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An Ecolinguistic Study of Beverage Advertising in Pakistan



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Abstract

This qualitative study investigates the interrelationship between language, ecology, and consumer culture through an ecolinguistic analysis of beverage advertising in Pakistan. Employing a qualitative research design, the study draws on Stibbe's ecolinguistic framework to critically examine how beverage advertising discourse constructs consumer perceptions and shapes patterns of consumption. The data comprises five categories of beverages: soft drinks, juices, tea, coffee, and packaged milk, with one advertisement from each category selected for detailed textual analysis. The study is guided by two research questions: What strategies are used in beverage advertisements to influence consumer perception and increase consumption? and How do beverage advertisements represent, frame, or omit environmental issues such as sustainability and ecological impact? The findings reveal that advertisers employ persuasive strategies such as emotional appeal, cultural symbolism, idealised lifestyles, and health-related narratives to normalise and promote increased consumption. These discursive strategies often construct positive "stories we live by," encouraging consumers to associate beverages with happiness, success, and social belonging. However, from an ecolinguistic perspective, many of these narratives are ecologically destructive as they promote overconsumption and ignore environmental consequences. Furthermore, the analysis shows that environmental issues such as plastic waste, water usage, and sustainability are largely omitted or backgrounded in the advertisements. This research contributes to the growing field of ecolinguistics by demonstrating how everyday advertising discourse plays a significant role in shaping environmental attitudes and practices.

Keywords: Ecolinguistics; Beverage Advertisements; Pakistan; Discourse Analysis

1. Introduction

In contemporary consumer societies, advertising functions not only as a commercial instrument but also as a powerful cultural discourse that shapes perceptions, values, and behaviours. Among various forms of advertising, beverage advertisements occupy a particularly influential space due to the widespread consumption of soft drinks, juices, and energy beverages (Kalsoom & Ali, 2019) In Pakistan, a rapidly growing

media landscape, comprising television, digital platforms, and outdoor advertising, has amplified the reach and impact of such promotional messages (Yousaf, Ahmad, & Syed, 2024). Social media has become one of the most influential platforms for advertising beverages, reshaping how brands communicate with consumers and how consumption practices are normalised in everyday life. Platforms such as Instagram, Facebook, TikTok, and YouTube allow beverage companies to move beyond traditional one-way advertising and engage audiences through interactive, visually rich, and highly targeted content

From an ecolinguistics perspective, advertisements are more than persuasive texts; they are ecological narratives that contribute to shaping human relationships with the natural world (Stibbe, 2013). Ecolinguistics examines how language constructs ideologies that either sustain or undermine ecological well-being. In the context of beverage advertising, linguistic and visual strategies often normalise consumerism, promote artificial products as essential to lifestyle and identity, and marginalise natural or environmentally sustainable alternatives. These discourses can subtly influence how individuals perceive health, nature, and consumption (Stibbe, 2024).

In Pakistan, beverage advertising frequently employs themes of refreshment, happiness, social bonding, and modernity, often embedding these ideas within culturally resonant symbols and narratives. However, such representations may also obscure environmental concerns related to plastic waste, water consumption, and the ecological footprint of large-scale beverage production and distribution. Despite the growing importance of ecolinguistic inquiry globally, limited research has critically examined how beverage advertisements in Pakistan construct ecological meanings and ideologies.

This study aims to analyse beverage advertisements in Pakistan through an ecolinguistics lens, focusing on the linguistic and semiotic resources used to shape consumer perception and environmental understanding. By exploring how these advertisements frame nature, consumption, and lifestyle, the research seeks to deepen understanding of the ecological implications of beverage advertising.

1.1 Problem Statement

In Pakistan, beverage advertisements are widely circulated through traditional and

social media, where they use persuasive language, visuals, and emotional appeals to encourage consumption. However, these advertisements largely ignore or conceal the environmental impacts of beverage production and consumption, such as plastic waste, pollution, and the overuse of natural resources. This may lead consumers to develop positive attitudes toward these products without awareness of their ecological consequences. Ecolinguistics studies suggest that beverage advertisements promote continuous consumption while masking environmental harm (Stibbe, 2024) and reinforce corporate capitalism and brand loyalty, which can negatively affect both humans and nature (Ain, Ahmed, Ghilzai, & Asim, 2023). Therefore, there is a need to critically examine how beverage advertisements in Pakistan shape public understanding of nature and environmental responsibility.

1.2 Research Objectives

- 1) To identify and analyse strategies used in beverage advertisements to influence consumer perception and increase consumption.
- 2) To examine how beverage advertisements represent, frame, or omit environmental issues, particularly sustainability and ecological impact

1.3 Research Questions

- 1) What strategies are used in beverage advertisements to influence consumer perception and increase consumption?
- 2) How do beverage advertisements represent, frame, or omit environmental issues such as sustainability and ecological impact?

