of affluent upper class individuals who are willing to invest in luxurious, high-quality residences that provide a blend of premium comfort and charm.

6.9 *Green Homes, Islamabad*

Green Homes' commercial targets middle to upper-middle-class families, emphasizing practical benefits like proximity to Islamabad International Airport and flexible financial plans. The serene visuals and bilingual narration in Urdu and English reflect a value of accessibility and convenience, catering to a wider demographic.

3. *How do the selected real estate TV commercials evoke emotions and appeal to psychological needs such as belonging, success, or happiness? How does this emotional appeal in the selected commercials influence consumer decision-making?*

Real estate advertisements leverage semiotic and rhetorical strategies to evoke emotions and appeal to psychological needs, significantly influencing consumer decision-making. This analysis explores how commercials achieve this effect through visual and auditory elements, focusing on real estate commercials.

High-quality visuals in these commercials evoke emotions and psychological needs. For example, in TVC 1,3,4, and 6 drone shots from high altitudes of different landscapes, landmarks, cityscapes, and buildings are used to invoke a sense of awe and wonder, for interpersonal emotional appeals like in case of TVC 1, in Blue World City, The Man (Humayoun Saeed) was welcomed by an old woman offering him cupcakes. Furthermore, Scenes of gyms, shopping malls, and modern amenities highlight a luxurious lifestyle, appealing to aspirations for success and happiness. The portrayal of leisure activities like golf courses in TVCs 1,2,3, and 4 underscores leisure and exclusivity, catering to desires for an affluent lifestyle.

In TVC 6, Park View City's visuals of flowers and greenery in the Botanical Gardens invoke a need for being around nature and fresh air. The serene views of Ottoman-inspired grand mosques in TVC 1 (Blue World City) and TVC 6 (Park View City) create a sense of tranquility and spirituality. These settings arouse the desire for a spiritual connection as well as merging modernity with tradition. While making these appeals, the auditory elements such as dramatic narrators\ emotive monologues further strengthen the emotional appeal. Blue World City commercial uses Urdu monologues. The emotional appeal is succinctly captured by phrases like "ہے لگتا ہے نا شہر تو و جاڈے مل تے اپ نائی ہو یڈ ہیک وی شہر" (Any city feels like home if it offers warmth); such phrases directly invoke the need for belonging and wholesomeness. Similarly, the poetic Urdu monologue in the Capital Smart City advertisement stimulates cultural sentiment to create a sense of belonging with aspiration for social mobility.

Along with the above, these adverts use rhetoric for persuasion in decision-making. Such marvelous personalities as actor Humayun Saeed, Adnan Siddiqui, and Shaan Shahid create credibility. This becomes a source of reliability and trustworthiness with the projects. Detailed similarity is provided against a logical appeal, while amenities, house types and sizes, strategic locations, and project approvals provide rational reasons for investment.

These feelings create the desire to get a spirituality sort of connection against the merging modernity with cultural traditions. Auditory elements alone, along with some really dramatic, emotive monologues by the narrator, really strengthen the appeal to emotions. The emotional Urdu monologue actually defines the Blue World City commercial with phrases like "ہے لگتا ہے نا شہر تو و جاڈے مل تے اپ نائی ہو یڈ ہیک وی شہر" (Any city feels like home if it offers warmth), referring directly to that shared longing for connection and happiness. Hence the poetics of Urdu in the Capital Smart City commercial jive with cultured sentiments to create that feeling of affiliation and desire of upward social mobility.

These commercials also use rhetorical appeals to steer decision-making. Credibility is drawn through endorsements from responsible figures, such as humayun saeed, adnan siddiqui, and shaanshahid, which creates reliability and trustworthiness surrounding the projects. They also produce reasonableness with information about facilities, types and sizes of houses, site locations, and project approval to provide rational reasons for investment.

These give expression to the sense of desire for a spiritual connection in the midst of merging modernity with culture. The auditory components, such as the dramatic and emotive monologues of the narrator, enhance the emotional appeal. The Urdu monologue in Blue World City commercials uses lines like: "ہے لگتا ہے نا شہر تو و جاڈے مل تے اپ نائی ہو یڈ ہیک وی شہر" (Any city feels like home if it offers warmth), quite directly appealing to the need to belong and be happy. The poetic Urdu monologue in the Capital-Smart City advertisement plays up cultural sentiments, anchoring a body of public aspiration and aspiration for upward social mobility.

