Persuasive Strategies In Language: A Stylistic Analysis Of The Advertisements Of English Language Academies On Social Media
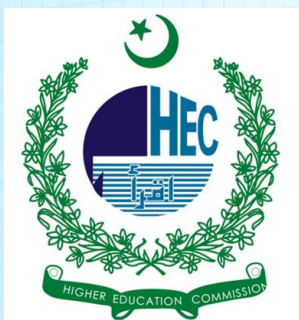
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Abstract

The study examines how English-Language academies use persuasion in their advertisements. The theoretical framework of this study is Geoffrey Leech and Short's (2007) model of linguistic features as lexical, grammatical, figures of speech, cohesion, and context. It examines stylistics analysis in advertisements with specific focus on selected academies in district Karak, Khyber Pakhtunkhwa (Pakistan). This study concentrates on figures of speech and lexical categories. The advertisements show how the academies use stylistic devices to persuade customers and gain market share and how metaphor, allusion, synecdoche, alliteration, simile, and metonymy are used in advertisements. These stylistic devices attract the customers' aims, emphasizing the benefits of English language learning, affordability, and positive imagination, towards the academy. These devices help how academies stand out and attract customers. This research analysis helps advertisers of English language academies with the motivational and attraction techniques of advertising for the customers. Academies can affect customers' decisions by effectively communicating their unique benefits and benefits through stylistic devices. This research also emphasizes the role of stylistic patterns affecting customers, especially in social media advertisements of language academies. These advertisements appeal to Urdu speakers using Urdu language elements. To attract attention, words, and phrases are bold and enlarged. 'Qualified staff', 'reasonable fees', 'dedicated faculty', and a peaceful environment persuade viewers of the high-quality education and positive learning environment of the academy. Social media posts with large font sizes for 'learn', 'explore', 'and 'grow' attract viewers. This study illuminates how English language coaching academies use stylistic devices to attract attention, persuade, and influence students' educational choices. The findings of this study contribute to the existing body of knowledge on persuasive techniques in advertising and provide practical implications for marketers, educators, and researchers in the fields of advertising and language academies. The understanding of effective persuasive strategies can help academies effectively communicate their strengths, attract more customers, and ultimately impact the decision-making processes of individuals seeking English language coaching.

Keywords: Stylistic devices, persuasive, academy, social media, advertisements

Introduction

Advertisements play a significant role in the modern world of trade and business. A significant majority of traders and businesses employ a multitude of techniques to effectively market their products. In the competitive world, the role and significance of advertisements have evolved into a crucial and worthwhile investment for virtually all types of industries and businesses. The mere presence of an advertisement significantly influences the success of a product or service. Advertisements are made in such a way that customers are led into buying and using a particular entity. An advertisement, commonly referred to as an ad, is a form of public communication primarily designed to introduce and market a product, service, brand, or event to the broader audience,(Cruz & Katz-Gerro, 2016b). To some, the definition may be even broader, encompassing any paid communication intended to inform or influence. An advertisement is a promotional approach designed to market a product, brand, or service to a defined target audience, with the objective of piquing interest, encouraging audience engagement, and ultimately driving sales (Beckers, Van Doorn, & Verhoef, 2018). Advertisements originate in various formats, ranging from textual content to interactive videos, and have become an essential element of the app market. What sets paid advertising apart from other marketing methods is that the advertiser has full autonomy over the content and messaging within the ad.

Advertising is the primary method for promoting sales. To accomplish this objective, the advertising language employs rhetorical devices such as similes, metaphors, personification, rhymes to reinforce the effect. Advertising language is also known as commercial language and belongs to the field of written advertising. According to Presbrey (2000), "Advertising is the discipline of selling through printed, written, oral, and illustrative means. Its purpose is to increase sales of the advertiser's products and create in the minds of individuals or groups a favorable impression of the advertiser's interests. This definition suggests that advertising is primarily a persuasive form of audience communication. In addition, it is evident from the definition that advertising consists primarily of unidirectional information that flows from the advertiser (sender) to the public (receiver).