1.4 Significance of the Study

This study is important because it helps to understand how advertising affects people's thinking about the environment. It highlights the role of language and images in shaping consumer behavior and ecological awareness. The research will be useful for students of linguistics, media studies, and environmental studies by showing how ecolinguistics can be applied to real-life advertising. It may also help policymakers, advertisers, and environmental organisations become more aware of how commercial messages can influence public attitudes toward environmental issues. Ultimately, this study contributes to promoting more responsible and environmentally conscious advertising practices in Pakistan.

2. Literature Review

Language plays a central role in shaping human perceptions of the environment, influencing not only how ecological issues are understood but also how individuals respond to them. Yousaf (2024) argues that linguistic choices actively construct environmental realities, guiding attitudes and behaviours toward nature. This perspective effectively highlights the power of discourse; it also raises critical questions about agency and the extent to what extent individuals can resist dominant linguistic narratives.

In the field of ecolinguistics, Stibbe (2024) provides a more critical lens by asserting that advertising discourse is inherently ideological rather than neutral. He contends that advertisements promote consumerist values that normalise unsustainable practices and obscure environmental consequences. This argument is significant in exposing the hidden ecological costs embedded in everyday language; however, it may also risk overgeneralization by treating all advertising as uniformly harmful, without sufficiently accounting for emerging trends such as green marketing or sustainability-focused campaigns.

Empirical support for these theoretical claims can be found in the study by Ullah, Arslan, and Fatima (2023), who analyse television commercials for the energy drink *Sting* using a multimodal discourse framework. Their findings demonstrate how visual and linguistic elements work together to construct narratives of power, speed, and dominance, values that implicitly prioritise consumption and individualism over ecological responsibility. Their study provides valuable insight into how meaning is constructed across modes, it remains limited in scope, focusing on a single product and lacking broader comparative analysis across different advertising genres.

The persuasive dimension of advertising is further explored by Jabeen and Janjua (2024), who emphasise the role of metaphor in shaping consumer behaviour. They argue that metaphors function as cognitive tools that make products more appealing and memorable. Critically, however, these metaphorical constructions can also mask environmental harm by associating products with positive or natural imagery. Despite this insight, the study could benefit from a deeper engagement with ecolinguistics theory to explicitly link metaphor usage with ecological consequences. Ghilzai, Asim, Ahmed, and Ain (2023) extend Stibbe's (2015) framework by focusing

on the concept of erasure in commercial discourse. Their findings reveal that nature is frequently marginalised or completely absent in advertisements, reinforcing an anthropocentric worldview. While their emphasis on erasure is compelling, the study's broader analytical scope, incorporating metaphor and conviction, sometimes dilutes its focus, making it less clear how these elements interact systematically. Nevertheless, their work is crucial in demonstrating how the absence of ecological representation is itself a powerful ideological strategy.

In contrast to commercial advertising, Rashid, Sair, Khalid, and Hamid (2024) examine ecolinguistics slogans in environmental campaigns, highlighting how pragmatic structures can be used to promote ecological awareness. Their study illustrates the potential of language to inspire pro-environmental behaviour, offering a counter-narrative to the consumerist discourse identified in other studies. However, the effectiveness of such slogans in producing long-term behavioural change remains underexplored, pointing to a gap between linguistic intention and real-world impact.

Overall, the literature reveals a clear tension between two dominant uses of language, one that reinforces consumerist ideologies and environmental neglect, and another that seeks to promote ecological awareness and responsibility. However, ecolinguistics frameworks provide valuable tools for uncovering hidden meanings; many studies remain limited by narrow datasets, a lack of longitudinal analysis, and insufficient engagement with audience reception. Future research should therefore adopt more comprehensive and interdisciplinary approaches to better understand how discourse shapes not only perceptions but also tangible environmental outcomes. Existing studies on advertising language in Pakistan have largely focused on persuasive strategies, consumer behaviour, and semiotic analysis, with little emphasis on ecological implications embedded in beverage advertisements. Therefore, there is a significant research gap in examining how ecolinguistic features manifest in beverage advertisements in Pakistan and how such discourse contributes to shaping public perceptions of the environment, consumption, and sustainability. Addressing this gap would not only expand the scope of ecolinguistics but also provide insight into the environmental implications of commercial advertising in a Pakistani sociocultural context.

