LANGUAGE MIXING IN URDU PRINT ADVERTISEMENTS: A MULTIDIMENSIONAL ANALYSIS

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ABSTRACT: *Modern ads have multiple dimensions and purposes having multifarious languages even in a single ad. This study adopts a Multidimensional analysis (MDA) to find the use of English language in Pakistani Urdu print advertisements. In this context, the English language of Urdu ads is analyzed to highlight its linguistic nature by applying multidimensional software (version 1.3) proposed by [7]). Analysis is based on the corpus which has been compiled by taking advertisements from print media. This study is variously significant as it may help the scholars, linguists and advertisers at the same time. At theoretical level, it is envisaged that the study will encourage future endeavors in the area of register studies. It provides initiative to scholars and advertisers for their further researches as in Pakistani context, its unique in its nature.*

Key Terms: Language mixing, Urdu Print Advertisements, Multidimensional Analysis

1. INTRODUCTION
Advertisements "a form of persuasion which is directed at a large number of people" [10], are an immense and powerful source of information. Advertising is a complex strategy to make people's minds because it involves two interacting processes; communication and persuasion and both processes are many-faceted [11]. In this one way communication, there are no further chances of argumentation and clarification, for this reason, advertisers try to attain the attention of consumers by using different techniques as the multiple impressions of language are used to make it appealing and generalizable on large grounds. Accordingly, modern ads have multiple dimensions and purposes by having multifarious languages even in a single ad. This study deals with that specific use of the English language in Urdu ads.

The language of advertisements has been examined in different perspectives. It has great elements of interest for the researchers. [4; 23; 2; 2] and many others have examined the advertising language for social and political effectiveness. Advertising literariness is examined by [13;28;16; 3] etc. In Pakistan, an author [27] tried to differentiate the language of advertisements as a distinct register by using MD model. "Apart from the methodological inadequacies, many previous studies on advertising language are outdated due to being based on certain premises" (p. 4). It is also notable that all the previous advertising studies deal with the English language with reference to English ads. In this study the English language used in Urdu advertisements is examined as it is preferably used and still unexplored. Previous studies mostly deal with the spoken utterances related to code- switching among the multiple varieties of the realm and speech utilities, but the research work on written code-switching is unusual [24; 25, 26].

By considering the importance of code mixing and switching, this study analyzes the English of print Urdu ads, by using multidimensional model, presented by an author [7] with the help of corpus as a corpus provides a novel philosophical tactic to the study [17].

1.1THEORETICAL FREAMEWORK

An author [7] gives five dimensions of a text which are examined with the help of MAT software, after the process of tagging.

Dimension 1: Dimension one (1) differentiates between involved and informational text. Low scores having nouns, adjective, indicate that the provided text is solid informative as academic discourse, whereas the high scores having verbs and pronouns indicates that the nature of the text is effective, casual and interactional.

Dimension 2: This dimension provides the picture of a given text as it is narrative or non-narrative in nature. Non-narrative text has high scores, but the narrative text indicates low scores during the process of analysis.

Dimension 3: Dimension three (3) shows the opposition of text type which is dependent or independent with the context. Low scores have adverbs among the other discovered elements, these scores show the dependent nature (broadcasting), but the high scores show the independent (prose) nature with the context. High scores have more nominalization among the given part of speech.

Dimension 4: In this dimension, the unconcealed expressions of persuasion are measured. High scores in this context have lots of model verbs which indicate that the text clearly expresses the writer's point e.g. professional letter.

Dimension 5: Information about abstract and non-abstract is examined in this dimension. High scores have many conjunctions and passive clauses which provide the information in abstract, technical and in simple way like science related text.

1.2 RESEARCH QUESTIONS
1. Which type of dimensions and categories of English are used in Urdu print advertisements?
2. What are the most frequent categories of English used in Urdu print ads?

1.3 SIGNIFICANCE OF THE STUDY
This research is very much significant especially with reference to Pakistani bilingual context. It provides initial step to the researchers of Urdu ads. Firstly, it is beneficial for linguists to know the exact nature of the English language, used in Urdu advertisements. Through which, the real linguistic behavior of that language can be understood.

Secondly, it provides grounds for further analysis of related ads by providing corpus-based analysis. Advertisers can judge the language techniques to make their ads more appealing.

2. LITERATURE REVIEW

The analysis of advertising language is an inordinate eagerness for the researchers [30]. Due to this eagerness, lots of works have been conducted on this specific category. The reason of this interest is that the advertising language is very generalizable, diverse, dissimilar, and innovative which always attracts the attention of the researchers. In the present research, the English language of Urdu advertisements is focused. This choice can also be a reaction of prescribed eagerness.