These commercials also use emotional appeals for persuasive decision-making. Credibility is derived from endorsements by credible personalities such as Pakistani actor Humayun Saeed and celebrities Adnan Siddiqui and Shaan Shahid, which lent reliability and trustworthiness to the projects. Logical appeals come with details on amenities, information on the types and sizes of houses, strategic locations and project approvals which will provide rational justification for investments.

Satisfy feelings about the desire for a spiritual connection when it comes to merging modernity with a tradition. The auditory elements, such as dramatic emotive monologues by the narrator, further strengthen the appeal to emotions. The emotional Urdu monologue clearly defines the Blue World City commercial with phrases like "بے لگتا اپنا شہر تو جادے ملتی اپنی ہوی ہے وی شہر" (Any city feels like home if it offers warmth) directly to that same shared longing in terms of connection and happiness. Hence the poetics of Urdu in the Capital Smart City commercial jive with cultured sentiments to create that feeling of affiliation and desire for upward social mobility.

These commercials too use rhetorical appeals to steer decision-making. Credibility is drawn through endorsements from responsible figures, such as humayun saeed, adnan siddiqui and shaanshahid, which creates reliability and trustworthiness surrounding the projects. They also produce reasonableness with information about facilities, types and sizes of houses, site locations, and project approval to provide rational reasons for investment. The emotional appeal, is predominant as these commercials use heartwarming scenes, luxurious lifestyles, variations of music, and cultural symbols to evoke feelings of happiness, security, and aspiration.

By appealing to deep-seated psychological needs such as belonging, success, and happiness, these commercials significantly influence consumer decision-making. They present the projects not just as places to live but as embodiments of an ideal lifestyle and social status.

4. How do the selected real estate TV commercials represent different lifestyles and identities?

The real estate advertisements for Blue World City, Capital Smart City, Eighteen, Gulberg, Park View City, and Green Homes in Islamabad employ various semiotic and rhetorical strategies to portray distinct lifestyles and identities, creating compelling narratives that resonate with diverse consumer aspirations. Blue World City blends luxury with cultural heritage, featuring modern amenities alongside traditional symbols like the Sufi mystic statue and Ottoman-style mosque, appealing to both contemporary and traditional sensibilities. Here adds credibility that makes this lifestyle aspiration lives by the standstills of middle and upper class individuals. Gulberg also offers an elite suburban lifestyle through pretty pictures and endorsements from so-called celebrities, while Park View City attaches itself to traditional features of Pakistan's modern luxuries and casteism, targeting rich people who want both tradition and Western comforts. Capital Smart City and Eighteen are futuristic and exclusive places to live in. Capital Smart City's 3D-generated green spaces with modern amenities, also endorsed internationally, seek a futuristic, technologically sustainable lifestyle for the consumer who primarily focuses on modernity and innovation. By contrast, Eighteen talks about luxury and exclusiveness with expensive top-notch facilities and celebrity endorsements to hit the attention of elite urbanites perch on an elitist lifestyle. Green Homes, meanwhile, cater to the middle or upper-middle class by talking about utility and tranquility in a strategic location with flexible financial options. These representations resonate with the consumers by virtue of economic status and aspirations, hence generating an invitation to belong and desire. The combination of tradition with modernity makes these advertisements universal in appealing to societal values, rendering the acquisition of such properties desirable as well as attainable.

5. How do gender roles and family dynamics feature in the portrayal of ideal living conditions in these commercials?

Through analysis, we find that the gender roles and family dynamics found in real estate commercials combine attributes of relic and present values. These commercials advance the idea of the ideal living

condition to deliver to an audience that is class-conscious and predominantly wealthy, by juxtaposing societal and familial expectations against modern aspirations.

6.10 *Traditional Gender Roles*

Many commercials emphasize traditional gender roles in their visual and narrative elements. For instance, TVC 1 for Blue World City, The Man's character (Humayoun Saeed) portrays a businessman accompanied with a female assistant holding files for him and walking with him in his office signifies women as helping in secondary tasks and assisting male corporate superiors, implicitly endorsing traditional gender roles where men are seen as the central figures. Similarly, TVC 4 for Gulberg features Shaan Shahid, further anchoring the portrayal within a cultural framework emphasizing male authority and prestige. The man (Shaan Shahid) role had more dialogue and visuals, while the woman (Mira Sethi) had an ornamental role with one line of dialogue and portraying a character who accompanies the man, also similarly in TVC 3, Eighteen: The Heights, The Woman is inaudible and has no dialogues, she accompanies the man throughout the tour of the apartment complex.