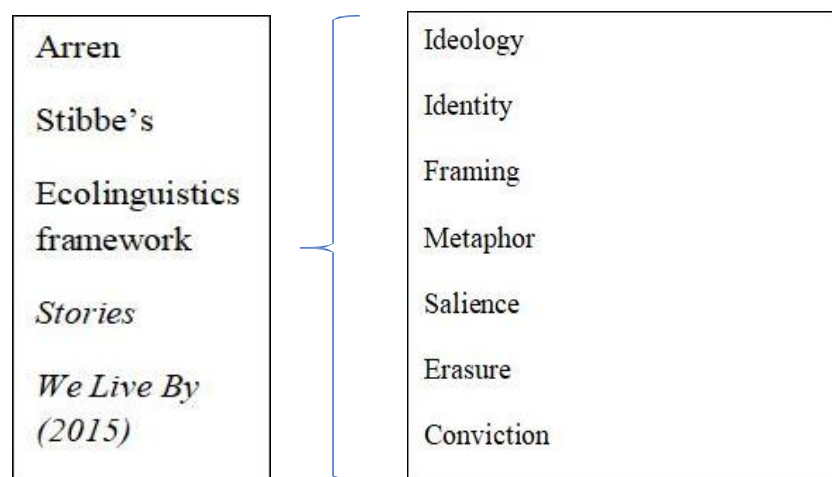
3. Research Methodology

This study adopts a qualitative research design to investigate beverage advertisements in Pakistan through the lens of ecolinguistics, drawing on the theoretical framework proposed by Arran Stibbe (2015) in *Ecolinguistics: Language, Ecology and the Stories We Live By*. The qualitative approach is appropriate as the study aims to explore underlying meanings, ideologies, and ecological implications embedded in advertising discourse rather than to measure variables quantitatively.

3.1 Theoretical Framework

The study is grounded in Arran Stibbe's ecolinguistics framework, particularly the concept of "stories we live by." According to Stibbe, discourse shapes human relationships with the natural world through cognitive and cultural narratives. This study specifically applies the following dimensions of Stibbe's framework.

Figure 1



Arran Stibbe's ecolinguistic framework explains how language shapes people's perceptions of nature and society through several key processes. Ideology refers to the hidden beliefs embedded in language, such as consumerism and economic growth, which influence how individuals understand their relationship with the environment. Framing describes how texts present issues in particular ways that guide interpretation, for example, portraying nature as a resource for human use rather than as a living ecosystem. Evaluation involves the use of positive or negative language that shapes attitudes toward consumption, corporations, or environmental issues.

Metaphor plays a key role in shaping understanding by comparing one concept to another, such as describing nature as a machine or the economy as growth, which can

obscure ecological harm. Erasure occurs when important ecological realities, such as pollution, waste, or biodiversity loss, are omitted or hidden from discourse. Salience determines what is highlighted or downplayed in communication, influencing what audiences notice and consider important. Narratives refer to repeated story patterns, such as the idea that progress equals development and consumption, which shape collective thinking. Finally, conviction (or worldview naturalisation) involves presenting certain beliefs, such as continuous economic growth or consumer happiness, as natural and unquestionable, encouraging people to accept them without critical reflection. These elements are used as analytical tools to evaluate whether the discourse is ecologically destructive or beneficial.

3.2 Data Collection

The data for this study consists of a purposive sample of beverage advertisements in Pakistan. Advertisements are selected from the official websites of selected companies. A sample of 5 advertisements from major beverage brands, soft drinks, juices, tea, coffee and packed are selected based on relevance, popularity, and accessibility. The focus is on advertisements that have wide public reach and cultural significance.

3.3 Data Analysis

The collected advertisements are analysed using qualitative discourse analysis guided by Stibbe's ecolinguistics model. The analysis is interpretive and thematic, focusing on recurring patterns across advertisements. The analysis involves a systematic examination of beverage advertisements beginning with the transcription of both verbal and visual elements to ensure a complete representation of the data. This is followed by the identification of key linguistic features such as slogans, taglines, and narrative structures used in the advertisements. The study then applies ecolinguistics categories, including ideology, framing, metaphor, and erasure, to critically examine how meaning is constructed within the discourse. After this, the analysis focuses on interpreting how these linguistic and visual elements contribute to the construction of consumerist ideologies and ecological meanings. Finally, the discourse is evaluated to determine whether it promotes sustainable or unsustainable relationships between humans and the natural environment.

4. Data Presentation and Analysis

Advertisement of Mountain Dew by PepsiCo



Figure 2

An Analysis of Mountain Dew Soft Drink Advertisement Using the Ecolinguistics Framework of Stibbe (2015)

Main Category	Sub Category & Code	Application in Ad
Ideology	Pro-Consumption CONS	The ad promotes the belief that consuming the drink is inherently positive and a source of social success
Metaphor	Drink Life DLF	The beverage represents energy and vitality, shown through the literal leaping/flying of the actors.
	Buying Joy CONS-HAP	Facial expressions and energetic poses suggest that using the product equals instant happiness.
Evaluation	Youth is Good YIG	The ad features youthful actors and vibrant aesthetics to equate the drink with staying young
	No Negatives	The ad focuses entirely on the social aspect,

	NHR		ignoring health risks like sugar or synthetic additives.
Identity	Youthful Identity YID		Uses vibrant "street" aesthetics and energetic poses to appeal to people who feel young and fun.
Erasure	Plastic PLE	Erasure	The ad erases the PET bottle's lifecycle or waste. It downplays health impacts.
Salience	Product Visibility PV		The drink is displayed with high clarity against a simple sky background to make the bottle shape the highest point of salience.

