

**RESEARCH PAPER****Image Schema of Balance in Marketing Discourse: A Multimodal Discourse Analysis of Facebook Advertising in Pakistan****¹Nadeem Akram* and ² Dr. Moazzam Ali Malik**

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ABSTRACT

This paper attempts to identify the features of the image schema of balance in the marketing discourse of Pakistani Facebook Multimodal Advertisements. Image schemas are mental patterns that directly structure our experience with the world. Balance image schema is one of the most important schemas used largely in almost every type of discourse. The research design is descriptive for this study. Through the purposive sampling technique, six Pakistani Facebook Multimodal Advertisements were chosen. The study's findings show that the creator of the advertisements fully exploited the significance of the relevant schemas to grab the viewers' attention. The image schema of balance represents equilibrium and stability and is a potent metaphor to convey various themes such as quality, health, value, sustainability, and safety. Further studies are recommended to find out the diverse use of image schema of balance in other modes of expression.

Keywords: Balance, Embodiment, Image Schema, Multimodal Advertisements**Introduction**

Language Increasingly, neurocognitive and neuro-psychoanalytic models of the human brain are viewed as a referential system that receives sense impressions (e.g. visual and auditory attention and kinesthetic senses) from outside and inside of the person; and that mediates recursive, transitional and reflexive behaviours, including verbal behaviours, that enter these responses to the reporting system of the referential behaviour (Wang et al., 2020). The concept is compatible and complimentary with Johnson's (1987) cognitivist approach to language.

The neuro-psychoanalytic model sees the image schemas as a cemented and unitary structuring of our mental models, cognitive processes and common sense allowing us to make sense of our physical environment, the image schemas are fluid and isomorphic formations. These image schemas have the degree of embodiment they do in virtue of their being achievable through vision, locomotion, and manipulation. According to Johnson (1987), image schemas are more than a simple decomposition of their parts implies. Image schemas are holistic gestalts (Lakoff, 1987; Johnson, 1987).

Image schemas help us make sense of abstract concepts by grounding them in physical and spatial experiences. The balance image schema, one of the most fundamental, is derived from our physical experiences with balancing objects, maintaining bodily equilibrium, and observing natural states of balance. In the context of advertisements, particularly multimodal advertisements on platforms like Facebook, the balance schema is often utilized to convey a range of meanings and emotions. In Pakistani Facebook advertisements, this schema can be especially powerful, drawing on cultural, social, and emotional connotations.

Image schemas are assumed to be fundamental sensorimotor-based cognitive structures that influence higher-order cognition, such as in the case of natural language production. The recognized complexity issue that pursues many of most cognitive linguistic theories applies also to any image-schematic cognitive linguistic analysis of language. Analysis of language as a tool for making inferences about the mind, body, and its relations, results interpreted from here led to many arguments on linguistic phenomenon. That is, natural language may not reflect the source of image schemas. Nonetheless, this analysis itself can contribute to a better grasp of the presence of image schemas and their use in natural language, thus enhancing our understanding even while many definitions of this concept remain undetermined.

Image schemas come in various forms, each corresponding to different aspects of embodied experience and abstract thought. Some common types mentioned by Johnson (1987) include:

- CONTAINMENT
- CYCLE
- SOURCE PATH GOAL
- CONTACT
- SUPPORT
- LINK
- SCALING
- NEAR-FAR
- BALANCE
- BLOCKAGE
- CAUSED MOVEMENT
- SELF-MOVEMENT
- ATTRACTION

The image schema of balance is one of the most significant schemas, but no substantial research has been conducted on this schema. Finding this gap, this work will attempt to fill it. The study focuses on using this image schema in Facebook multimodal adverts in Pakistan.

The human body constantly engages in balancing acts to maintain equilibrium. The action of balance involves complex neural and muscular coordination to stay upright and move without falling. The same is the case with the concept of gravity which is also central to physical balance. The image schema of balance portrays the embodied experience of equilibrium and stability. The very schema influences our cognitive processes, physical actions and linguistic representations. The schema initiates from our bodily experience of maintaining physical balance, such as walking, standing upright, or holding objects without toppling. The physical balance is deeply embedded in our neural and cognitive structures and broadens various human experiences metaphorically.

