



RESEARCH PAPER

Appealing Language Techniques in the Zakat Advertisements

¹Waqas Ahmed* ²Naila Kanwal Dar ³Ali Hussain

1. Superintendent, Faculty of Arts. University of Gujrat, Punjab, Pakistan
2. Visiting Lecturer, English Department, University of Central Punjab Lahore, Punjab, Pakistan
3. Lecturer, Department of English, Minjah University Lahore, Punjab, Pakistan

***Corresponding Author** waqasahmedjanjua@gmail.com

ABSTRACT

This study presents a critical analysis of appealing and persuasive language techniques of the Zakat advertisements published in a Pakistani English newspaper 'Dawn' during the first Ashra of Ramazan, a period of ten days of Islamic month. Zakat is an Islamic charity, which is donated by the well-off Muslims to support the needy and helpless Muslim Ummah. The aim of the present study is to capture the shared features, which make the Zakat adverts unique in appealing though no attention has been paid to this area. The present study is based on the framework of stylistics. It strives to analyze lexical and syntactical features of the Zakat advertisements. The study has also extended its inquiry over the use of pictures and figures, which are found to be affect-laden and persuasive by arousing sympathy for the under-privileged community. The purposeful use of graphology and graphetics supports the message of the adverts and inspires the donors to patronize the noble cause of serving humanity. The language of the Zakat adverts, thus, qualifies for a rich and appealing variety in the study of advertisements.

Keywords: Advertisements, Advertisers, Appealing Language Techniques, Donors, Figures, Pictures, Zakat

Introduction

Advertising has occupied a healthy share in social and print media. It has become indispensable for the survival of institutions, as it helps generate huge funds to meet expenditures. Now there are separate departments, which promote advertising and safeguard its increasing demands in the presence of multi-national companies. Its linguistic and other appealing techniques are conceived to make it pervasive and lasting in the memories of the readers. Among the advertising categories, the charitable ads like the Zakat advertisements occupy a huge space to attract the donors. The Zakat adverts are published abundantly in the blissful month of Ramazan.

Ramazan is an Islamic month, which is characterized with charity of all types. The Muslims fast in the whole month, worship to Allah Almighty and give Zakat and donations generously to the needy and suffering humanity. Many institutions publicize their noble mission to serve humanity through the Zakat adverts. The advertisers leave no stone unturned to enhance the linguistic and other appealing techniques to mobilize the donors. The present study has endeavored to explore the appealing techniques, which distinguish the Zakat adverts from the other commercial ads and help raise funds.

There are numerous institutions in Pakistan and abroad, which serve the humanity by collecting Zakat funds. They get the Zakat adverts published every year especially in the beginning of Ramazan, the ninth month of Islamic calendar. All institutions try to make the Zakat adverts captivating and appealing by using linguistic and other techniques. The aim of the present study is to capture the shared features, which make the Zakat adverts unique in presentation. The present study is based on the framework of stylistics. It intends to analyze the unique features of the Zakat adverts to distinguish them from other commercial

adverts. It unpacks the characteristics of figurative use of language. Furthermore, the study has also extended its inquiry over pictorial images and figures to support the taglines of the Zakat adverts.

The previous studies focus on the glamorous aspects of commercial advertisements. They do not highlight the welfare and religious adverts, as how they are made sympathetic, appealing and affect-laden. The aim of the present study is to fill in the research gap left over by the previous studies. They have brought under discussion the lexical, syntactic and graphological features but their application in the welfare and religious adverts is the contributing role of the present study.

Zakat and the Muslim World

Zakat is a distinguished feature of the Muslim world and constitutes one of the faith pillars of Islam. It is also titled as a poverty reduction mechanism, which reduces financial inequality. Zakat communicates two meanings: purification and growth. Practically, it means to purify ones possession of wealth by distributing at the rate of 2.5% to the poor and other prescribed noble ways. About giving Zakat, Allah's commanding words '*Give regular Zakat*' in the holy Quran has occurred over seventy times. The holy Quran and Hadith are abounding in the benefits and virtues of giving Zakat. According to the Islamic teachings, the Muslims give Zakat every year for the welfare of the Muslim community. Against recent global economic meltdown and slow economic growth rates, incorporating Zakat system in our lives is the guarantee of prosperity and progress of the world. The present study focuses on the prominent features of the Zakat adverts and how they are made more appealing and sympathetic than the other commercial adverts.