According to Stibbe's (2015) ecolinguistics framework, the advertisement constructs Mountain Dew as more than merely a soft drink; it is positioned as a symbol of energy, excitement, and social success, while simultaneously ignoring its environmental consequences. At its core, the message is straightforward: to experience life fully, this beverage is presented as an essential part of that journey. Consumption is framed as positive, empowering, and closely tied to an adventurous lifestyle.

Moreover, the use of youthful and high-energy visuals reinforces themes of vitality and dynamism. Bright colours, rapid editing, athletic movements, and fast-paced sequences associate the product with youthfulness, activity, and social relevance. The advertisement implies that consuming the drink enables individuals to remain confident, trendy, and "in the game." Notably, the focus remains entirely on enjoyment, with no reference to sugar content, artificial ingredients, or potential health risks. The narrative is constructed around excitement alone, with no acknowledgement of drawbacks.

Visually, the advertisement equates the beverage with life and vitality itself. The drink is portrayed as a source of energy that fuels movement and excitement, transforming it from a simple refreshment into a driver of thrilling experiences. In this way, the product becomes symbolically linked to action and liveliness.

The advertisement also strategically constructs multiple identity appeals. It targets

individuals who identify as active, adventurous, and constantly engaged in dynamic lifestyles. At the same time, it emphasizes social belonging through the slogan “Yaar Hain, Tou Paar Hain,” presenting the drink as a shared experience that strengthens friendships and facilitates group acceptance. The street-style aesthetics, vibrant visuals, and energetic tone clearly appeal to Gen-Z audiences seeking excitement, connection, and relevance.

Despite its strong visual impact, the advertisement simultaneously erases important realities. While the plastic bottle is presented as attractive and desirable, there is no acknowledgement of its environmental impact after disposal. Similarly, the drink is embedded within an appealing lifestyle narrative without any discussion of its nutritional value or possible health implications. The industrial processes, labour conditions, and supply chains involved in production are also entirely absent. The product is thus depicted in an idealised vacuum, perfect, effortless, and disconnected from both ecological and human contexts.

Ultimately, the advertisement does more than promote a beverage; it constructs and sells an identity that is youthful, energetic, and socially connected. This is achieved by amplifying excitement and desirability while subtly omitting the environmental and social costs associated with the product.

Advertisement of Nestle Fruita Vitals Juice by Nestle



Figure 3

An Analysis of Nestle Fruita Vitals Advertisement Using Ecolinguistics Framework of Stibbe (2015)

Main Category	Code & Sub-Category	Application in Ad
Ideology	ANTHRO: Anthropocentrism	Nature is portrayed as existing primarily to satisfy consumers' desire to "feel alive".
Metaphor	DLF: Drink Life	The slogan "Taste that makes you Feel Alive" directly equates the beverage with energy, youth, and vitality.
	RRB Refresh Rebirth	The woman's expression suggests an emotional reset or a fresh start triggered by a single sip.
Evaluation	NHR No Health Risk	The focus is entirely on "vitals" and "natural" taste, omitting any mention of sugar content or additives.
Erasure	PLE Plastic/Waste Erasure	The ad focuses on the "fresh" liquid and fruit while ignoring the lifecycle and disposal of the Tetra Pak/straw.
Salience	EMH: Emotion/Happy Faces	The woman's blissful expression is a primary focus that draws the viewer in emotionally.

According to Stibbe's (2015) ecolinguistics framework, the advertisement shows the power of language and visuals that can promote or obscure ecological values. In the above advertisement of Nestle Fruita Juice, on the superficial level, it tailors positive

ecological cues, like the green background, mango imagery, and the feel alive tagline, which connect the viewer with nature, natural goodness, and freshness. On the other hand, these associations fulfil a marketing function rather than genuine ecological awareness. The ad only emphasises the sanitised version of nature; it omits realities such as plastic waste, industrial processing, agricultural impact, and the brand's environmental footprint and ecological impacts.

This strategy fuels a broader lifestyle consumerism narrative that suggests that vitality depends on purchasing a packaged juice, reinforcing consumer identity and dependence on commodities for emotional satisfaction, with nature's versatility accessible only via branded commodities. According to these story lines, dominant ideology is that in which happiness and energy are purchasable, packaging of product is inconsequential, and nature plays roles via enhancing human experience. Thus, nature is commercialized, environmental damages are omitted, and the product is framed as essential to feeling fresh. Altogether, these paradigms show how the ad draws an appealing yet ecologically superficial story equating mass-produced packaged juice with natural ingredients and emotional fulfilment.