In today's digital world, the way advertising works has turned into some general domain where visuals and texts meet to give out messages that arouse emotions, at last, affecting consumer behavior in preference. While none of the cognitive structures in advertising discourse is more omnipresent than others, my assertion here will be that the balance image schema seems to function as a powerful tool for shaping perceptions and guiding meaning-making processes. The image schema of balance plays a significant role in conveying notions of equilibrium, proportionality, adjustment, and counterbalance in Pakistani Facebook multimodal advertising discourse.

This paper endeavors to find a cognitive semantic account of the image schema of balance in Pakistani Facebook Multimodal Advertisements. It also focuses on how the

image schema of balance contributes to different meaning constructions in each of the chosen advertisements.

Literature Review

Image Schema Theory

According to Johnson (1987), “an image schema is a recurring dynamic pattern of our perceptual interaction and motor programs that gives coherence and structure to our experience.” (p. xiv). Image schemas are considered the conceptual building blocks for metaphoric and abstract thought in language. CONTAINMENT, SUPPORT, and MOVEMENT ALONG PATH are some of the most commonly used image schemas. In advertising and persuasion, image schematic devices harness the persuasive power of embodied cognition to create memorable and impactful messages. Hedblom et al, (2019) posit that the notion of image schemas originates from the sensorimotor processes.

Many scholars are of the view that the theory of image schemas emanates from the theory of embodied/grounded cognition that emphasizes the role of bodily experiences as a source of cognitive capacities (Tettamanti et al. (2012); Gallese & Lakoff (2005); Feldman & Narayanan (2004); Wilson & Gibbs (2007); Louwerse & Jeuniaux (2010). Image Schemas are mental representations that are built upon embodiment i.e., they are extracted from our bodily experiences. Gibbs’s (2005) concept of embodiment refers to how people’s physical bodies and their interactions with the world influence their minds, actions, and personal, and cultural identities. Moreover, Gibbs (2005) states that embodied theories of mind and language suggest the idea that human symbols are grounded in recurring patterns of bodily experience. Glenberg (2010) explains that embodiment theory asserts all mental processes are shaped by the body, including sensory systems, motor systems, and emotions. The embodiment hypothesis suggests that all of the basis of abstract concepts, mental imagery, and complex linguistic abilities that drive meaningful human thought and interaction are ultimately grounded in our bodily experience in the world.

Image schemas used in multimodal modes of communication have been studied by many scholars. The prominent works on multimodal analysis are conducted by Forceville (1996, 2007, 2009, 2014); and Forceville & Urios-Aparisi, (2009). In these researches metaphors and image schemas have been explored with different perspectives. According to Evans & Green (2006), image schemas are multimodal and derived from experiences of different modalities. Evans & Green (2006) also state that image schema exists deep into the human cognitive system relying on the integration of multiple senses and perceptions. Maier (2009) investigates the role of visual components in enhancing the persuasive features in movie trailers by analyzing 12 comedy movie trailers. Additionally, Maier’s (2009) study also looks into how the different semiotic modes in movie trailers affect the trailers’ evaluative stance.

Image Schema of Balance in Facebook Advertisements

From the semantic point of view, the image schema of balance often needs a response to the opposing imbalance which is exactly the antonym of balance. This schema can be observed in various aspects of language, thought, and visual representation. In this respect, it might be fully explored in different discourses. The Facebook advertisement is a rich source of potential usage of image schema of balance.

Effectiveness of Facebook as an Advertising Tool

Facebook has emerged as a phenomenon, in the past decade serving as a popular social networking site. Despite its inception in 2004 Facebook now boasts than one and a

half billion active users. With availability in 70 languages, it has truly become a platform for connecting people. While the accuracy and reliability of these statistics may be subject to scrutiny there is no denying the growth rate. This remarkable expansion has captured the attention of researchers from different fields.

Marketers can gather insights about community members by analyzing their profiles and the statements they share on their walls and pages (Casteleyn, Mottart, & Rutten, 2009). This information can then be utilized for marketing purposes. Facebook Advertising has emerged as an effective tool for business growth, customer loyalty, sales generation, and statistical analysis. With over 3 million companies utilizing Facebook as a platform, it has become a go-to choice for many marketers. One of the aspects of Facebook is its ability to replicate social activities that humans engage in. Its features amplify behaviors such as sharing pictures with family, making friends participating in important discussions exploring shared interests, and disseminating meaningful content.