Chouliaraki and Fairclough (2021) believe that advertisement texts can be classified as hybrid texts due to the amalgamation of language derived from public and political organizations. In our contemporary society, characterized by an array of media channels, the pervasive nature of advertising is irrefutable. The general public is inevitably exposed to

advertisement texts, consequently being susceptible to their persuasive impact, prompting them to engage in purchasing the advertised products or embracing the conveyed ideas. Given its omnipresence and profound influence on society, advertising possesses the ability to both mirror and shape social realities. According to Piller (2003) advertising language is characterized by its immediate impact and swift persuasiveness. English usage in advertising is a worldwide phenomenon. The widespread use of advertising has given rise to a distinct form of the English language known as advertising English, which is distinguished from other varieties by its distinctive characteristics, straightforward language, and significant appeal. To effectively convey information, advertising English must be evocative, common, emotional, and alluring.

Persuasion through Advertisements

Advertisements play a central role in the contemporary landscape of high competition. It has become a necessity for all people involved in day-to-day business activities, including producers, traders, and customers. In recent times, advertising has become a cardinal tool employed by various business sectors to promote their products. Advertising plays a very crucial role in the lives of consumers. Customers are those who purchase a product after being made aware of its availability on the market. If the product is not advertised, customers will not be aware of its availability and will not purchase it, even if it would benefit them.

Advertising players want to invoke a positive reaction from their target customers using explicit vocabulary and imagery. Du Ad Grabbing Applies The Theory Present In The Theory Behind This Tactic, They Focus On Intangible Emotional Needs In Order To Attract Them. Many marketers argue that this is a more reliable way of creating interest in your products and services than providing information & logical arguing alone. The goal is to create such a positive feeling via the advertisement to customers that they are more likely to be responsive to the call to action that you feature in the ad, like visiting a company's web presence or purchasing a new product.

Such language is among the most powerful tools of persuasive advertising. Language, when wielded wisely has the power to sway a person's actions and behaviour. Advertisers use various channels of media to persuade consumers to purchase their products, services, and ideas (Evergreen, 2021), which aims to Tempt target consumers to purchase a product or a service via the spread of persuasive advertising messages. Thus, this makes it more crucial to be different from others so that you can use convincing language well. This study aims to

explore the different stylistic devices employed as persuasive strategies in advertisements.

Literature Review

The literature review section reviews the previous researches on stylistic analysis of advertisement designed by English language academies. It also explores stylistics, stylistic devices, advertising importance, persuasive language techniques, advertisement analysis and linguistic analysis of advertisements in the context of Pakistan. Since advertisers intentionally create the persuasion style in their advertisement materials primarily in order to attract audiences, style is a very important part for advertisements. Stylistics describe things relating to the methods and techniques used in creating a piece of writing music, or art, (Koppel, Schler, & Argamon, 2009).

Importance of Language in Advertisement

Language is a fundamental means of human interaction with other individuals. Through language, one constructs and organizes reality. Language brings to light the unseen and thus transforms it into actuality. Language is also used to depict a person's experience, (Muhl, 2014). Experience encompasses various aspects of human existence, including events, processes, individuals, objects, abstractions, qualities, situations, and social relations. Language serves as a means to communicate and discuss these elements, not limited to written and spoken forms but also extending to broader cultural phenomena within society, such as clothing, food menus, rituals, and more.

Advertisements have become an integral component of human life. It has created a cultural influencer in society. Advertising becomes one of the most important tasks that must be performed. It can persuade society's consumers to desire the product through image ideology association, (Dyer, 2008). Advertisements play a pivotal role in shaping the ideological perception of a product, employing sign systems or language that establishes connections with moral values. According to Ritson and Elliott (1999) many advertisements utilize terms with sensitive or unfavorable connotations. Advertisements serve many purposes, including both marketing a product and interpreting a sign language or sign system. Then the language system possesses a potent force due to the underlying presence of ideology within it. Ideology is an inherent component of language, particularly when examined within the context of contemporary society, often referred to as the "third wave" of modernity. The influence of language has profound implications for concealed meanings within advertisements. This linguistic power can significantly impact the perception, attitude,

behavior, and perspective of society.