In the designing of ads, many durable and appealing techniques are used. The use of English is one of them. It is assumed that the use of English in an advertising context gives them an attractive look. The authors [6] express that the mixing of the English language in inclusive advertisements has an optimistic outcome on bilingual addressees because it is associated with durable socio, psychological and socio-psychological legendary and topographies. A researcher [19] found that the regularity of American trapped print headlines consists of witticisms, inconsistent connotations and links above seventy four (74) percent in a single examination.

Language mixing is a very discovering stream of research in the field of advertisements. It gives birth to a large surplus of research [5]. Due to the importance of language mixing, it is more prevailing phenomenon in the context of advertisements. An author [23] defines the language mixing as an instrument that is used to build the social individuality, domestic, ethnic or class distinctiveness. Many researchers agree that the advertising language must be a mixture of languages. This type of explanation is also made by Bhatt (2008). He opines that the language of advertisements must be linked to the multilingual and multicultural representations. It requires complete assignation with readers through bilingual and bicultural competencies.

There are lots of works on advertising language which have analytical, comparative, descriptive nature. [11] and Leech [17] have analyzed the English language, used especially in the English advertisements. They describe that the linguistic characteristics of advertisements consists of adjectives, present verbs and second person pronouns frequently. It seems like face to face conversation.

A researcher [9] states that all advertising components are connected and have an effect on each other. The whole text can be changed at a revolutionary effect of one element to another.

An author [27] conducted a research on English print advertisements by using multidimensional method. He collected data from Pakistani print media that consist of English print ads which includes different categories like profitable, non-profit able, sales related, non-sales related ads etc. He declares that past researches in this field are limited. His results are based on Biber's model and new MD model. He concludes that the ad's language is different from other registers on the basis of product (ads) category and its source. According to his results, the advertising language is close to promotional text. It is different from the conversational language, but very close to written text. He also presented the comparative analysis of the new MD analysis and Biber's results [7]. Most of the dimension's results were equal in direction and scores.

A researcher [1] made an analysis of dimension 1 only. Dimension 2 is elaborated by [21] by using the same corpus of university prospectus. An author [31] explored the dimension 3 which is explicit vs. situation dependent register. This study investigates the language of five countries in the universities' prospectuses through Dimension 3. They examine the scores of five sub categories on the continuum of explicit vs. situation dependent discourse. Major contribution of all these researches is to establish different fact how a text type varies and build different status in genre studies. It also establishes the global understanding of many linguistic items. The apparent features are discussed by many scholars [15]; [20] by establishing the fact that a comprehensive study is still required to fill the gap. The present research is an inclusive study which deals with the English language of Urdu advertisements to find out its linguistic features.

3. METHODOLOGY AND DATA COLLECTION

This study has adopted corpus based approach as the results in corpus studies are highly appreciated. A corpus of advertisements used in Pakistani Urdu print media has been compiled. Multidimensional analysis tagger is used for data analysis. It is called "MAT", a database, which offers the interpretation of the data in a statistic form. This software imitates the [7] tagger for English text analysis. MAT generates the data in an annotated way by using Stanford Tagger, which is used to create a grammatical description of the text. It also identifies the multiple dimensions of a given register. MAT, on the grounds of [7] model recommends the contiguous discourse type. Finally, MAT grants the dimensions to the provided discourse, frequencies of diverse linguistic factors in described steps.

- Data Tagging
- Identifications of Textual dimensions in the MAT

3.1 TAGGING OF THE DATA

A researcher [22] uses the multidimensional tagger by defining as it is a first and basic step to analyze the data with the help of multidimensional analysis. This particular software is a Java operation of the log-linear taggers. According to [14] Tagging of the parts of speech is the supreme, regular and common category of tagging to a corpus study.

Table 3.1: List of Abbreviations, used in Tagging Process

Abbreviation	Word Categories	Example
NN	Noun	Farhan, things
VBZ	-s form of the verb "BE"	Does, Has
VBG	-ing form of Lexical Verb	Writing
AJO	Adjective (Unmarked)	Beautiful
PRF	The preposition OF	- Of cricket
DT	Determiner	The, A, An
AMP	Amplifiers	Greatly, highly
ANDC	Independent clause coordination	So, then
AWL	Average word length	Mean length of the word
BEMA	Be as the main verb	Have, Do
BYPA	By-passives	- By bus
CAUS	Causative adverbial subordinators	Because
CONC	Concessive adverbial subordinators	Although, Though