Theoretical Underpinnings

This study is based on the framework of stylistics and this section highlights the concepts and things to be measured. It is noticed that the Zakat adverts have a unique style. Warner (1961) defines style as a way of writing, manners in which thoughts and feelings are expressed. Style is the focus of Stylistics to explain the linguistic characteristics of a text. General stylistics, according to Ekwutosi (2009), deals with situational or contextual use of language, that is, variation according to use. Stylistics focuses on texts and gives much attention to the parts of speech, sentence structure, diction, cohesion, coherence, use of punctuation marks and figures of speech. It goes further to look into the effects of the use of other devices on the reader. On these theoretical underpinnings, lexical, syntactic, pictorial images and figures are brought to the surface in the present study.

Literature Review

Many research articles are available online which elaborate the characteristics of the language of advertising. No attention is paid to the Zakat adverts, as how the advertisers and charitable organizations invest the taglines, pictures and images of the Zakat adverts with appealing and long lasting impact in the memories of the on-lookers and donors. Zakat is traditionally collected by arousing the sympathy for those who are deprived of even the basic necessities of life. The very research gap needs to be filled in by highlighting the distinguishing and shared features of the Zakat adverts.

James (2014) examines adverts from business premises, vehicles and institutions. The adverts are studied in terms of context, content and invitation or persuasion potential. It is discovered that context of the advertisement determines largely how the reader interprets the information on the basis of presuppositions.

In his research, Tanaka (1996) offers an analysis of the linguistic choices in advertisements and examines the strategies employed to gain and retain the attention of the

audience. The study emphasizes on covert communication, puns and metaphors, and it contains a unique description on images of women and how these images enhance the value of Japanese advertising.

Kannan and Tyagi (2013) state that the advertisements lure the consumers. When consumers see well formed ads, they tend to buy the products whether they are needed or not. The study lays strong emphasis on the visual qualities of the advertisements. They quote Packard's (1960) memorably words that the cosmetic manufacturers do not only sell lanolin, they also infuse hope among the customers. They are of the view that advertising has some complementary aspects, which must be kept in mind. Advertising has also a great contribution in educating people. It highlights some social issues to educate the public opinion like child labour, liquor consumption, girl child killing, smoking, family planning education, etc. In short, advertising is the art of influencing human action and awakening of a desire to possess products and services. They conclude by asserting that advertising is a mass persuasion activity.

Wyer (2002) states that many linguistic factors contribute to advertising worth including the typeface in which the information is presented, familiarity with its semantic features, and syntactic complexity. The study brings to the surface the benefits of the adverts in bilingual material for the purpose of easy communication.

Luna and Peracchio (2001) examine a psycholinguistic model of bilingual concept organization and extend it to the processing of advertisements by bilingual consumers. The model suggests that second-language messages result in inferior memory as compared to first-language stimuli. The thing becomes compatible to the mould of memory if it agrees to the faculty of first language. Applying this notion to advertisements, this research examines picture-text congruity as a potential moderator of language effects in memory. The results suggest that a high level of congruity between picture and text facilitates conceptual processing of L2 messages, increasing memory for second-language ads.

Flergin (2014) states persuasiveness of advertising language at three levels; 1) Cohesion and coherence, 2) Speech acts and 3) Ideology. He asserts that the very language of advertisements triggers curiosity and surprise. How these advertisements affect the human mind is a quite interesting enquiry. He selects A few advertisements published in Indian print media and presents an interesting description and analysis of persuasiveness.