Persuasive Strategies in Language

Persuasive strategies encompass the methodologies or techniques utilized by authors to assert a stance on a particular subject and convince their audience to adopt a specific viewpoint or opinion. Writers adapt their persuasive tactics according to their target audience, motivations, and the genre of their writing, including advertisements. People use different strategies when crafting the language utilized in advertisements with the aim of captivating and enticing customers. Advertisers frequently employ persuasive language to capture the attention of individuals. Persuasive strategies assume a vital role in the realm of business writing as they enhance the effectiveness of conveying one's perspective. Whether composing an email or advertisement to announce a new project, a proposal for an innovative data collection methodology, or a user manual for an operating system, the objective is to convince the audience of the significance of the message conveyed, thereby eliciting a positive response, (Wittel , 2001). If you are able to do so, you will not only have a greater chance of achieving the desired results from your professional communication, but you will also enhance your reputation as a professional in the workplace.

According to Simons (1976) Persuasion is human communication that is intended to change the beliefs, values, or attitudes of others. We can say that persuasion means how you change people's beliefs through your communication or how to impress people through words. According to Lakoff (1981) "Persuasion is an as the attempt or goal of one person to modify the behavior, feelings, intentions, or views of another through communication. It refers to how you modify yourself or draw attention to yourself", (p. 343-392).

The importance of advertisement of any service or product is undeniable and in this competitive environment persuasive strategies in language become a key element to attract customers, more particularly in social media promotion of English language academies. Linguistic and stylistic choices play a crucial role in audience engagement and persuasion, as evidenced by the research (Ali et al., 2018, 2019a, 2019b). In advertisements as well the use of rhetoric devices such as idioms and discourse strategies make it more appealing to the target audience (Ali et al., 2020a, 2020b). Discourse analysis reveals how digital media representation shapes perceptions (Ishtiaq et al., 2021a, 2021b). The proficiency of communication relies heavily on linguistic devices like disagreement strategies, transliteration effects, and saccadic movements (Ishtiaq et al., 2022a, 2022b, 2022c; Ishtiaq &

Gill, 2024). Textual analyses also consider the language of power and influence in its different forms, both in politics and literature (Gill et al, 2024, 2025a, 2025b, 2025c). These discoveries reinforce how important linguistic strategies were in the audience's response to social media advertisements.

Analysis of Advertisements

Advertisement analysis, in Shapiro-Ilan's view, is the critical study of advertising and visibility material with the primary goal of understanding its efficiency and efficiency, as well as targeting the desired behavior (Shapiro-Ilan, 2001). This entails the examination of the communications that surround advertising, the control it has over purchases made by the consumers and the consequences it impacts on the culture. Some only claim that advertising gives us information about products, while others state that it is nothing but a fabrication. However, how people reason and behave is governed by advertising. It can be used to promote positive ones or it can be used for the unethical purpose of deceiving customers into spending money on things they do not need.

An examination of advertising allows us to understand its social impact in more depth, and strive to create advertisements that serve all stakeholders better. This task is essential, especially because advertising has considerable effects on our economy and culture. The persuasive strategies employed by advertisers aiming to encourage product purchase can be categorized into three distinct groups: pathos, logos, and ethos. Pathos refers to the appeal to emotions, logos involve an appeal to logic or reason, and ethos entails an appeal to credibility or character, (Romanova et al. 2019). A pathos-based advertisement will attempt to evoke an emotional response from the target audience. According to Higgins and Walker (2012) there are three main pillars of persuasive communication or language. These pillars are ethos, pathos and logos.

From the above literature reviews, different critics work on advertisements in different ways. They analyze the advertisements from a different angle. Although critics work on different advertisements and analyze them in different ways, some of the advertisements are analyzed through semantic analysis, discursive analysis, and pragmatic analysis. From the previous literature reviews, it is clear that the advertisements chosen for the analyses are from different commercial companies and from product advertisements. But this work focuses on advertisements of English language academies advertisements and stylistic analysis is used to analyze the advertisement. Secondly, the context of this work is different from previous

works. How these academies persuade people through their advertisements? This work totally focuses on English language academies advertisements in district Karak. I adopt Leech and Short model because this model is specifically used for stylistic analysis, and, also the research objectives of this study suit this framework.

Research Methodology

This section of the research discusses the research methodology utilized for the study. This section elucidates the rationale behind the adoption of a qualitative research paradigm, providing an overview of the qualitative research paradigm itself and the methodologies implemented in this investigation. Furthermore, it delves into the intricacies of the research design, encompassing details regarding the study's population and sample characteristics, ethical considerations adhered to throughout the research endeavor, and the instruments employed for data collection. This chapter also describes how the study was designed, the themes presented, and how data is collected and analyzed.