6.11 *Modern Gender Roles*

Conversely, several commercials incorporate elements reflecting modern and progressive gender roles. TVC 4 for Park View City both the man and woman are given the spotlight and exposure throughout the duration of the commercial, they both contribute to conveying the messages of the project's offerings to the intended audience. This commercial subtly suggests a shift towards a more egalitarian view of gender roles and family dynamics by emphasizing equality and progressive gender roles.

7. CONCLUSION AND RECOMMENDATIONS

This research aimed at realizing the meanings and signifiers underlying real estate commercials. Semiotic analysis makes it possible to identify the symbolic, metaphorical, and metonymic elements that make commercials an effective tool for advertising and marketing products. The results revealed different aspects for constructing a likable image for real estate projects through visuals, language, music, celebrity endorsements, and rhetorical appeals. All these elements combine to work hand in hand to produce a narrative that influences the target audience, specifically those of the rich and expatriate elite. Luxurious facilities like golf courses and shopping malls are at the forefront in appealing to the desires and anxieties of an affluent small sub-group. In this sense, it subtly reflects ideological manipulation to further an elite class consciousness based on exclusiveness.

A critical observation of gender representation unveiled a deep bias based on patriarchal norms, with most advertisements reinforcing traditional gender roles. This reflected the larger canvas of Pakistan's norm but also underscored the call for more inclusive and equal-handed representation of women in the commercials. The apparent lack of sustainability and eco-friendly themes is another area where growth could be possible. Future ads can capitalize on such messages of responsibility toward the environment, gender equality, and global trends—to appeal to an even broader and more informed audience.

Acknowledgments

None

Conflict of Interest


Authors declared NO conflict of interest.

Funding Source

The authors received NO funding to conduct this study.

ORCID iDs

Muhammad Faizan Ali Sherani¹  <https://orcid.org/0009-0003-8413-4515>

Aqeel Ahmed²  <https://orcid.org/0009-0009-5407-560X>

REFERENCES

- Almatarneh, R. T., & Mansour, Y. M. (2013). The role of advertisements in the marketing of gated communities as a new western suburban lifestyle: A case study of the Greater Cairo Region, Egypt. *Journal of Housing and the Built Environment*, 28, 505-528. DOI:[10.1007/s10901-012-9326-1](https://doi.org/10.1007/s10901-012-9326-1)
- Almurashi, W. A. (2016). An introduction to Halliday's systemic functional linguistics. *Journal for the Study of English Linguistics*, 4(1), 70-80.
- Berger, A. A. (2014). Semiotics and society. *Society*, 51, 22-26.
- Cook, G. (2001). *The discourse of advertising*. London: Routledge.
- Danesi, M. (2004). *Messages, signs, and meanings: A basic textbook in semiotics and communication (Vol. 1)*. Canadian Scholars' Press.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International journal of information management*, 59, 102168.
- EstateWeb. (n.d.). Predicted population growth in Pakistan. Retrieved from <https://estateweb.com.pk>
- Fairclough, N. (2013). Critical discourse analysis. In *The Routledge handbook of discourse analysis* (pp. 9-20). Routledge.
- Ghaffar, S. G., Azher, M., & Cheema, A. (2021). Alluring forces of housing scheme advertisements: A critical discourse study. *Pakistan Journal of Applied Social Sciences*, 12(2), 97-116.
- Habib, T., & Hussain, S. (2024). Exploring Gender Depiction in Outdoor Advertising Across Punjab and Khyber Pakhtunkhwa, Pakistan: A Comparative Analysis. *Human Nature Journal of Social Sciences*, 5(1), 247-257. <https://doi.org/10.71016/hnjss/brwt2720>
- Hall, S. (1980). *Encoding/decoding*. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), *Culture, media, language: Working papers in cultural studies, 1972-79* (pp. 128-138). London: Hutchinson.
- Hussain, A., Ahmed, A., & Hussain, W. (2022). Increasing Housing Demand in Pakistan. In A. Ahmed (Ed.), *Accessible Housing for South Asia: Needs, Implementation and Impacts* (pp. 103-125). Cham: Springer International Publishing
- Jhally, S. (1990). *The codes of advertising: Fetishism and the political economy of meaning in the consumer society*. New York: Routledge.