3.2 DATA COLLECTION

In the present study, Urdu print advertisements are collected from the newspapers and magazines of the year 2014, published in Lahore, Pakistan including Express newspaper (2014), Khabrain newspaper (2014), Akhbar-e- Jahan magazine (2014) because these sources are more associated to the topic and convenient for the researchers.
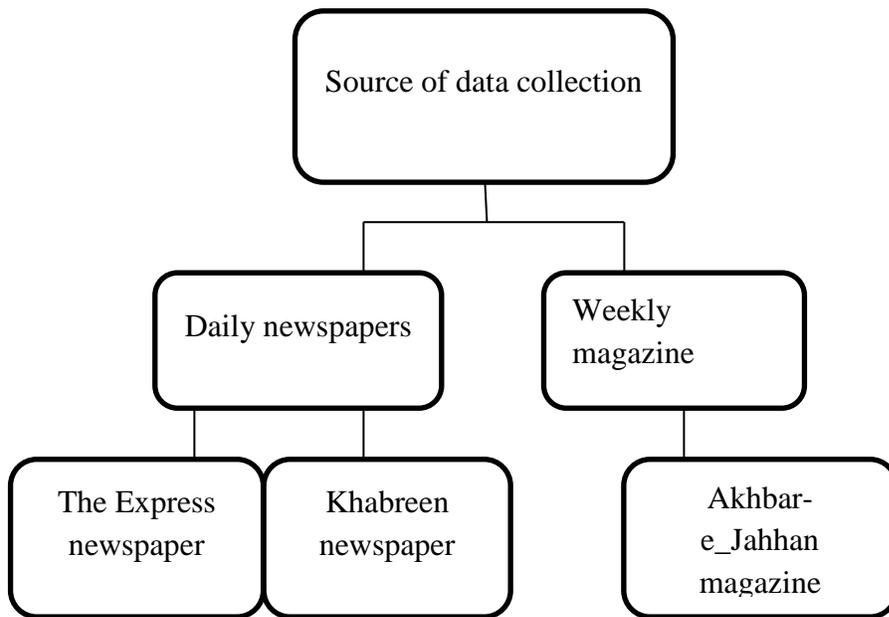
Figure 3.1: Sources of Data Collection