All of the above studies are of commercial use. They explore how commercial ads are presented and what their constituents are. The problem identified in the previous studies is that they are limited to only glamorous, nudity and luxurious aspects. Their works do not highlight the charitable, welfare and religious adverts, as how they are made sympathetic, appealing and affect-laden. This gap in the previous studies of advertisements needs to be filled in. The previous studies trace and highlight the lexical, syntactic, graphological and pictorial features but their application in the welfare and religious adverts is the contribution of the present study.

Material and Methods

The present study is based on the framework of stylistics. Following purposive sampling technique, the researcher selects three Zakat adverts out of seventeen published adverts from Pakistani English newspaper 'Dawn' from the first Ashra of Ramazan, a period of ten days, starting from April 14, 2021 to April 23, 2021. The reason of delimiting this period is that a number of charitable institutions show their existence and previous performance in the early days of Ramazan. This publicizing helps them collect a huge fund of Zakat to fulfill their upcoming projects and expenditures. Most of the adverts are in English but there are a few adverts which are bilingual (here Urdu and English) to accommodate the readership. The collected data are analyzed with special focus on the

lexical and syntactical features. Furthermore, graphological and graphetic features including punctuation marks, colour schemes, pictorial images and figures have also been brought under discussion.

Data Presentation and Data Analysis

Sample of three Zakat adverts from the English newspaper 'Dawn' is presented below. Linguistic and supporting appealing strategies are analyzed in the relevant sections of each advertisement. On the basis of these strategies, the present study progresses and brings to the surface the valuable facts about the Zakat adverts.

Sample of Taglines from Zakat Advertisements

1. Help these children discover their life

Helping children with Down's syndrome and intellectual disabilities since 1960 Dawn: April 15, 2021

2. Apki **Zakat-o-atiyat** bikherein muskarahatein

Your **Zakat & Donations** can help save more lives Dawn: April 17, 2021

3. LET'S PUT OUR **HEARTS** IN IT

With your support, you can make our life saving mission, **POSSIBLE.** Dawn: April 20, 2021

Table 1. Sample Data of Taglines where is table

In the following section, each Zakat advert is discussed in detail. Its lexical, syntactic graphological and graphetic features are analyzed. It is elaborated how Zakat adverts are unique in their characteristics.

Help these children discover their life

Helping children with Down's syndrome and intellectual disabilities since 1960

This tagline was published by *Society for Children In Need Of Special Attention* or SCINOSA in Dawn English newspaper on 15 April, 2021. This organization is committed to educate the disables to make them contributing and functional citizens of Pakistan.

Emotive Use of Language



There is a strong relationship between emotions and language. Emotional words carry heavy weight and are marked expressions. They stir and appeal our emotions and make us ready to act accordingly. The given tagline contains emotive expressions and motivate the readers to help the under privileged and suffering humans.

There is a mention of Down's syndrome in the text of the tagline. According to online *Oxford Advanced Learner's Dictionary*, Down's syndrome is a medical condition and an inborn disorder causing intellectual impairment and physical abnormalities. By using emotive expressions *Down's syndrome* and *intellectual disabilities* of children, the institution touches the feelings of the readers and appeals to the donors and encourages them to give Zakat and donation generously to provide education and physical fitness training to the disables. The expression *Help these children discover their life* is also appealing and emotive as the disables do not realize the purpose of their lives. They have to be realized the mission of their life by steadily moving process of education. The use of *1960* in the tagline arouses our emotions that the organization has been helping the disables since 1960. This long-standing service tenure is a good example to persuade the donors to contribute generously to the legacy of the charitable institutions.

Diction of the Tagline

Simple words are easy to understand. The language of the Zakat adverts is kept simple, direct and familiar to the readers for creating immediate effect. Commenting on the language of advertising, Broom (1978) states that the language of advertising is audience oriented. It means that average audience is kept in mind while structuring the Zakat adverts.

Leech (1966) also stresses the use of simple words and structures to bridge taglines with proper understanding. Words and expressions used in communication form diction. The diction of the tagline under discussion is simple and the expression *intellectual disabilities* gives the meaningful clue of *Down's syndrome*. The words *help, children, discover* and *life* are used in daily affairs of life. The less use of affixation and multi-syllabic words make the tagline simple and familiar to the readership.