Material and Methods

This study is a qualitative descriptive study that tends to describe the observed phenomena of the image schema of BALANCE in the advertising strategies, on Facebook and offers insights into the effectiveness and theoretical significance. This selection of data is based upon the potential feature of existing relevant image schema. Six adverts were chosen through a purposive sampling technique.

Sampling and Data Collection

Data is collected through a purposive sampling technique. Six ads have been collected from Facebook advertisements by Highnoon Laboratories Limited, Pakistan and Facebook by Highnoon Laboratories Limited, Pakistan. Black (2023) suggests that purposive sampling is a technique in which a researcher decides not to take the collection of data randomly but relies more on his/her judgments. The purposive sampling technique is also called the judgmental technique. It is based on the belief that the researcher's knowledge about the population can be used to choose elements of the sample. At this stage, it is assumed that this sampling technique aligns with the core objective of the study. Six ads have been chosen for the analysis. The framework of multimodal analysis and image schema (Johnso, 1987) will be used to analyze the image schema of balance in the selected adverts.

Results and Discussion

This section provides in-depth qualitative analyses of selected advertisements of Highnoon Laboratories Pakistan examining the abstract structures they evoke through the cognitive processes of conceptual metaphor and blending. The goal is to explain how these cognitive processes aid in conceptualizing interpretations of health-related ads. These evaluations offer proof that cognitive processes are effectively utilized to communicate desired messages through means, including both written and visual elements.



Figure 1

The advertisement was posted on Facebook by National Foods Limited, Pakistan on 28 September 2017. The post has the description in these words:

Mehngayi nai kardi #tomato sai dooori, issiliye National Ketchup Zaroori!
#tomatopricehike

In advert B1, we can find a balance scale prominently featured, with tomatoes on one side and a packet of National Tomato Ketchup on the other. Apparently, both sides of the scale happen to be balanced. AS each side of the scale is labelled with "1 Kg" which indicates that both the tomatoes and the ketchup packet weigh the same. The background depicts a grocery store, suggesting a context for shopping or comparing products. The only textual elements are the brand name "National" and the product label "Tomato Ketchup" on the packet. No additional descriptive text is present, implying that the visual metaphor itself is intended to convey the message.

Multimodal Reading

The left side of the image shows fresh tomatoes, which could be considered as the 'Given' information (something already known or familiar to the viewer). The right side of the image displays a packaged product of tomato ketchup, representing the 'New' information (new product or proposition being introduced to the viewer). The top of the image shows the supermarket context, which is more abstract and idealized. The bottom shows the scales and coins, which are more concrete and 'real'.

The bright red color of the tomatoes and the ketchup package catches the viewer's attention first due to their vivid color. The size of these elements also makes them more prominent. The central position of the scales highlights the comparison being made between fresh tomatoes and packaged tomato ketchup. The scales give an impression of balance, indicating that 1 kg of fresh tomatoes is equivalent to 1 kg of tomato ketchup. The use of the scales as a connecting element emphasizes the comparison between the two products. The tomatoes and the ketchup are visually separated by the scales but also linked by them, suggesting they are different but related products. The image uses high modality in depicting the tomatoes and the ketchup, making them look very realistic and tangible. This increases the credibility and attractiveness of the products. The background of the supermarket aisle adds to the high modality by placing the products in a familiar and relatable shopping environment. The brand "National" is visible at the top left, establishing brand recognition. The text on the ketchup package "Tomato Ketchup" provides clear information about the product, emphasizing its tomato content through visual representation and text.

Image Schema Analysis

The image schema of Balance is used to metaphorically equate the value or quality of fresh tomatoes and the branded tomato ketchup. The balanced scale visually communicates that 1 kg of fresh tomatoes and 1 kg of National Tomato Ketchup are equivalent in some significant way, likely in terms of quality, freshness, or value. This balance suggests that the ketchup is made from the same fresh tomatoes shown on the other side, maintaining the quality and essence of the fresh produce. By showing a balanced scale, the image implies that the ketchup maintains the same quality, nutritional value, or flavor as fresh tomatoes.