March Session 2014 WHO [WHO3b] + VPKT PMDC Approved 2 Students in 1 room UNIVERSITY OF SARGODHA Pharm-D-5-year program -LRB-LRB- -LRB-LRB- under Annual System -RRB-RRB- -RRB-RRB- Physical Therapy Doctor of Physical Therapy 5-year program -LRB-LRB- - LRB-LRB- Under Annual System -RRB-RRB- -RRB-RRB- Commerce B.Com NN 2-year program -LRB-LRB- -LRB-LRB- under Term \ V NN Annual System -RRB-RRB- -RRB-RRB- Business Administration BBA 4-year program -LRB-LRB- -LRB-LRB- Under Term System -RRB-RRB- - RRB-RRB- MBA Executive 2-year program -LRB-LRB- -LRB-LRB- Under Term System -RRB-RRB- -RRB-RRB- MBA Regular 3.5 CD year program -LRB-LRB- -LRB-LRB- Under Term System -RRB-RRB- -RRB-RRB- BS 4-year program -LRB-LRB- -LRB-LRB- under Term System -RRB-RRB- - RRB-RRB- English , , Psychology , , Urdu , , CS , , IT , , Physics , , Chemistry , , Botany , , Zoology , , Mathematics , , Economics , , History , , Islamiat General Education B. NN A \ V NN B. NN Sc 2-year program -LRB-LRB- -LRB-LRB- under Annual System -RRB-RRB- -RRB-RRB- Education B. NN Ed 1 year program -LRB-LRB- -LRB-LRB- under Annual System -RRB-RRB- -RRB-RRB- M. NN Ed 1-year program -LRB-LRB- - LRB-LRB- under Annual System -RRB-RRB- -RRB-RRB- Diploma in Health & CC Physical Education Advance Diploma in Clinical Psychology M. NN A \ V NN M. NN Sc 2-year program -LRB-LRB- -LRB-LRB- under Annual System -RRB-RRB- -RRB-RRB- Engineering & CC Teaching B. NN Sc Mechanical , , Electrical & CC Civil Engineering BS Mechanical Technology , , BS Electrical Technology BS Civil Technology MA -LRB-LRB- - LRB-LRB- Term System -RRB-RRB- -RRB-RRB- MA English & CC MA Physical Education ADMISSION OPEN Last Date : : 08-04-2014 Basic & CC Advance Air Ticketing Travel Agency Formation , , Hajj Umrah Service , , Computer GDS College of Tourism & CC Multimedia Computing Build the future of Your DREAMS Punjab YOUTH FESTIVAL 2014 With THE SPIRIT OF A LION HEART DARE TO ACHIEVE YOUR DESIRED -LRB-LRB- SUAV -RRB-RRB- DESTINATION OFFICIAL PARTNER SPORT BOARD PUNJAB Tender no Description of work\Services NN Steel Armeur -LRB- LRB- -LRB-LRB- Ballistic -RRB-RRB- -RRB-RRB- A\U NN Nos Qty Terms & CC Conditions As Per Tender Clause Last date for Collection of Tender Documents Submission Opening -LRB-LRB- -LRB-LRB- Main Head 21 , , Sub Head A , , Code Head oTV894V07 NN Punjab Job Fair 2014 For Professionals Having [WZPRES] -LRB-LRB- WZPRES -RRB-RRB- Trouble finding [WZPRES] -LRB-LRB- PRIV -RRB-RRB- -LRB-LRB- WZPRES -RRB-RRB- Your DREAM JOB ? . Meet Country , , s -LRB-LRB- BEMA -RRB-RRB- top employers Register now at www.rozee.pk \ V Jobfair Sunday March 9th , , 2014 From EXPO Centre , , Lahore Build the Future of Your DREAMS WITH THE SPIRIT OF A LION HEART DARE TO ACHIEVE DESIRED -LRB-LRB- SUAV -RRB-RRB- DESTINATION Result Hope Certificate Residence Certificate For Further Information , , please Contact : : The Education Consortium Digital printing applicator Signage installer Steel Fabricator Aluminium Alucubond 3D Letters Fabricator Carpenter Finishing Welders Signage Neon Electrician Spray painter DAE Electrical DAE Civil steel structure Foreman Signage Installation & CC Production Creative Visualizer\VDesigner NN -LRB-LRB- -LRB-LRB- high end -RRB-RRB- -RRB-RRB- Supervisor for Applicators SINDH FESTIVAL BEACH BASANT FEB 8th - : 9th 2014 PRIMACO May be -LRB-LRB- PASS -RRB-RRB- comprised [PASTP] of General Contractor Energy Centre . . Vertical Transportation System . . Kitchen Equipment . . Landry Equipment Security & CC IT System . . Building Management System . . Landscaping . . Hard & CC Soft I -RRB-RRB- -RRB-RRB- D for Hotel only . . Gym and wellness equipment . . His Royal highness prince Sultan Bin Salman Bin Abdulaziz Kingdom of Saudi Arabia Government of Pakistan Build the future Of Your DREAMS Punjab Youth FESTIVAL 2014 WITH THE SPIRIT OF A LION HEART DARE to ACHIEVE YOUR DESIRED -LRB-LRB- SUAV -RRB-RRB- DESTINATION SONS OF PAKISTAN Session January to December Pre-Nursery to Matric KPSI-CADET-School-College-System NOP National Outreach Programme Accounting & CC Finance Anthropology \ V NN Sociology Economics Economics and politics Management Science Political Science Biology Chemistry Computer Science Electrical Engineering Mathematics Physics Specialisation in law ADMISSION NOTICE Spring 2014 BARANI Institute of information Technology & CC Sciences Lahore Joint Venture A Public Sector University 2nd Ranked [WZPAST] in Pakistan Among agriculture Universities 2013 Ranked [WZPAST] by HEC 152nd Ranked [WZPAST] in Asia QS International Ranked 2013 Last Date to Apply 31st March Construciton Project Of Gts Hv Substation 115 Kv Or Above Installations Erection Commission BARI ENTERPRISES KHI ? . LHR Salary 1200 Dh . . For others Jobs Visit Our Website ALLIED SERVICES International -LRB-LRB- PVT. NN -RRB-RRB- -RRB-RRB- Limited USA Visit Visa Business & CC Family Visa Great Opportunity for those who (WHO8U) can speak English Payment after Visa Study Visa Australia & CC UK with IELTS Also Provide invitation & CC Visa Preparation SKY HEIGHTS CONSULTANTS Build THE FUTURE OF YOURDREAMS PUNJAB YOUTH FESTIVAL WITH THE SPIRIT OF A HEART DARE TO ACHIVE YOUR DESIRED -LRB-LRB- SUAV -RRB-RRB- DESTINATION OFFICIAL PARTNER SportsBoardPunjab Habib Asset Management Limited -LRB-LRB- -LRB-LRB- An Associate Company of Bank AL Habib Ltd. NN -RRB-RRB- - RRB-RRB- Following Correction in the Notice Already published in National Dailies for the invitation of Bids for supply of R. NN C. NN C jersy Barries for NPCC office Building May be -LRB-LRB- BYPA -RRB-RRB- noted -LRB-LRB- PRIV -RRB-RRB- by all concerned . . Required -LRB-LRB- SUAV -RRB-RRB- Qty of R. NN C. NN C Jeresy barrier 180 Nos. NN . . Eligibility : : Firm registered -LRB-LRB- WZPAST -RRB-RRB- with PEC and with Manager -LRB-LRB- -LRB-LRB- Civil -RRB-RRB- -RRB-RRB- NTDCL Lahore \ V NN Wapda . . . Date of Issuance of tender Document . . Date and time of Receipt of tender document . . Date and time of opening of tender document . . All other information and terms and conditions remain the same . . This tender is -LRB-LRB- BEMA -RRB-RRB- also available at PPRA website : : Passport to a Global Career Diploma in Travel Agency & CC Airport Management -LRB-LRB- -LRB-LRB- 3-Months -RRB-RRB- -RRB-RRB- Diploma in Air Ticketing & CC Reservation Systems -LRB-LRB- -LRB-LRB- 3 - : Month -RRB-RRB- -RRB-RRB- Diploma in International Travel & CC Tourism Mgmt . . -LRB- LRB- -LRB-LRB- 6 Months -RRB-RRB- -RRB-RRB- Diploma in Aviation Studies -LRB-LRB- -LRB-LRB- 1-Year -RRB-RRB- -RRB-RRB- Punjab Industrial Estate cordially invites you to Punjab INDUSTRIAL EXPO 2014 EXPO Centre , , Johar Town , , Lahore Proud Partners Punjab Industrial Exhibition 2014 2 days left The Trust School Media Partner TRU DEVELOPMENT OF DESERVING STUDENTS -LRB-LRB- -LRB-LRB- TEDDS -RRB- RRB- -RRB-RRB- Family Fun Festival Food Court Book Fair Funny World Theatre -LRB-LRB- -LRB-LRB- Boogie Woogie Show , , Laughter Show , , Puppet Show , , Magic Show Used lub oil -LRB-LRB- -LRB-LRB- without drum -RRB-RRB- -RRB-RRB- Used lub oil -LRB-LRB- -LRB-LRB- without drum -RRB-RRB- -RRB-RRB- Unserviceable Office Machinery -LRB-LRB- -LRB-LRB- Laptop , , CPU , , Monitor , , Printer , , Stabilizer and photocopier etc -RRB-RRB- -RRB-RRB- Used lub oil -LRB-LRB- -LRB-LRB- without drum -RRB-RRB- -RRB-RRB- Plastic Cans of Misc sizes Old Tyre Misc scrap Unserviceable Misc Electrical and General scrap Ing scrap Unserviceable clothing scrap Used lub oil -LRB-LRB- -LRB-LRB- without drum -RRB-RRB- -RRB-RRB- Tyre oil Misc sizes Old Batteries scrap Unserviceable Rubber \ V NN Canvas scrap Unserviceable MT scrap Mitsubishi Pichup 5265 PN Model 1990 Honda Motor Cycle CG-125 PN Model Unserviceable Misc electrical and General Items Unserviceable Zodiac Collapsible Boat Le Misc scrap unserviceab -LRB-LRB- -LRB-LRB- Lot held -LRB-LRB- PRIV -RRB-RRB- -LRB-LRB- WZPAST -RRB-RRB- at Lahore -RRB-RRB- -RRB-RRB-