- Khalid, A., Rabbani, M., & Anwar, M. S. (2020). A multimodal discourse analysis of housing projects advertisements in Pakistani print media. *Pakistan Languages and Humanities Review*, 4(2), 24-45.
- Kramer, T., & Block, L. (2008). Conscious and nonconscious components of superstitious beliefs in judgment and decision making. *Journal of Consumer Research*, 34(6), 783-793.
- Kress, G. R., & Van Leeuwen, T. (2001). *Multimodal discourse: The modes and media of contemporary communication*. London: Arnold Publishers.
- Kuyucu, M. (2020). Television And Advertising: The History Of TV Advertising From And Industrial Look. *Social Mentality and Researcher Thinkers Journal* 6(29), 258-269. DOI:[10.31576/smryj.450](https://doi.org/10.31576/smryj.450)
- Lawes, R. (2019). Big semiotics: Beyond signs and symbols. *International Journal of Market Research*, 61(3), 252-265.
- Naeem, N., & Rana, I. A. (2023). Exploring needs, choices, and preferences of homebuyers in Islamabad, Pakistan. *Journal of Property Research*, 1-19.
- Qader, K. S., Hamza, P. A., Othman, R. N., Anwer, S. A., Hamad, H. A., Gardi, B., & Ibrahim, H. K. (2022). Analyzing different types of advertising and its influence on customer choice. *International Journal of Humanities and Education Development (IJHED)*, 4(6), 8-21.
- Safdar, G., Shabir, G., Imran, M., Seyal, A.M., Jamil, T. (2015). Television as a Source of Low Cost Entertainment: A Case Study of Pakistan. *Asian Journal of Social Sciences and Humanities*, 4(1), 24-29.
- Shabir, G., Ghous, S., Safdar, G. (2017). Violation of Consumer Rights by Electronic Media Through Advertisements. *New Media and Mass Communication*, 57, 35-39.
- Shabir, G., Safdar, G., Hussain, T., Imran, M., Seyal, A.M. (2015a). Media Ethics: Choosing the Right Way to Serve. *Research on Humanities and Social Sciences*, 5(3), 80-85.
- Shabir, G., Safdar, G., Imran, M., Seyal, A.M., Anjum, A.A. (2015). Process of Gate Keeping in Media: From Old Trend to New. *Mediterranean Journal of Social Sciences*, 6(1S1), 588-593.
- Shaheen, U., Khan, S. B., & Aziz, S. (2016). Manipulative power of Pakistani real estate print advertisement: A critical discourse study. *Journal of Social Sciences*, 8(2), 267-283.
- Shahu, D.K. (2020). Effectiveness of the Advertisement through Television. *THE BATUK: A Peer Reviewed Journal of Interdisciplinary Studies*, 6(2), 7-15. DOI:[10.3126/batuk.v6i2.34487](https://doi.org/10.3126/batuk.v6i2.34487)
- Sultana, S., Farrah ul Momineen, & Hafsa, A. (2024). Analyzing the Effectiveness of Social Media Advertising on Consumer Buying Behavior: A Study of Narowal. *Human Nature Journal of Social Sciences*, 5(1), 112-124. <https://doi.org/10.71016/hnjss/6z6ar826>
- Venkatesh, A. (1999). Postmodernism perspectives for macromarketing: an inquiry into the global information and sign economy. *Journal of macromarketing*, 19(2), 153-169.
- Xin, H., Chunming, A. (2016). Research on Application of Real Estate Marketing based on We-Media of WeChat Media. *International Conference on Humanity, Education and Social Science*, DOI:[10.2991/ichess-16.2016.103](https://doi.org/10.2991/ichess-16.2016.103)
- Zhang, X., Zhang, Y. & Lin, Z. (2023). Online Advertising and Real Estate sales: evidence from the Housing Market. *Electron Commer Res*, 23, 605–622. <https://doi.org/10.1007/s10660-022-09584-2>