Advertisement of CLASSIC KASSNO COFFEE by Food Empire Holdings



Figure 4

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An Analysis of Klassno Classic Coffee Advertisement Using Ecolinguistics Framework of Stibbe (2015)

Main Category	Sub-Category & Code	Application in Ad
Ideology	Anthropocentrism ANTHRO	Represents the coffee beans as a "premium blend" existing specifically for human enjoyment and the consumer's "perfect" morning.
	Pro-Consumption CONS	Links the act of buying and drinking this coffee directly to the start of a "Good Day," implying consumption equals happiness.
Framing	Green Washing GWS	Uses natural imagery like scattered beans and green leaves to imply eco-friendliness, despite the product being in a processed jar.
	Hidden Waste HWT	Presents the glass jar as a pristine, beautiful object, completely ignoring its eventual status as trash or landfill.
Evaluation	Positive Consumption POS-CONS	Frames the act of drinking Klassno as a high-value activity, specifically the "best" way to start a day.
	No Negatives NHR	Focuses purely on the "premium" quality while omitting any health risks or environmental impact of coffee production.

Salience	Logo Focus LF	The brand's logo is large, bold, and easy to see, dominating the top right and the center of the frame.
	Product Visibility PV	Uses a shallow depth of field (blurred background) so the jar and cup are the highest points of visual salience.

According to Arran Stibbe's (2015) ecolinguistics framework, the advertisement for Klassno coffee reflects several underlying ideologies, metaphors, and persuasive strategies that shape how the product is presented to consumers. At its core, it promotes anthropocentrism by emphasising the idea of the "perfect bean" crafted specifically for human enjoyment, reinforced by the slogan "Good Day start with COFFEE," which positions nature as existing primarily to serve human routines. Alongside this, the ad encourages pro-consumption values by portraying coffee as an essential component of a happy and productive day. This message is further strengthened through the metaphor of "Drink Life," where coffee is depicted as the fuel necessary to begin the day, symbolising energy and vitality. At the same time, elements such as the sleek glass jar and warm, inviting visuals conceal any notion of environmental impact, illustrating a form of hidden waste by omitting the lifecycle of the packaging.

The evaluation of the product is entirely positive, framing the act of drinking Klassno as the "Best Part of Your Day," while deliberately excluding any negative aspects, such as potential health effects of caffeine or the environmental consequences of coffee production. In terms of identity, the advertisement appeals to a modern, urban audience through its clean design, "classic" branding, and aesthetically pleasing latte art, aligning the product with a sophisticated city lifestyle. The ad also ensures strong brand salience through repetition and placement of the KLASSNO logo, making the brand identity more prominent than detailed product information. Clear product visibility, with both the jar and prepared coffee sharply highlighted against a blurred background, further directs consumer attention.

Finally, the advertisement engages in forms of erasure by omitting important

contextual realities. Labour involved in coffee cultivation and production is absent, as the product is presented in an idealized, almost magical setting. Similarly, the carbon emissions associated with global supply chains and industrial processing are ignored.

Advertisement of Tapal Danedar Tea by Tapal Tea (Pvt.) Ltd



Figure 5

Analysis of TAPAL DANEDAR Tea Advertisement Using Arren Stibbe's (2015) Ecolinguistics Framework

Main Category	Sub-Code / Name	Application in Advertisement
Ideology	Pro-Consumption CONS	The text "Aik Aur cup chai" (One more cup of tea) reinforces the belief that consuming more leads to more positive social moments.
	Anthropocentrism ANTHRO	The focus is entirely on human desire and the "perfect cup" for the consumer's pleasure, centering human needs over nature.
Metaphor	Buying Joy CONS-HAP	The smiling subjects imply that using the product results in instant happiness and domestic harmony.
	Hidden Waste	The tea is shown in a beautiful ceramic mug;

	HWT	the industrial waste/packaging from tea production is completely ignored.
Evaluation	Positive Consumption	The act of sharing tea is framed as a high-value social activity, essential for the "Tum" and "Mein" (You and I) relationship.
	POS-CONS	
	No Negatives	Potential health risks (like caffeine/sugar) or environmental footprints of tea plantations are omitted.
	NHR	
Conviction	Brand Dominance	The Tapal Danedar logo is placed prominently in the top left, making it impossible to miss.
	BDD	
Erasure	Labor Erasure	The ad shows the finished product in a vacuum; the farmers and laborers who picked the tea are erased.
	LBE	
	Carbon Emissions	The focus on "freshness" disconnects the product from the carbon footprint of its global supply chain.
	CEM	
Salience	Emotion/Happy Faces	The woman's beaming face is a primary point of salience, using emotion to sell the brand.
	EMH	
	Logo Focus	The brand logo is high-contrast and very large, ensuring the brand identity is highly salient.
	LF	

Stibbe's (2015) ecolinguistic perspective encourages an examination of the "stories we live by." In the advertisement for Tapal Danedar, the dominant narrative is

strongly rooted in consumerism, where tea is constructed as a source of emotional comfort, social bonding, and everyday happiness. The notion of “another cup” functions as a symbolic expression of togetherness, reinforcing the belief that branded commodities can mediate affection and strengthen interpersonal relationships.