Involved features
Informational features
Narrative features
Context-dependent features
Nominal elaboration features
Persuasion features
Abstract features
On-line informational elaboration features

total-ads-data_MAT_MAT_fe

• • •
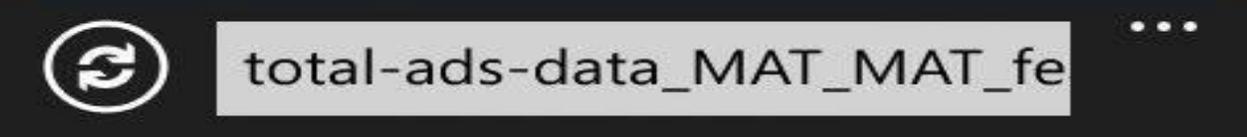
(Figure 3.1: A Software Representation of Linguistic

Features)

3FILTRATION OF THE ADVERTISEMENTS

To present more relative and accurate corpus material for analysis, the process of filtration is significant. In this process, the advertisements are reviewed carefully. Damaged, incomplete and irrelevant ads are deleted to collect authentic, relevant and desired materials. The ads which have the English language in the address bar, Urdu language in English script, the English language in Urdu script and have only one English word in product names are deleted because those ads can affect the results. After the process of filtration, total ads are five hundreds (500) in numbers.

Further, to prepare acceptable data for the machine, corpus was converted into plain text type because the multidimensional model only accepts plain text format for data tagging and processing. To prepare likewise, related text of ads is copied into word excel file, changed afterwards in plain text. Existence of data in plain text is the final step of corpus building.

4. RESULTS AND DISCUSSION

Data analysis starts with tagging. The whole corpus was tagged first to analyze the different dimensions.