Syntactic Features

The first part of the tagline *Help these children discover their life* is in imperative mood, which communicates the functions of request, suggestion, advice and appeal. The imperative mood helps the Zakat advert to bridge a direct connection between the charitable organizations and the donors. Two modifiers '*these*' and '*their*' are used. The first modifier *these* in the noun phrase *these children* refers to the disable children. The compound expression *Down's syndrome and intellectual disabilities* is coordinated with coordinating conjunction and functions as agent in the tagline. Second tagline contains the projection of null constituent *we have been* which is phonologically silent but syntactically present. This truncated style makes the expression focused and direct.

Graphological Features



Elaborating the concept of graphology, Halliday et al. (1964) proposes the connection of graphology to the elements such as spelling, punctuation and any other notion connected to the use of graphic resources in a language. In the given tagline, the word *Helping* is typed in boldface. The purpose of using bold expression is to lay emphasis on the word and it draws the attention of the readers or donors to donate charity of all types wholeheartedly. The second graphological feature is the punctuation mark apostrophe used with Down. It shows belonging to and possession with the name of Dr. John Langdon Down. This disease Down's syndrome was named after John Langdon Down, a British doctor who fully described the syndrome in 1866. Both graphological features create a strong appeal and reference in the Zakat advert.

Pictorial Images, Figures and Colour Used in the Advert



Crystal (2003) states that Graphetics is a branch of linguistics, which is concerned with the examination and analysis of the physical properties of shapes used in writing. The role of pictorial images for creating sympathetic and appealing effect in the Zakat adverts is soul-touching. The images and pictures support and double the effect of linguistic messages. In some situations words are insufficient and less capable to portray a picture. Pictures offer economic approach to sum up a comprehensive situation and build a bridge over the sea. They produce mental images and promote a favourable attitude towards the Zakat adverts. Gouteron (1998) states that the pictorial images help improve the attitude toward the advertisement and the attitude toward the brand.

This advert shows a disable, with a curved hand, driving a nail in a piece of wood with hammer. His broken effort shows that he wants to become a functional citizen of the society. Perhaps previously he was unable to perform such practical tasks and picture shows the improved condition of the disable boy. He must be a short-sighted as he wears thick glasses. This picture enhances the universality of the advert and produces heart-melting effect.

While commenting on the advertising images, Bratu, (2010) claims that images establish a set of connotations and a manner of information. The implied meaning gives the deeper understanding of the image. This advert also shows an image of a child in the human eye. This image is the logo of *Society for Children In Need Of Special Attention* (SCINOSA), which shows the focus of the organization on the disables. The second thing to be noted is that there is light on the child in the image of human eye. This light shows the desire of the organization to highlight the problems of the disables, as they are the neglected human stock and need proper care, education and training.

Black colour is used for the tagline against the light background to make the words prominent and eye-catching.

The advertisers of the tagline invest it with rich lexical, syntactical graphological and graphetic features to make it appealing and sympathetic. Taken together all the features enhance the captivating and magnetic force of the Zakat advert and convince the donors to donate for the noble cause of serving the disable humanity.

Apki Zakat-o-atiyat bikherein muskarahatein (Your Zakat and donation share smile)**Your Zakat & Donations can help save more lives**

This bilingual (here Urdu and English) tagline was published by Petal Hospital in Dawn English newspaper on 17th April, 2021. The tagline refers to the patient welfare program whose features are given under the following headings:

Figurative Use of Language

Figurative expressions in the Zakat adverts are found to be common and frequent feature. It is said to be a departure in some way from general norms of communication (Leech & Short, 2007). According to Britannica (2013), an intentional deviation from literal language to a figurative language is a figure of speech. Arp and Johnson (2012) state that figure of speech is any way of saying something other than the ordinary way. Furthermore, McQuarrie and Mick (1996) state that figures of speech have a great impact on communication in advertising and they aim to enhance the techniques of the communication.