This multimodal metaphor reassures consumers that choosing branded ketchup is as good as choosing fresh tomatoes. The balance scale serves as a powerful metaphor for

equivalence and fairness, suggesting that there is no compromise in quality when choosing processed products over fresh produce. The coins under each side of the scale could represent the monetary value, further reinforcing the idea that consumers are getting equal value for their money. The grocery store background reinforces the context of shopping and making choices between fresh produce and processed products. The clear labelling of “1 Kg” on both sides ensures that the viewer understands the exact equivalence being portrayed. The multimodal text uses the image schema of Balance to effectively communicate that National Tomato Ketchup is equivalent to fresh tomatoes in terms of quality and value. The multimodal metaphor of the balanced scale helps convey the message that consumers can trust the branded product to be as good as the fresh ingredient, making it a compelling and reassuring advertisement.

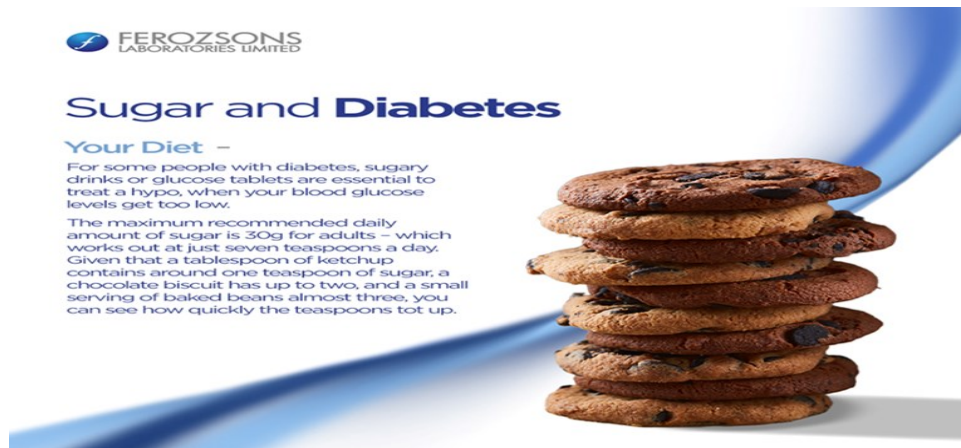


Figure 2

The advertisement was posted on Facebook by Ferozsons Laboratories Limited, Pakistan on 12 November 2022. The post has the description in these words:

We all enjoy eating sugary foods occasionally, and there's no problem including them as a treat occasionally as part of a healthy, balanced diet. And, for some people with diabetes, sugary drinks or glucose tablets are essential to treat a hypo, when your blood glucose levels get too low. Source: Diabetes UK

The image prominently features a stack of cookies. The cookies are visually appealing and stacked in a way that draws attention to their quantity. “Sugar and Diabetes” sets the context of the advertisement, linking sugar consumption with diabetes. The phrase “Your Diet” emphasizes the importance of diet management for people with diabetes. The text explains how sugary foods, like cookies, contribute to sugar intake, which is crucial for managing diabetes.

Multimodal Reading

The image features a stack of cookies, which visually represent sugary foods. The narrative aspect is the implied action of consuming these cookies and the impact on health, specifically related to diabetes. The stack of cookies symbolizes the consumption of sugary foods and their potential impact on diabetes management. This visual metaphor aligns with the text's discussion about sugar intake and its effects. The image does not feature a direct human gaze, maintaining an impersonal mode of address. The viewer is positioned as an observer who is receiving informative content about sugar and diabetes. The image uses a close-up shot of the cookies, creating a sense of intimacy and direct connection with the viewer. This helps in emphasizing the subject matter (sugar consumption) and its relevance to diabetes. The angle is straight-on, providing a clear and unobstructed view of the cookies.

This perspective emphasizes the straightforward nature of the health information being presented. The image has high modality with realistic depictions of the cookies, enhancing credibility and relatability. The realistic portrayal helps in making the health warning more convincing. The text “Sugar and Diabetes” is positioned at the top left, serving as the headline. The sub-headline “Your Diet” and the subsequent informational text provide detailed information about the topic. The stack of cookies is placed on the right side of the image, representing the core visual element that complements the textual information. The use of contrasting colors (blue for “Diabetes”) in the text makes it visually prominent, drawing the viewer’s attention to the key message. The central positioning of the cookies and the large text make them the focal points of the image. The elements are neatly arranged within a rectangular space with a clean background, creating a clear and organized presentation. The framing helps in making the message straightforward to understand. The text and image work together to convey the message that consuming sugary foods can impact diabetes management. The visual of the stack of cookies supports the textual information about sugar intake and its effects, creating a cohesive and informative health message.