The purpose of this research is to find out the analysis of English language academies' advertisements on social media in district Karak, Khyber Pakhtunkhwa (Pakistan). The present study provides a stylistic analysis of the language used in the advertisements of English coaching academies to persuade people. This research is qualitative in nature. Hence, it follows methods that are appropriate to the purpose of the findings. This chapter consists of the research approach, data collection, data analysis, and theoretical framework of the study.

Data Collection

Data collection refers to the act of methodically collecting relevant information through the use of predefined methods. When conducting a study, researchers can benefit from first-hand information and unique insights into the obstacles of the study through the data collecting process, regardless of whether the investigation is for commercial, governmental, or academic objectives, (Knott, 2019). This is a qualitative study therefore the qualitative method is used to collect data from the participants of the study. The instrument used for this study is observation. In this study, the data is collected from different language academies and colleges in the district Karak (Khyber Pakhtunkhwa). These are quality lessons and will explain the stylistic angle of slogans. The data is likely to be collected from the social media platforms of some well-known colleges and academies, and the consent for the collection of data is taken from the concerned academy. The social media platform that is adopted is Facebook.

Data Analysis

Data analysis is the process of purifying, transforming, and analyzing unprocessed data to obtain useful, pertinent information that enables businesses to make informed decisions (Saggi & Jain, 2018). In the present study, data are analyzed through the use of stylistic analysis, which focuses on the language used in advertisements. Advertisements are taken from social media platforms to be transcribed afterwards to analyze the purpose and extract the result. The researcher studied twenty advertisements to determine the use of stylistic devices and features, including slogans, metaphors, wordplay, ellipses, alliteration, schemes, grammatical categories, figures of speech, etc. The Leech and Short model (2007) is employed to analyze and interpret advertisements. To analyze the data, observation and sheer attention are used. In nature, the procedures for analyzing data are very familiar, and criteria are established before beginning the process of analysis. For understanding and familiarization, data are read again and again. These repeated readings help researchers extract results and themes. Emerging themes are categorized, analyzed, and interpreted. The data are summarized according to the themes.

Theoretical Framework

The current study analyzes the collected data by using the model of Geoffrey Leech and Short (2007) as a theoretical framework. According to Leech and Short, this model is divided into four main categories. These categories are lexical categories, grammatical categories, figures of speech, cohesion, and context. Lexical categories mean nouns, pronouns, verbs, etc., while grammatical categories include sentence types and clause types. The figure of speech refers to grammatical and lexical schemes. Cohesion refers to how ideas link together in advertisements, while context tells us how words or language are used in specific settings.

Findings

Stylistic Devices Used in Advertisements by Academies

Academies used different stylistic devices in their advertisements. The primary stylistic devices used in English language academies' advertisements are as follows.

Hyperbole Used as a Stylistic Device

A stylistic device which is employed by Homestead Coaching Academy in their advertisement is "Learn English in few days". This stylistic device refers to hyperbole. Hyperbole is a figure of speech that elaborates something in an exaggerated form, (Dell'Era, Buganza, & Verganti, 2011). In this sentence, an idea is expressed in an exaggerated manner

due to the inherent challenges of teaching English within a limited timeframe and expecting students to fully comprehend it. The learning of English proficiency cannot be achieved in a few days; rather, it necessitates a continuous investment of time and consistent effort. Oxford Coaching Academy is located at the Chontra campus of Oxford College Mitha khel Karak. "The motto used by this academy in their advertisement is "Get a chance to improve your English skills". The motto which is used by the academy has the force of hyperbole because the advertiser overstated talks about English skills. The advertiser encourages readers by making radical points. Hyperbole is an exaggerated claim or figure of speech that is not meant to be taken literally, (Carston & Wearing, 2015). The advertiser employs a persuasive tone to appeal to readers and highlight the significance of English language proficiency for their children. The academy places considerable emphasis on English skills, presenting them as a vital aspect of a better life and a necessity for children.