In the tagline of the advert under analysis, the Urdu word *bikherein* in *bikherein muskarahatein* literally means scatter, disperse and spread. The Urdu word *muskarahatein* is the plural of *muskarahat* which means *smile*. Figuratively *bikherein* means to share and as a whole it means to share smile with those suffering humans who have forgotten to smile in their life due to heavy depression and stress.

This figurative use shows visualization of smiling and sharing it with others. It, here, links ordinary words with extra ordinary meaning. It is a departure from literal language, as it talks about sharing happiness with diseased patients who are under treatment in Petal Hospital. When there is a deviation from literal meaning and focus is on implied meaning, this effort enhances the impact of communication.

It is noticed that the projection of figurative expression in the taglines develops powerful effect and appeal to the Zakat advert. It, however, mobilizes the donors to help the helpless with Zakat and charity of all types.

Emotive Language

The language of Zakat advert under analysis is emotive as it appeals to emotions and motivates the readers to act accordingly. Since the Zakat adverts appeal for donation, they strive to obtain sympathy, compassion and kindness of the donors by presenting emotive expressions. The most demanding blessing in the world is happiness. In this advert, the

advertisers publicize that the happiness of smile is due to Zakat and charity. Furthermore, it is emphasized that Zakat and donation can save the lives of many people. This safety can be a shelter from disease, poverty and unending problems. The expression *more lives* is touchy. It indicates the expected suffering cases that need the provision of Zakat and donation. The emotive language, thus, arouses sympathy of the donors for the diseased people.

Diction of the Advert

The diction of the advert is simple and direct in communication. Words are easy as they are self-explanatory. The message of the advert is clear. There is no complexity in the words and expressions. The selection of the words is formal but is familiar to the common readership. The words *your, help, save* and *more* are monosyllabic simple words. The easier the message is, the deeper the effect is. The first part of the tagline is in Urdu, which is also quite helpful to make the diction easy for Urdu speakers.

Nominal Copulative Compounding

The morphological construction of the Urdu expression *Zakat-o-atiyat* is nominal copulative compounding. Nominal refers to noun/name and copulative compound is about the morphological construction of two independent lexical units, which refer to the same concept. Both words *Zakat* and *atiyat* (donation) refer to acts of offering charity. Thus, they constitute the same concept and form copulative compounding. The infix in Urdu *-o-* stands for *and* in English.

Syntactic Construction

The first Urdu tagline of the advert occurs in present simple tense to describe routine, habits, unchanging situations, general truths, and fixed arrangements. The subject slots, in both sentences, are occupied by the compound subjects *Zakat-o-atiyat* '*Zakat and donation*'. Compound subjects form a healthy expression in the sentences. The second tagline consists of auxiliary verb *can* to show the ability and power of doing something. This ability and power refer to saving the lives of underprivileged people who are deprived of basic necessities of life and wait for donors for treatment on the hospital beds. The adjective phrase *more* refers to the fact that the life of some people is recovered successfully but there are still more who are waiting for healthcare expenditures on their deathbeds. The Urdu modifier *apki* is equivalent to the English modifier *your*. Both modifiers are possessive pronouns and in the present context they are used for delimiting the donors.

Graphological Features

Halliday et al. (1964) proposes the connection of graphology to the elements such as spelling, punctuation, and any other notion connected to the use of graphic resources in a language. In the advert, both expressions *Zakat-o-atiyat* and *Zakat and Donations* are typed boldfaced. The purpose is to make both constructions prominent to grab the attention of the donors. The top priority of the advert is to generate Zakat and donation funds. Thus, they are printed high flying to make them eye-catching. The advertisers use logogram & the ampersand represent the conjunction *and*. This symbol is very popular in adverts. It is used for the purpose of economy both for space and money. In the given advert, the most important expressions *Zakat-o-atiyat* and *Zakat & Donations* are printed in orange colour against dark blue background. The contrast colour scheme makes the tagline expressions prominent and appealing. The use of graphological features enriches the Zakat advert in its both appeal and look.