Image Schema Analysis

It warns against the ease with which sugar consumption can exceed recommended limits, thereby disrupting the balance necessary for maintaining health. The cookies metaphorically represent the cumulative effect of sugar intake. Just as stacking too many cookies might cause the stack to topple, consuming too much sugar can lead to negative health outcomes. The advertisement metaphorically projects the physical balance of the cookies onto the conceptual balance of dietary habits. The advertisement implicitly suggests that maintaining a balance in sugar consumption is crucial for health, especially for people with diabetes. It uses the image schema of balance to convey the delicate nature of managing one’s diet and the potential consequences of imbalance.

The advertisement was posted on Facebook by MEEZAN BANK LIMITED, Pakistan on 16 August 2022. The post has the description in these words:

Investment in Real estate made easier with Meezan Roshan Apna Ghar! Non-Resident Pakistanis who have opened their Meezan Roshan Digital Account can now get their dream home in Pakistan through a completely digital process. #MeezanBank #IslamicBanking #IslamicFinance #MeezanRoshanDigitalAccount #MeezanRoshanApnaGhar



Figure 3

A balance scale is shown with a stack of coins on one side and a model house on the other. Both sides of the scale are balanced, indicating equilibrium between the financial

aspect (coins) and the home (model house). The background is neutral, keeping the focus on the balance scale. The text reads: "Finance your dream home in Pakistan with Meezan Roshan Apna Ghar!" The text includes details about the service, highlighting benefits such as Shariah-compliant financing, a completely digital process, the option to choose or select from pre-approved projects, and full repatriation of proceeds.

Multimodal Reading

The image features a balance scale with stacks of coins on one side and a wooden house model on the other. The balance scale symbolizes a comparison or equilibrium between money and housing. The background is minimalistic and neutral, ensuring focus on the main elements (coins and house). There are no human participants in the image, which positions the viewer as an observer of the symbolic representation. The close-up view of the balance scale and its elements creates a sense of personal relevance, inviting viewers to consider their own financial and housing situations. The image has a realistic representation of coins and a house model, enhancing its credibility and relatability. The eye-level angle presents the elements straightforwardly, suggesting transparency and trustworthiness. The top part of the image contains text detailing the service offered by Meezan Bank. The image of the balance scale is positioned in the centre which denotes the key message of balancing financial investment and home ownership. Moreover, the balance scale is the most salient figure in the advert. Furthermore, the text is also very prominent. The text "Finance your dream home in Pakistan with Meezan Roshan Apna Ghar!" provides a clear and direct call to action. The bullet points list the benefits, making the offer straightforward to understand. The logos and award symbols add credibility and recognition to the bank's services.

Image Schema Analysis

The image schema of Balance is employed here to metaphorically represent the equilibrium between financial investment and the attainment of a home. The balance scale visually communicates stability and security in the process of financing a home. The equal weight of the coins and the house symbolizes a balanced relationship between financial expenditure and the value of home ownership, suggesting that the investment is well-matched by the value obtained. A balanced 'scale' suggests that Meezan Bank is a secure and sound way to help you find the keys to financing your home, so clients can sleep well knowing their investments are in good hands. The metaphor suggests a balance between both sides, suggesting impartiality and transparency. This image is a way of metaphorically telling potential customers that their monetary contributions will translate to owning a home directly and linearly. The use of the Meezan Roshan Apna Ghar financing option is once again used metaphorically where the beneficiaries are aggrandized and shown to be on solid ground as compared to all other ways in the text. The balanced scale, with coins on one side and a house on the other, serves as a powerful metaphor for the equitable and secure nature of Meezan Bank's home financing service.



Figure 4

The ad was posted on 22 April 2022 on Facebook by Highnoon Laboratories Pakistan. The descriptive part of the post is as:

On this Earth's Day, let's pledge to invest in the earth because that's the only home we have and that may be the only home our generations will have.