This consumerist narrative is further intertwined with familiar cultural ideologies. Tea is framed as a catalyst for warmth, hospitality, and playful interaction; however, subtle gendered representations are also evident. The female figure is depicted as actively and cheerfully promoting the tea, while the male character responds with teasing resistance, creating a light-hearted interaction that reflects socially recognizable gender roles.

The advertisement promotes values such as warmth, domestic connection, shared experiences, and the enjoyment of simple daily pleasures. From an ecolinguistic perspective, however, it remains largely silent on environmental concerns. The discourse foregrounds consumption while omitting any reference to the ecological implications of tea production, packaging waste, or sustainability issues. The slogan “Aik Aur Cup Chai” (“One more cup of tea”) explicitly encourages increased consumption, directly linking satisfaction with repetition and abundance. This “more is better” ideology suggests that happiness is achieved through continuous consumption. Such messaging also implies greater resource use, including increased energy consumption for brewing, higher levels of packaging waste, and expanded supply-chain emissions.

In Stibbe’s terms, this represents a “story that harms,” as it promotes increased resource consumption without acknowledging ecological limits or environmental consequences. The advertisement simultaneously obscures the environmental and labor costs embedded in production processes, presenting a simplified and sanitized image that excludes global transportation networks, carbon emissions, and the labor of tea workers.

Ultimately, the advertisement adopts a strongly anthropocentric perspective, prioritising brand imagery and consumer experience over the natural systems, such as water, soil, and tea cultivation.

Advertisement of Nestlé Milk Pak Milk by Nestlé Pakistan Limited



Figure 6

An Analysis of Nestle Milk Pak Advertisement Using the Ecolinguistics Framework of Stibbe (2015)

Main Category	Sub-Category & Code	Application in Ad
Ideology	Green Washing GWS	Uses vast green pastures and bright sun to misleadingly assert "eco-friendliness" for a processed product.
	Anthropocentrism ANTHRO	Nature (cows and landscape) is depicted as a backdrop existing primarily to serve human needs.
	Extractivism EXTRACT	Represents the natural field as a "standing reserve" of resources for mass production.
Metaphor	Drink Life DLF	The milk splash symbolises energy, youth, and vitality.
	Hidden Waste HWT	The carton is shown as a pristine, beautiful object, ignoring the reality of future landfill.

Identity	Social Identity SID	Targets "popular" or traditional groups by framing the brand as "Pakistan's Dairy Expert".
Erasure	Labor Erasure LBE	Shows the finished product in a vacuum, erasing the factory workers and farmers involved.
	Plastic Erasure PLE	Focuses on the "clean" liquid while ignoring the lifecycle of the packaging.
	Carbon Emissions CEM	Focuses on "freshness" to disconnect the product from its contribution to climate change.
Salience	Logo Focus LF	The brand name and "35 Years" seal are large and easy to see, making brand identity the priority.
	Product Visibility PV	The white milk splash is displayed with extreme clarity to stand out against the background.

Based on the ecolinguistics framework proposed by Arran Stibbe (2015), the Nestlé Milkpak advertisement can be analysed through interconnected aspects of ideology, metaphor and evaluation, identity and conviction and erasure and salience. At the ideological level, the advertisement promotes greenwashing by using a wide green pasture and a bright sun to suggest freshness and natural origin, despite the product being processed and packaged in a shelf-stable carton. This is reinforced by anthropocentrism, where the natural landscape is presented mainly as a backdrop serving human needs, positioning the brand as “Pakistan’s Dairy Expert.” Additionally, extractivism is evident, as the cows and fields are depicted as resources readily available to supply milk for consumption.

In terms of metaphor and evaluation, the advertisement constructs milk as essential to life through the “Drink Life” metaphor, with the splashing milk symbolising energy and vitality. At the same time, hidden waste is present, as the carton is portrayed as a clean and desirable object, ignoring its eventual environmental impact. The absence of negative aspects further strengthens this idealised image, as the ad highlights richness and expertise while omitting any reference to industrial processing or environmental consequences.

The advertisement also builds a strong sense of identity and persuasion. It appeals to social identity by incorporating Urdu text and emphasising national trust, aligning the product with traditional family values. Brand dominance is achieved through the central placement and large size of the Milkpak carton, ensuring high visibility. This is supported by strong persuasive techniques, including bright green colours and a glowing sun, which create an engaging and attention-grabbing visual effect.

Finally, the ad relies on erasure and salience to shape audience perception. Labour erasure is evident, as no farmers or workers are shown, making the production process appear effortless and disconnected from human effort. Similarly, waste erasure hides the environmental impact of packaging by focusing only on freshness and visual appeal. The logo and anniversary seal are made highly prominent, reinforcing brand identity over environmental context, while the milk itself is displayed with striking clarity, making it the central visual focus. Overall, the advertisement constructs a compelling and trustworthy image, but does so by selectively highlighting positive elements and concealing the broader ecological and industrial realities.