Table 3.2: Frequencies of Co-occurring Features

Scores of Co- occurring Features	
Token ratio	400
AWL [Word length]	4.54
NN [Nouns]	**78.28**
OSUB [Other adverbial subordinator]	0.07
PHC [phrasal co-ordination]	0.63
PIN [prepositions]	6.66
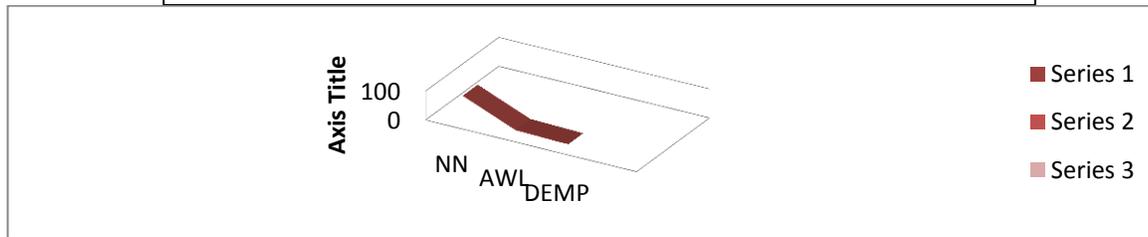
(Figure 3.2: Graphic Representations of Co-occurring Features)

Table 3.3: Mean Score of Textual Dimensions

Dimensions	Mean scores
D 1	-35.79
D 2	-5.42
D 3	**2.32 (positive)**
D 4	-8.98
D 5	-2.99
D 6	-3.33
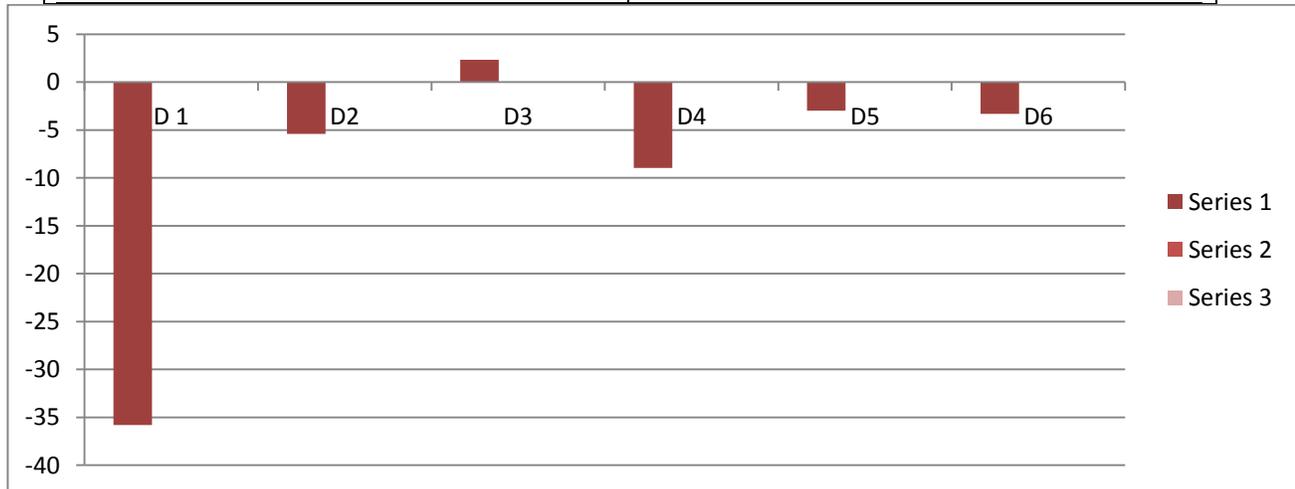
(Figure 3.2: Graphic Representation of Mean Scores)

Dimensional mean score of a text reflects its positive and negative value. Every dimension is labeled by considering its specific co-occurring features. Each dimension has positive and negative features except dimension four (4) and five (5) because they have only positive values. In the above figure, all the dimensions of Urdu print advertising English indicate the negative aspects, except dimension 3 as it is going towards positivity.

Analysis of Dimension 1
Dimension 1 differentiates between involved/informational texts. Each dimension is labeled by considering its existed linguistic characteristics. Both labels of a dimension (involved vs informational) behave in opposite way. If a text is interactional, it is not informational in other sense. Negative and positive scores of a text determine its label. Negative scores indicate the existence of nouns, preposition, passive constructions and adjectives in the text; refer purely the informative nature of a corpus, for example the academic discourse. The purpose behind academic discourse is to provide information like the text of advertising language whereas, the positive values indicate to the non-informative, involved and interactive nature of a text.