Metaphor Used as a Stylistic Device

The National Coaching Academy is situated near Bacha khan school main city district Karak. "Join today for better tomorrow" is the slogan of this institution. The academy's motto is a metaphor as it compares two things today and tomorrow in a subtle way and also conveys meaning from one place to another. The advertisement from the academy effectively

communicates a compelling message emphasizing the necessity of early enrollment and diligent effort in order to prepare for future endeavors adequately. It conveys the idea that individuals aspiring to be well-prepared for the challenges of tomorrow should consider enrolling in the academy and commencing their diligent efforts at an early stage. The academy conveys to readers the idea that you should prepare your kids ready for the future. Academy draws the reader's attention to the idea of utilizing your child today if you want them to be successful tomorrow. Moreover, the academy persuades parents to use their children's valuable time wisely by encouraging them to prepare for upcoming competitions rather than waste it. It implies that today is the best time for their kids to get ready for tomorrow is today. Academy teaches us that there is absolutely no way to change your child's life from tomorrow. Every evening, we all have the same thought we will be different from tomorrow we will do something different from tomorrow. But, the only thing you can alter about tomorrow is today. What you can do is for today, not for tomorrow, as there is no tomorrow, only today. If you want to see your children's life different from tomorrow, it depends on what you do today. Academy overemphasizes that their children future is determined by their actions taken today.

Educator Coaching Academy is located near the tehsil football ground close to Deputy Commissioner Office Karak. The slogan in the advertisement for this academy is a metaphor, utilized as a stylistic element. "Make Your Child a Bright Star" is the school's motto. A metaphor is a figure of speech that explicitly alludes to one thing by referencing another, (Shehab & Nazzal, 2022). Due to the child's covert comparison to the star, it is a metaphor. This phrase effectively conveys to the readers that they should compare their kids to bright stars. This phrase provides a persuasive message to convince parents to enroll their children in a specific academy by using a metaphorical comparison between children and stars. The academy shared message to their viewers that by joining the academy, children will have a promising future and achieve prestigious positions in society, shining like stars and providing light to the nation.

Allusion Used as a Stylistic Device

The Wisdom Coaching Academy is situated near Deputy Commissioner's Office main city Karak. "Our aim is excellence in education" is the academy's motto. This sentence is Allusion because the advertiser's associates of excellence with learning and assume that an academy will offer excellence-focused courses. An allusion is a figure of speech used when we make a hint at something and depend on the listener to get the reference, (El Fauziah, 2022). The academy uses its slogan to persuade readers that they should strive for excellence and the finest in their educational programs. The academy asserts that achieving excellence in education is never unpretentious; it is a characteristic people greatly value because it is so elusive. The message in the academy's advertisements is that academy wants to add the kinds of materials that will make their child stand out and succeed in the future. Excellence in education prepares your kids for a different situation in the future. Through the use of the term excellence, Academy also draws the reader's attention to the fact that there are several language academies. Still, this institution, which solely educates your kids, will do so in a way that will help them achieve greatness and excellence in the future and place their futures on the proper way. Upon receiving education from this esteemed institute, children will demonstrate the aptitude to excel, accomplish, and thrive academically. Their achievements

will be evident through their outstanding academic performance, marked by exemplary grades and superior accomplishments.

Synecdoche Used as a Stylistic Device

Khushal Coaching Academy is located in the main village of Badin khel district Karak. English Classes are also offerer at this academy. "English language is the gate of opportunities" is the academy's motto used in their advertisement. The sentence refers to synecdoche because the whole opportunities are associated with the English language, and also, all opportunities are not accessible in the English language. According to Tikham (2022) a synecdoche is a rhetorical device in which a word for one aspect of a phrase is employed to describe the entire. The academy emphasizes the importance of learning English by highlighting its perks and benefits, claiming that it is essential for children's future opportunities, communication abilities, and career advancement in various fields. The motto asserts that the academy places great emphasis on the significance of learning English by presenting various advantages and benefits associated with the language. The academy's argument revolves around the notion that English is a crucial skill that will provide children with numerous opportunities and advantages in the future. Firstly, the academy argues that learning English is essential for children because it opens up a plethora of opportunities in the future. The importance of English in the academy is emphasized, since it is an international language that will allow your children to communicate with ease wherever they go. Moreover,

the academy persuades its readers that learning English will help your children advance to comfortable and sophisticated positions in the future because English is used in every field.