Graphetic Features

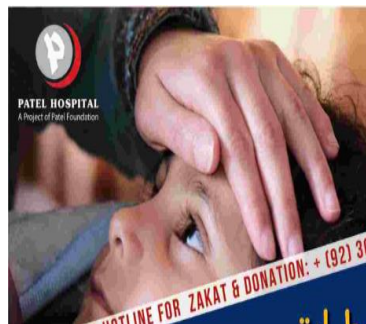
Graphetics is a branch of linguistics, which is concerned with the examination and analysis of the physical properties of shapes used in writing (Crystal, 2003). In this advert the image of crescent is used in the logo of the Petal Hospital to show the beginning of light of the noble mission in the darkness of night of diseases. Crescent is the growing phase of the full moon. The purpose of using crescent is the initiation of the noble cause to reach to its zenith of full brightness. Furthermore, there is a picture of an ailing child who is lying on the hospital bed. A compassionate hand is resting on his forehead. The hand indicates the console and support in the painful time of his disease. The silent glowing face and eyes of the child has much to say. The text of the advert is supported by use of colour, pictures and images, which are abounding in supportive meaning.

LET'S PUT OUR HEARTS IN IT

With your support, you can make our life saving mission, POSSIBLE.

The third selected Zakat advert is published by The Cardiovascular Foundation, Karachi on 20th April, 2021 in Dawn English newspaper. The appealing language techniques of the selected advert are described under the following headings:

Figurative Use of Language



Figurative use of language is appealing and is found to be the salient feature of the tagline of the Zakat advert under analysis. The expression *Let's put our Hearts in it* offers figurative meaning, which communicates to be indulged in the act of offering Zakat and donation. Figuratively it means to make much effort to do something. The figurative use is deviation from the literal meaning. The expression *in it* is not simply a locative use, it connotes the noble act of serving the ailing humanity with severe heart diseases. Thus, putting one's heart does not communicate literal meaning, which is impossible for any human to put his heart somewhere.

Emotive Expressions



Emotive language appeals to the emotions. The language of this advert has direct appeal and it stirs our emotions to take initiative to help the heart patients who are looking with longing eyes for Zakat and donation. It is evident that the heart diseases are the major killer in Pakistan and millions of people are suffering from cardiac issues. The second tagline of the advert *with your support, you can make our life saving mission, POSSIBLE* has touching features to our feelings and emotions. By using second person pronoun *you* and *your* in the expressions *with your support* and *you can make...*, the advertisers address directly to the donors. This inclusive approach and addressing words make both expressions emotive. The third key emotive expression *life saving mission* is also full of appeal to our emotions. There are various goals and missions in humans' life but life saving mission is the top priority of them. Here, *life saving mission* refers to the mission of saving the lives of heart patients who undergo the expensive treatment and surgery at the private expenses of the hospital. The fourth expression *possible* realizes the donors that their ailment is curable and life saving mission is possible. These four expressions have made this Zakat advert emotive which has magnetic and charismatic appeal to the hearts and souls.

Diction of the Advert

Words and expressions are the maker of the diction. The diction of the tagline under discussion is quite simple and direct. Most of the words are simple or mono syllabic. The words related to daily communication and frequent uses are selected to structure the taglines. The first tagline is imperative in structure and the second uses the modal auxiliary *can*. Both expressions are familiar to the average user of English language. It is realized that the diction of most of the Zakat adverts is simple, as it has to arouse the sympathy of the donors for funds. The simpler the message is, the deeper the effect is.

Syntactic Features

The first tagline of the Zakat advert *Let's put our Hearts in it* syntactically is in imperative mood. It is used with the exclusive functions of request, suggestion, advice and appeal. It is noticed that most of the Zakat adverts are in imperative mood. The second syntactic feature is of modality. Palmer (2001) states that a modal verb is a type of verb that is used to indicate modality. It performs many functions as likelihood, ability, permission and obligation. In the present analysis of the tagline, the modal verb *can* shows the ability of doing something. Here, the modal verb *can* shows the ability of the Muslims to give Zakat and bring prosperous change in the society.