5. Findings of the Study

Based on the ecolinguistic analysis of five beverage advertisements in Pakistan Mountain Dew, Nestle Fruita Vitals, Klassno Coffee, Tapal Danedar Tea, and Nestle Milk Pak several key findings emerged. First, a dominant pro-consumption ideology was present in all five ads, with each promoting consumption as inherently positive and essential for happiness. Anthropocentrism, the positioning of nature as existing primarily to serve human needs, appeared in four of the five advertisements. Two ads Milk Pak and Klassno Coffee engaged in explicit greenwashing by using natural

imagery to imply eco-friendliness, while one ad Milk Pak also depicted nature as a “standing reserve” of resources, reflecting an extractivist ideology. In terms of metaphors, three ads equated the beverage with energy and vitality through the “Drink Life” metaphor, two linked consumption to instant happiness under the “Buying Joy” metaphor, and three employed a “Hidden Waste” metaphor by ignoring packaging waste.

Ad of Fruita Vitals used a “Refresh Rebirth” metaphor suggesting that a single sip creates an emotional reset. Regarding erasure patterns, all five ads omitted any mention of health risks such as sugar, caffeine, or additives. Plastic and packaging erasure appeared in three ads, labor erasure in two ads of Tapal Dander and Milk Pak, and carbon emissions erasure in two of the same ads. Visually, product visibility and logo focus were high in four ads each, while three ads used happy faces to create positive emotional associations. In summary, no advertisement mentioned environmental impact, plastic waste, or carbon emissions, and none addressed health risks. All five promoted pro-consumption ideologies, four positioned nature as existing only for human benefit, three used the “Drink Life” metaphor, and two engaged in explicit greenwashing.

6. Discussion

Answer to Research Question 1: What strategies are used in beverage advertisements to influence consumer perception and increase consumption?

Based on the ecolinguistic analysis of all five beverage advertisements, seven key strategies were identified that shape consumer perception and encourage increased consumption.

The first strategy presents the beverage as life itself through a “Drink Life” metaphor. Mountain Dew frames the drink as energy and vitality, shown through actors performing extreme, gravity-defying actions. Nestlé Fruita Vitals uses the slogan “Taste that makes you Feel Alive,” directly linking the product to the idea of life. Similarly, Nestlé Milk Pak uses a milk splash visual to suggest youth, freshness, and vitality. Together, these representations make the beverage feel essential, as if not consuming it means missing out on life itself.

The second strategy connects drinking with happiness and social success, which can be described as “buying joy.” Mountain Dew uses energetic group scenes and the

slogan “Yaar Hain, Tou Paar Hain” to suggest that friendships are strengthened through the drink. Tapal Danedar’s “Aik Aur Cup Chai” is paired with warm, smiling domestic scenes that reinforce comfort and harmony. Klassno Coffee’s message “Good Day start with COFFEE” similarly links the product to a positive, successful day. In this way, the advertisements imply that consumers are not just buying a drink, but purchasing happiness and social connection.

The third strategy is the complete removal of negative information. Across all five advertisements, there is no mention of sugar content, caffeine levels, artificial additives, health concerns, environmental damage, packaging waste, industrial processing, labor conditions, or carbon emissions. By excluding all of these factors, the products are presented in an idealised form, leaving no visible reason for consumers to hesitate before purchasing.

The fourth strategy relies on youthful and energetic imagery to build aspirational identity. Mountain Dew targets a younger audience through fast-paced visuals and street-style aesthetics. Klassno Coffee uses modern, minimal design and latte art to appeal to urban consumers. Nestlé Fruita Vitals often shows emotionally expressive, joyful individuals to create a sense of personal pleasure and satisfaction. As a result, the consumer is encouraged to see the drink as part of an identity associated with youth, energy, and success.

The fifth strategy focuses on visual dominance and high salience. In Mountain Dew advertisements, the bottle is placed clearly against a simple background, making it immediately noticeable. Klassno Coffee uses shallow depth of field to blur the surroundings, keeping attention on the jar and cup. Nestlé Milk Pak highlights the milk splash and branding with strong clarity and contrast. This visual emphasis ensures that the product remains memorable even when other details are forgotten.

The sixth strategy uses imagery of nature to suggest purity and health, even when such associations may be misleading. Nestlé Fruita Vitals incorporates green backgrounds and fresh mango visuals to evoke natural freshness. Nestlé Milk Pak shows wide green pastures and bright sunlight to imply eco-friendliness despite being a processed, packaged product. Klassno Coffee uses coffee beans and green leaves to reinforce the idea of natural origin. These choices encourage consumers to associate industrial products with nature, purity, and wellbeing.

The seventh strategy promotes repeated or increased consumption. Tapal Danedar's phrase "Aik Aur Cup Chai" directly invites another cup, normalising repetition. Mountain Dew's high-energy framing similarly suggests that continued consumption is necessary to maintain excitement, confidence, and social connection. Overall, these strategies work together to normalise frequent consumption while downplaying or completely removing any negative consequences, ultimately reinforcing brand loyalty and repeated purchasing.