The mean score for this dimension is **-35.79,** which is highly negative. These features make the English language of Urdu advertisements less interactive and highlight its informative nature.
Examples

The selected examples have been from the English corpus of Urdu ads. They have negative features (nouns, adjectives) frequently. Underlined words indicate their association with the informational text. Above described examples have maximum nouns and adjectives. It indicates that the English language of Urdu ads is more informational and less interactional.

- *MASTER MOTOR CORPORATION (PVT.) LVT.*
- *9th Kenya Trade Show:*
International Trade Exhibition:
- *Zenith*
  Fresh & Hygienic Meat
  Zenith Beats the Market Price
  Healthy Meat, Healthy Family
  Mutton_ Beef_ Chicken_ Fish & Marinated Products. (
- *We are the champions, University of central Punjab Makes its mark in sports yet again by winning Inter-varsity general sports trophy Well done players-well done UCP Alumni associations University of central Punjab (UCP) Muhammad Ali Jinnah university (MAJU) Punjab group of colleges.*
- *Smart Saving*
  made easy
  UBL Fund managers
  saving- Mutual Funds- Advisory
- *Adult Autologous Stem Cell Transplant*

Table 1.5: Frequencies of Linguistic Features

	W. C	F.S		W.C	F.S
Involved vs. informational Text					
high / Positive/ scores	Contractions [CONT]	-1.45	**low**	Word length [AWL]	4.54
	Present tense verbs [VPR]	-1.39	**Negative/ scores**	Noun [NN]	78.28
	Demonstrative pronouns[DEMO]	-2.19		Preposition [PIN]	6.66
	Causative subordination [CAUS]	0.62		Attributive adjectives [JJ]	0.15
		-0.65			

Linguistic features in the table indicate that informational features are frequent in that specific corpus as compared to involved features.

Analysis Of Dimension 2
Dimension two (2) labels a text as narrative or non-narrative. The narrative text has positive scores by indicating past tense verbs, third person pronouns, perfect aspect verbs and public verbs. The non-narrative text is associated with negative scores during the process of MAT analysis. Negative scores indicate the existence of present tense verbs in a given text. Dimension two (2) is displaying low scores (-5.42) which shows that the present tense is extensively used in Urdu ad's as compared to past tense. Its text type is non-narrative.
Examples

- *If you have past experience you may get 1 or 2 years diploma within two months, JOB Orietnd Professional Diploma, world wide recognized foreign affair & embassy Attestable, Certified Pakistan institute of modern studies Diploma in*
- *health, safety & environments (HS MOSQUIT Prevents Dengue & Malaria*
- *Citronella Oil Mosquito Repellent With Baby Lotion*
- *CITY HERBAL CARE LABORATORIES E)*
- *HOMAGE Tribute to good living Non- Stop*
- *Introducing NEW axiom inverter Introducing NEW ATS GENERATOR In Selected vehicles only*

Table 3.4: Frequencies of Linguistic Features

	W. C	F.S		W.C	F.S
narrative vs. non-Narrative					
	Past-tense verbs [VBD]	-2.27		Present-tense verbs [VPRT]	0.04
	Third person pronouns [TPP3]	-1.31		Attributive adjectives [JJ]	
	Perfect aspect verbs [PEAS]	-0.64			0.15
	Public verbs [PUBV]	-0.59			
	Present participial Clauses [PRESP]	-1.73			

Analysis of Dimension 3

Dimension three (3) indicates the text type as dependent or explicit. Context dependent text (broadcasting) has adverbs in large numbers and shows the negative scores. The explicit text has more nominalization (prose), WH relative clauses at subject and object positions. It represents the positive score of the text. The mean score of dimension three (3) is **+2.32.** It is a single dimension in the analysis of the Urdu advertising text which has positive values**.** In the graph, only dimension three (3) is raising upward which explains that the provided text is independent in its nature. It is free from boundary of context because it has nominalizations in large numbers than adverbs. The advertisements are designed to attract the whole population. Likewise, it must be dispatched from the

contextual lines to generalize the message on large grounds and to enhance the product sale.

Examples
- Smart **Saving**
- Building Management system.

Landscaping.