The third syntactic feature in the under analysis tagline is fronting. Fronting, here a syntactic term, is used for focusing some expressions on the slot of the sentence. In fronting, the words which are supposed to come after verb, they are arranged before verb to give special emphasis and importance to that word, phrase or clause. Following the English syntactic pattern subject-verb-object order, it is said, '*I need money*'. But using fronting technique and for laying emphasis, some speakers say, '*Money I need*'. It intends to foreground some projected theme in the sentence.

In the present study, one example is traced with the projection of fronting. In the tagline *with your support, you can make our life saving mission, POSSIBLE* the expression *with your support* is fronted to focus and lay emphasis on the certain action of Zakat offering.

The fourth syntactic element is the use of determiners in the taglines. Determiners show certain behaviour, language choice, delimitation and emphatic force on the slot of the sentence. Three determiners are used in the tagline under discussion: *our* two times and *your* one time. The determiner *our* shows inclusiveness and takes the things on broader spectrum. The determiner *your* indicates the duty and contribution of the Muslims in the noble cause of serving the ailing humanity. Thus, the syntactic features play a vital role for creating appealing and motivating picture of the Zakat adverts.

Graphological Features

The punctuation used in the tagline is quite purposeful. The first tagline of the given advert is all in capital letters, which serves the purpose of being prominent and eye-catching. It is supposed to be read louder than the other text of the advert. The apostrophe is used for contracted expression *let's*. The font size of the words *heart in it* is larger than that of *let's put our*. The larger font is captivating and it grabs the attention of the on-lookers. The second tagline separates the fronting expression with comma. The adjective *possible* is used as appositive phrase and is separated with comma. This appositive phrase is typed in capital letters and is quite catchy at the end of the tagline. The punctuation used in the sentence is very technical and purposeful to invest the tagline with multiple functions and deep meaning.

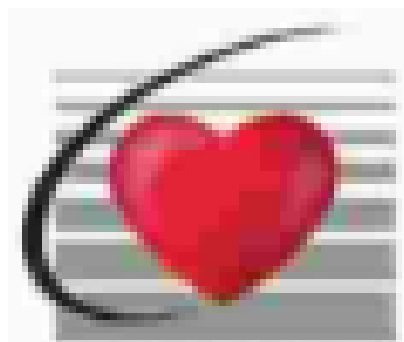
Figures and Use of Colour



According to Cambridge online dictionary, figure is defined as a painting, drawing, or model of a person when considered to be attractive.

Its artistic shape impresses the on-lookers and serves the purpose of advertising. For using figures in advertising, Mcquarrie and Mick (1996) opine that any proposition is expressed in a variety of ways in any given situation. Figures are one of these ways to sway the audience effectively. In the present Zakat advert, various attractive and purposeful images are used. The first image is heart shape covering the tagline. The image of heart is drawn above the human hands and it shows the heart in intense human care. The image of human hands gives the impression of a mother's lap in which her child is quite comfortable.

The logo of The Cardiovascular Foundation also shows heart with protected shield drawn above it. There are shown ascending steps as the background of the image of heart to show the gradual progress and culmination in cardiac treatment of the deserving humans.



In this advert, the font colour is also appealing. Colour is beauty and beauty appeals to human senses. Colour indicates the eye-catching visual effects. Schrank (1966) states that the use of colour is one of the techniques adopted by advertisers to create visual effects.

White and black colours are used in this advert but red colour is used the most prominently of all. This colour appears to be prominent with light background. The advert shows *Heart* in red colour to show the health care of heart and appeal for practical involvement of donors to help treat heart patients. The second tagline *with your support, you can make our life saving mission, POSSIBLE* is also printed in red colour. It is notable fact to know that irrespective of negative connotation, the positive aspect of red colour shows passion, love, warmth, energy, excitement, strength, stimulation, physical courage and basic survival. It is learnt from the Zakat adverts that a number of institutions demanding Zakat for needy people intend to ascribe some or all of the connotational meaning mentioned above to red colour in advertising.