Answer to Research Question 2: How do beverage advertisements represent, frame, or omit environmental issues such as sustainability and ecological impact?

Based on the analysis of all five advertisements, environmental issues are almost entirely absent. When nature does appear, it is not treated as something valuable in its own right, but rather as something that exists for human use and enjoyment.

First, environmental concerns are consistently ignored across all the ads. None of them mention issues like plastic waste, packaging disposal, carbon emissions, water consumption, agricultural damage, or recycling. For example, the Mountain Dew advertisement shows a plastic bottle without any reference to how it should be disposed of. Similarly, Tetra Pak cartons and glass jars are presented as attractive and clean, but their environmental impact is never discussed. There is also no mention of emissions from transportation, water used in production, pesticide use in farming, or any sustainability practices. This omission does not appear accidental; instead, it suggests that the beverage industry deliberately presents its products in a perfect, unrealistic world where environmental consequences simply do not exist.

Second, when nature is shown, it is framed from a human-centered perspective. In the Milk Pak advertisement, green fields and bright sunlight are used as a visually pleasing background. Fruita Vitals presents mangoes as fresh and ready to consume, while Klassno Coffee uses scattered coffee beans and green imagery to suggest purity and naturalness. In all these cases, nature is reduced to a tool for marketing, meant to enhance consumer desire. It is portrayed as something that exists to make people feel good or "alive," rather than something with its own independent value.

Third, some advertisements clearly engage in greenwashing. Nestle Milk Pak uses imagery of lush green pastures and sunshine to give the impression that the product is environmentally friendly, even though it is highly processed and packaged.

Likewise, Klassno Coffee uses natural elements like beans and leaves to suggest authenticity and sustainability, despite offering no real information about environmentally responsible practices. These strategies can mislead consumers into believing the products are eco-friendly when there is no evidence to support that claim.

Fourth, waste is completely erased from all advertisements. Mountain Dew highlights the clarity and design of its plastic bottle but ignores the issue of plastic pollution. Nestle Fruita Vitals and Milk Pak present their cartons as fresh and appealing, without acknowledging the waste they generate. Klassno Coffee's glass jar is shown as a premium object, with no indication of its eventual disposal. Tapal Danedar focuses on a clean, attractive tea presentation while overlooking the environmental impact of tea bag waste. Finally, labor and supply chain realities are also missing. Advertisements like Tapal Danedar and Milk Pak show only the finished product, without any reference to the farmers, workers, or processes involved in production. This creates the illusion that these products appear effortlessly. At the same time, emissions from global supply chains are ignored, while ideas like "freshness" are emphasized. Fruita Vitals, for instance, shows fresh mangoes but not the industrial processes behind juice production and packaging.

Hence, these beverage advertisements in Pakistan systematically exclude environmental realities. They present nature as a resource for human pleasure, use greenwashing to shape consumer perceptions, and erase waste, labor, and emissions altogether. This creates a highly idealized and misleading image of the products being advertised.

7. Conclusion

This ecolinguistic study of five beverage advertisements in Pakistan, analysed through Stibbe's (2015) framework, demonstrates that all the selected advertisements promote strong pro-consumption ideologies while consistently obscuring environmental and health-related consequences. Across the data, nature is instrumentalized and depicted merely as a resource for human enjoyment rather than as something with intrinsic value. At the same time, erasure operates systematically, as none of the advertisements acknowledge issues such as plastic waste, carbon emissions, labor exploitation, or potential health risks. A recurring metaphor, "Drink Life," equates

branded beverages with vitality and essential living, thereby normalizing and intensifying consumption. Elements of greenwashing are also evident, particularly in the Milk Pak and Klassno Coffee advertisements, which rely on natural imagery to suggest environmental friendliness despite being processed products. Furthermore, culturally specific narratives play a role, as seen in the Tapal Danedar advertisement, which incorporates Pakistani tea culture and gender dynamics to reinforce its consumerist appeal. Taken together, these findings align with what Stibbe (2015) describes as “stories that harm,” as the advertisements encourage unsustainable consumption practices while concealing their ecological impact, reflecting a broader tendency within Pakistan’s beverage industry to prioritize profit over environmental sustainability and public health.

8. Limitations of the Study

The study is limited by its qualitative research design and the relatively small sample size of five advertisements drawn from five beverage categories. As a result, the findings may not be fully representative of the broader range of beverage advertisements in Pakistan.

9. Future Recommendations

Based on the limitations and findings of this study, future research should analyze larger and more diverse samples (50–100 ads across TV, social media, and billboards), conduct comparative and longitudinal studies to identify regional and temporal patterns in Pakistani beverage advertising, and examine audience perceptions, policy impacts, positive ecolinguistic examples, and the health-ecology intersection in greater depth.

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