#Highnoon #EnrichingLife #Earth #Sustainability #LetsInvestInOurPlanet

The image shows a person sitting at a desk with their head resting on the desk, appearing tired or asleep. There is a laptop on the desk with a "HELP" sign on the screen. Next to the laptop, there is an icon of a low battery. The background is simple with a plant on the right side and a sunrise/sunset symbol on the left side, indicating different times of the day. The phrases "Irregular sleep patterns" and "both in duration and timing or not getting enough sleep is a risk marker for poor cardiovascular health." are the textual components. There is a logo also "Highnoon" with an orange sun logo. The key message of the image is to highlight the health risks associated with irregular sleep patterns, emphasizing that poor sleep can negatively impact cardiovascular health.

Multimodal Reading

The image shows a person slumped over a desk, appearing tired with a coffee cup in hand. There is a low battery icon above the person's head, which represents exhaustion and lack of energy. This narrative suggests the negative effects of irregular sleep patterns. The person symbolizes individuals suffering from irregular sleep patterns. The low battery icon metaphorically represents the depletion of energy due to poor sleep. This visual metaphor aligns with the text's discussion about sleep and cardiovascular health. The image does not feature a direct human gaze, maintaining an impersonal mode of address. The viewer is positioned as an observer who is receiving informative content about sleep health. The image uses a medium shot, which creates a sense of closeness and empathy with the viewer. This helps in emphasizing the subject matter (the impact of sleep patterns on health) and its relevance. The angle is straight-on, offering a clear view of the person and the surroundings. This perspective emphasizes the straightforward nature of the health information being presented. The image has a cartoonish style with moderate modality, balancing realism and abstraction. The use of simple and clear illustrations helps in making the health warning accessible and engaging. The text "Irregular sleep patterns" is positioned at the top left, serving as the headline. The sub-headline provides additional information about the risks associated with poor sleep. The visual of the tired person is placed at the center, representing the core visual element that complements the textual information. The use of contrasting colors (red for the battery icon and bold text) makes the key elements visually prominent, drawing the viewer's attention to the main message. The central positioning of the person and the prominent text make them the focal points of the image. The elements are neatly arranged within a rectangular space with a clean background, creating a clear and organized presentation. The framing helps in making the message straightforward to understand. The text and image work together to convey the message that irregular sleep patterns can lead to poor cardiovascular health. The visual of the tired person supports the textual information about the impact of sleep, creating a cohesive and informative health message.

Image Schema Analysis

The image provides a metaphorical representation of the adverse effects of irregular sleep patterns on health. The individual appears exhausted, unable to keep their head up, symbolizing fatigue and burnout due to poor sleep. This posture suggests a lack of energy and motivation, commonly associated with sleep deprivation. The low battery icon might be inferred as a metaphor for a low level of bodily and mental energy in any human particularly in terms of working capacity and its effects on the body. Mobile phones need to recharge their battery to be used thereafter at regular intervals, the same is the case with human working conditions most likely in the professional domain. The person's need for "HELP" and the low battery symbol are metaphors for the body's cry for balance and the urgent need to restore equilibrium through proper sleep. The use of a battery icon is particularly effective in conveying the idea of energy balance, similar to how a battery needs to be charged to function optimally. The presence of a coffee cup may symbolize an attempt to artificially balance energy levels, which is often insufficient or temporary. The plant on the desk could symbolize natural balance and growth, contrasting with the person's current state of imbalance.

The multimodal text uses the image schema of Balance to highlight the importance of regular and sufficient sleep for maintaining cardiovascular health. The visual and textual elements work together to create a compelling metaphor that illustrates the consequences of imbalance (irregular sleep patterns) and the need to restore equilibrium (adequate sleep) for overall well-being.



Figure 6

The Advert 4.5 was posted on Facebook by Highnoon Laboratories Limited Pakistan on 05 January 2023. The post has no description. This is a typical example of a multimodal metaphor. We can observe a person pulling a large plug out of an electrical socket. The background includes birds and a green landscape, suggesting nature and the environment. There is a short text with these words: "Conserve Energy". The action of unplugging metaphorizes stopping the use of electricity, which in turn represents conserving energy.