Alliteration Used as a Stylistic Device

English courses are also offer at Emerging Youth Academy. This academy is close to Alam public school Chandni chowk Dabb Karak. "Our mission, our vision towards simple education" is the motto of this academy. The academy's adage uses alliteration as its motto. According to Saydaliyeva (2021) alliteration is the obvious recurrence of neighboring words' first consonant sounds in a phrase. It is alliteration because the initial sound of the words is the same in the phrase. According to the academy, we are dedicated to making education for kids simple and easy to understand. We also have the goal of teaching pupils in a method that makes learning quick and simple for them. The mission of the academy is why an organization exists, what type of product or service it offers, and its overarching purpose and operational goal. It refers to the type of education offered to the kids at this academy and the methods used to satiate them. These kinds of strategies are used at this institution to help pupils comprehend their fundamentals in a very comfortable way. The vision of the academy refers to the faculty or staff of the academy being able to see about future plans and objectives. It refers to the faculty members' perspectives on students' futures and how they

envision them navigating the competitive world of the future. The academy's vision is to get students ready for a better future. So, the academy's motto conveys a powerful message to parents of potential students, indicating that the school utilizes innovative teaching methods to impart knowledge to students in an accessible and efficient method.

Metonymy Used as a Stylistic Device

Professional Computer and English Language Academy is located in the main market of Mitha Khan. The academy's motto is "Learn English from professionals". The literary device metonymy is used in this sentence. Metonymy is a figure of speech in which an item or concept is referred to by the name of something closely related to it, (Atmaja, 2022). In the sentence, the word professionals are associated with the faculty that is why it is metonymy. The association of the word "professionals" with teachers is highlighted as an example of metonymy. The sentence argues that the academy effectively conveys a persuasive message through its motto, emphasizing the presence of skilled and well-trained teachers. The use of the word "professionals" implies individuals designated for specific tasks and the academy places importance on providing skilled teachers for children. These qualified teachers are said to be familiar with the demands of children and capable of anticipating their needs. The motto further suggests that the academy inspires its readers by claiming that their experts can guide children to better paths, leveraging their familiarity with children's strengths and weaknesses.

The academy attempts to persuade readers that these qualities are inherent to their institution and that selecting their academy will lead to their children's success. It also suggests that exchanging information between expert professors and teachers contributes to making children exceptional.

Stylistic Patterns Used by Academies in Advertisements

Different stylistic patterns are used by language academies in their advertisements. Following are some stylistic patterns that are utilized by academies for the purpose of persuasion.

Use of Urdu Language, Adjectives, Nouns and Bold Writing as Stylistic Patterns in Advertisements

Different stylistic patterns are used by language academies in their advertisements to persuade potential customers. These patterns cover the use of the Urdu language, some adjectives, some nouns, and writing them in bold, are used to attract and impact the viewers. For instance, the Homestead Coaching Academy uses expressions like "Alla Taleem Yafta Staff", "Her Talib Ilam Par Khasossi Tawaju", and "Munasp Fees" to connect with the readers. In addition, phrases with adjectives like "qualified," "reasonable," along with "alla taleem yafta staff" strive to gain readers trust when describing the academy's experienced staff and low fees. Besides, the academy places emphasis on new modern approaches to teaching and also the need for personal attention from the teacher so as to ensure quality is provided for each student. Additionally, other phrases like "ETEA base coaching classes" are

put in bold in order to enhance focus from the viewers. In the same spirit, Wisdom Coaching Academy also makes use of expressions such as "Alla Taleem Yafta aur tajrooba kaar staff" and "Bihtareen Akhlaqii aur Taleemi mahool" that portray the staff and the organization in the academy as highly professional with great moral values. Such words, together with "Chapter wise notes" and "conceptual teaching" speak of order and method in learning and appeal to students and parents. The academies also uses phrases such as "Alla Katha Yafa Aroba Car Staff" and "Bihteen Akhlaki and Talemy Mahool", which focus on the professionalism and moral environment of the academy. These expressions, with words like "chapter wise notes" and "conceptual teaching", suggest an organized systematic approach to learning students and parents.