Conclusion

The study unpacks the noticeable characteristics of the Zakat advertisements to make them distinct due to their unique and appealing properties. It is testified that language is creative and productive and it is always influenced by the environment in which it thrives. This property of language always gives birth to new aspects and features of language. It is noticed that the Zakat advertisements demonstrate lexical, syntactic and graphological features accompanied with appealing and persuasive functions of language. The present study also explains the characteristics of diction, figurative and emotive expressions pointed out in the Zakat advertisements. By using graphetic elements, including colour, pictures and images, the advertisers successfully arouse the sympathy and create soft corner in the hearts of the donors. These heart melting devices generate emotional appeal and also inspire the on-lookers to contribute to the noble cause of serving the suffering humanity. Persuasiveness for charity comes out to be an underlying shared feature of all Zakat advertisements. The commercial advertisements only focus on the glamorous, nude and luxurious aspects. Their works do not encircle the welfare and religious adverts as how they are made sympathetic, appealing and affect laden. Due to these features, the Zakat advertisements qualify for being rich and appealing variety in the study of advertisements.

References

- Arp, T. R., & Johnson, G. (2012). *AP edition of Perrine's sound and sense: An introduction to poetry (13th ed.)*. United States of America: Wadsworth, Cengage Learning.
- Barthes, R., (1964). Rhétorique de l'image. *Communications*, 4(4), 40-51.
- Bratu, S. (2010). The phenomenon of image manipulation in advertising. *Economics, Management & Financial Markets*, 5 (2) 333-338.
- Broom, J. (1978). *A theory of figure in French literacy theory today, a reader*. Todorov, New York: Cambridge University.
- David, C. (2003). *"Graphetics". Dictionary of linguistics and phonetics (5th ed.)*. Malden, MA: Blackwell.
- Ekwutosi, O. (2009). *An Introduction to general and literary stylistics*. Owerri: Alphabet Nigeria Publishers.
- Elder, J. (2004). *Exercise your college reading skills: Developing more powerful comprehension*. New York: McGrawHill.
- Encyclopedia of Britannica*. (2013). Chicago: Encyclopedia of Britannica.
- Flergin, A. (2014). Language of persuasion: A discourse approach to advertising language. *Research Journal of Recent Sciences*. 3(ISC-2013), 62-68
- Gouteron, J. (1998). Causes et effets des réactions hédoniques dans le domaine du Cinéma. *Revue Française de Marketing*, 13 (1), 5-23.
- James, P. W., & Mick, D. G. (2014). Language style in advertisement. *Journal of Consumer Research*. 15(3) 224-238.
- Kannan, R., & Tyagi, S. (2013). Use of language in advertisements. *English for Specific Purposes*. 13 (37), 114-135.
- Leech, G. & Short, M. (2007). *Style in fiction*. UK: Pearson
- Leech, G. N. (1966). *English in advertising: a linguistic study of advertising in Great Britain*. 1st ed. London: Longmans.
- Luna, D., & Peracchio, L. A. (2001). Moderators of language effects in advertising to bilinguals: A psycholinguistic approach. *Journal of Consumer Research*. 21(1-2), 284-295.
- McQuarrie, E. F., & Mick, D. G. (1996). Figures of rhetoric in advertising language. *Journal of Consumer Research*. 22 (4), 424-436. <https://doi.org/10.1086/209459>
- Palmer, F. R. (2001). *Mood and modality*. UK; New York: Cambridge University Press.
- Tanaka, K. (1996). *Advertising Language. A pragmatic approach to advertisements in Britain and Japan*. London: Routledge.
- Warner, A. (1961). *A shout guide to English style*. London: Oxford University Press.
- Wyer, J., & Robert, S. (2002). Language and advertising effectiveness: Mediating influences of comprehension and cognitive elaboration. *Psycholinguistics & Marketing*. 19 (7-8), 693-712.