Tribute to good **living**
- LAWN **PRINTS** VOL. 1

NOW IN STORES **NATIONWIDE**
- Marketed by:

FAST MARKETING

ULTRA **FORCE**
- The Lake city **holdings** (Pvt.) Ltd.
- **saving**- Mutual Funds- **Advisory**

Table 3.5: Frequencies of Linguistic Features

	Elaborated vs. Situation-Dependent Reference				
high	**W. C**	**F.S**	**low**	**W.C**	**F.S**
Positive/ scores	*wh-* relative clauses in subject positions [WHSUB] Phrasal coordination [PHC] Nominalizations [NOMZ]	0.09 0.63 1.38	**Negative/ scores**	Time Adverbials [TIME] Place Adverbials[PLACE Adverbs [RB]	-0.80 -0.91 -2.46

Analysis of Dimension 4

Dimension four (4) determines the unconcealed expressions of persuasion, in which the level of persuasion is determined with the help of argumentation in the advertising language [27]. High scores in this regard have lots of model verbs which indicate that the text clearly expresses the writer's point of view and the nature of a text is persuasive for example 'professional letters' which have highest level of persuasion in order to gain professional sympathy [27]. In dimension four (4), the value is determined with the help of positive values. High positivity indicates the presence of infinitives, necessity model etc. and gives the text a persuasive touch whereas opposition shows the lack of persuasion. In present study, Mean score for this dimension is **-8.98** which is highly opposite from the level of positivity. This type of text is beyond the level of persuasion.

Examples
- *No Load Shedding*
  Original Registration Form

Original Registration Transfer Certificate
Original Registration Open Certificate
- *Token approved vide Letter From Sindh Building Control Authority*
- *Note: Adjustment/ Discount (if) any, formerly announced) will be provided to all applicants as per Terms & conditions according to their Original Registered Projects.*
- *(e) LED*
- *Installation charges **must** be quoted on per camera basis*

These examples indicate that the Urdu advertisements have low number of English model verbs. The absence of model verbs represents that this text is out of argumentations, suggestions and recommendations. The aim of advertisements is not to persuade only but it has informative and reminding nature as well [8] because the advertising language covers a large numbers of audience and every person has its own persuasional standard [27].

Table 3.6: Frequencies Linguistic Features

	Unconcealed Expression of Persuasion				
high	**W. C**	**F.S**	**low**	**W.C**	**F.S**
Positive/ scores	Infinitives [IN] Conditional subordination [COND Necessity modals [NEMD Possibility modals [POMD]	-2.66 -0.95 -0.90 -1.09	**Negative/ scores**	No Negative Score	

Analysis of Dimension 5

Dimension five (5) determines the values of abstract and non-abstract text types. According to [7] it is renamed as impersonal and non-impersonal values of a corpus. It has no negative value. High scores consist of conjunctions, agentless passives, passive clauses and past participle clauses in a text. High scores provide the information in abstract, technical and simple way like science related text. Negative scores indicate

that the text is non- abstract. The scores of dimension 5 show the negative value as -2.99. There is a lack of conjunctions and the passive clauses in the corpus of Urdu advertisements. It is assumed that the English text of the Urdu advertisements is non-abstract because it is trying to present reality based information. On the other hand, the abstract feelings and emotional descriptions are restricted in this context

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Table 3.7: Frequencies Linguistic Features

	Abstract vs. Non-abstract Text				
	W. C	**F.S**		**W.C**	**F.S**
Positive/ high scores	Conjuncts [CONJ]	-0.75	**Negative/ low scores**		
	Agent less passives	00		**No negative features**	
	by passives [BYPA]	-0.73			
	Past participial post nominal clauses [PASTP]				
	Other adverbial subordinators [OSUB]	-1.65			
		-0.27			

5. CONCLUSION

It can be concluded from the data analysis that D1 (informational vs. involved) is highly informational as compared to other ads. Narrative/non-narrative text is analyzed in D2. The results show that the text is non-narrative mostly. In D3, context vs. situation dependent, the mean scores reflect that the advertising corpus is explicit in nature which is highly less independent to the context. D4 and D5 have only positive features. These positive features mark the high value and their absence indicates negativity. Advertising English is lower at the argumentative level and it is highly non-impersonal.

The scores indicate that the category of nouns is highly frequent in present corpus as compared to others. It shows that reality the basic information is provided in English to make it more appealing and eye catching. **D1** indicates the English language of Urdu ads is highly informative by adopting the extensive use of English nouns (savings, transplant, managers, and men), adjectives (smart, natural, and American, herbal) and prepositions. **D2** shows that English of Urdu ads is non- narrative due to frequent negative values which indicate the use of present tense verbs. **D3** is a single dimension in the analysis of Urdu ads which has positive values and links to the explicit text as compared to the context dependent text. Explicit text includes nominalization (prose), WH relative clauses at subject and object positions are more often as compared to the adverbs. **D4** determines the unconcealed expressions of persuasion, which determines the level of persuasion with the help of argumentation in the advertising language [27]. The English language of present research is not highly persuasive because it indicates negative. **D5** draws a partition between abstract and non- abstract English. High scores consist of conjunctions, agentless passives, passive clauses and past participle clauses in a text. The score for this dimension is negative which highlights that examined text is non-abstract because it doesn't have any positive value

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