The use of stylistic patterns continues in advertisements from other academies such as Janat Coaching Academy and Khushal Coaching Academy. The Janat Coaching Academy emphasized phrases such as "Together we Rise", while redeeming the power of group efforts, while also promoted courses such as "Board Tayari Ke Leya Khasosi Course". The academy uses motivational language with conditions such as "motivational session and study tours", which focuses on academic and personal development. On the other hand, the Khushal Coaching Academy, "Khasosiot" and "Alla Taleemi Yafta Staff" and "Has TalibIlam Paar Khasosi Tawju" employ words and phrases such as bold and highlighted words, which to meet the needs of the students. For the Academy's commitment, emphasizes. These persuasions the stylistic options, combined with references to modern teaching methods and coaching for specific examinations such as "ETEA", create a sense of trust and inspiration to the audience. Similarly, the use of bold phrases of professional academies such as "hamara Khwab Hunarmand Karak" and "Subah va sham Classes" also aims to attach the audience to the audience with promises of professional development and flexible teaching programs. These academies effectively use language patterns and visual elements in their advertisements, which are in their advertisements to create credibility, appeal to emotions, and attract potential students.

Use of Nouns and Adjectives

The following academies use stylistic patterns in their advertisements to attract the attention of their audience. S.S. Coaching Academy uses phrases such as "affordable fees and transport facilities", which is in bold and highlighted text to appeal to fees-sensitive customers and assures parents to take their children safely. Will be enhanced, which enhances the image of

the institute. The use of adjectives such as "affordable" and "transport" creates a motivational message about the value and safety of the academy's proposal with noun "fees" and "facility". Additionally, phrases such as "guidance to cadet tests" and "separate classes for male and female" are used in bold to attract audiences, which emphasizes the commitment of the academy for student needs. Is. Words such as "guidance" and "separate" are adjectives, while "cadets," "testing, male," and "female" nouns. Similarly, Pearl Coaching Academy uses actions such as "Learn," "Explore," and "Grow", which immediately attract attention to large fonts. The use of adjectives such as "dedicated," "experienced," and "hardworking" to the faculty further strengthens the academy's appeal. Phrases such as "peaceful atmosphere" and "affordable fees" make the academy inclusive and accessible, which is inspiring for the parents to see the institution for their children's education. Advertisements of Magnificent Coaching Academy also use stylistic patterns to attract potential customers, such as "your passage to success" and "a project of brilliant publishers", success and reliability with bold phrases such as "A Project of Brilliant Publishers" were emphasized. Use of adjectives like "brilliant" and "luxurious," with noun "publishers," creates a strong relationship with the audience. The academy also highlights practical characteristics like "ETEA Preparation Classes" and "Hostel and generator" to show how much the institution is equipped.

Conclusion

This research " Persuasive Strategies in Language: A Stylistic Analysis of Social Media Advertisements by English Language Academies." The study collects advertising materials from prestigious academies in the Karak, district of Khyber Pakhtunkhwa, Pakistan, to examine how linguistic elements in advertisements of coaching academy enhance motivational communication. Using the Jeffrey Leach and Short (2007) models, the study focuses on two categories: speech and lexical categories figures, including nouns, pronouns and actions. The purpose of the study is to identify stylistic tools and patterns applicable in social media advertisements by language academies to persuade customers. Conclusions suggest that academies strategically employ various stylistic devices such as hyperbole, metaphor, allusion, synecdoche, alliteration, simile, and metonymy to express themselves in the competitive market area. Hyperbole exaggerates the benefits of academies, metaphors form vivid images of educational success, and combines the motto of the Academy with excellence. Other equipment, such as Synecdoche and alliteration, emphasize the importance of further education and simplicity, while Simile provokes positive imagination and

demonstrates the professionalism of the institution's employees. These stylistic devices appeal to potential customers' aspirations, promoting the properties of the academy and separating them from the other competitor's institutions.

The study also highlights the role of Urdu language elements in advertisements, which create culturally attractive effects on the target audiences. Bold and large fonts emphasize major words and phrases to attract attention, while adjectives such as "qualified employees" and "appropriate fees" help shape the positive perceptions of the academy. Including student's photographs increases the feeling of connection and reliability, strengthening the involvement attitude to the academy's education. Studies show that the strategic use of stylistic patterns in advertisements, "Learn and Grow" helps express the feeling of opportunity and personal development. Contribute to deep understanding and provide valuable insight to teachers and researchers by implementing these insight by applying these insights, eventually attracting future customers and improving their marketing effectiveness Capacity can increase the English language academies in the limits of the study, but it suggests the way for future research, such as semi -vision and comparative study in various districts in Khyber Pakhtunkhwa.

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