Multimodal Reading

The image shows a person pulling a large electrical plug away from an outlet. This action suggests a narrative of conservation, where the individual is taking active steps to conserve energy. The person represents individuals or society at large, while the electrical plug symbolizes energy usage. The action of pulling the plug illustrates the concept of

energy conservation. The image does not feature a direct human gaze, which makes the communication more impersonal and focuses on the action rather than the individual. This invites viewers to focus on the message rather than the person depicted. The medium-long shot creates a sense of involvement without being too intimate. This helps viewers relate to the action being performed and understand its significance. The angle is straight-on, providing a clear and undistorted view of the action. This straightforward perspective emphasizes the clarity and importance of the message. The image has a stylized, cartoonish design, which lowers the modality but makes the message accessible and engaging. The use of simple illustrations helps convey the idea in a friendly and approachable manner. The text "Conserve energy" is placed at the top center, serving as the headline. This positions the text as the key information. The visual of the person pulling the plug is centrally placed, emphasizing the main action related to the message. The use of contrasting colors (orange for the text and dark blue for the person) makes the key elements stand out, drawing the viewer's attention to the central message. The action of pulling the plug is made more salient through the use of motion lines, which visually highlight the action. The elements are framed within a simple, uncluttered background, which helps in focusing attention on the main action and text. The clean design supports the clear communication of the message. The text and image work together to convey a clear message about energy conservation. The visual metaphor of the person pulling the plug complements the textual directive to "Conserve energy." This integration of text and image creates a cohesive and powerful message about the importance of reducing energy usage.

Image Schema Analysis

Balance is abstractly communicated through the union of visuals and text. Taking one hand to hold their own balance while the other places all of their force and might into unplugging that out. Neither of these is the equivalent of putting out energy to save up for someone else. Pulling the plug could unbalance him, and thus represent how difficult it is to strike this equilibrium in energy allocation. The phrase "Save energy" means there needs to be a balance in energy consumption. It means that saving energy is the key to keeping this balance maintained in our resources and environment. Its effort to unplug symbolically indicates the difficulty of saving energy and creating sustainability. As individuals must manage their strength to break the free connection of the plug, people and communities included should maintain energy usage without having any waste happen or negatively affect each other. Visual tension and conservation messages underline energy consumption versus saving. This implies that this balance must be worked towards and is not something you can passively exist in. By showing this metaphor, the ad makes the point that saving energy is not always comfortable. It takes some effort - it can be a real physical struggle. The schema of balance aimed to convey the idea that energy, similar to money or points in a game should be treated wisely and carefully as it requires time and effort input from consumers striving for equilibrium. The advertisement effectively uses the image schema of balance through the multimodal metaphor of a person struggling to unplug an electrical cord and the textual call to "Conserve energy." It emphasizes the importance of effort and conscious action in maintaining a balanced approach to energy consumption. The integration of visual and textual elements underscores the message that achieving balance in energy use is crucial for sustainability and environmental health.



Figure 7

The advertisement was posted on Facebook by Highnoon Laboratories Limited Pakistan on 08 January 2023. The post has the description in these words:

According to WHO, over one billion young adults are at risk of hearing loss because of unsafe listening practices. If you keep your devices' volume at an ear-splitting level, you could be one of them. #Highnoon #EnrichingLife

The given image shows a person listening to music through earbuds, which are connected to a device-MP3 player. The volume on the device appears to be loud and high, indicated by musical notes and lines suggesting loud sound coming from the earbuds. The MP3 is oversized and bigger than the size of the person shown in the image. There is also a logo for "Highnoon" at the bottom. The text on the image reads:

KEEP THE VOLUME DOWN! The metaphor suggests that listening to unsafe levels of sound through earbuds, headphones, and other personal listening devices can cause hearing loss.

Multimodal Reading

The main participants are the music player, the volume control icon, and the person with headphones. The person appears to be reacting to loud music, indicated by their posture and the musical notes and sound waves around them. The setting is minimalistic, focusing on the interaction between the person and the device, emphasizing the cause (loud volume) and effect (hearing impact). There is no direct eye contact between the viewer and the characters in the image, creating an observational rather than a participatory role for the viewer. The medium distance between the viewer and the participants suggests a general, impersonal perspective, making the message broadly applicable. The frontal angle used in the image creates a sense of involvement, making the viewer feel like they are witnessing the situation directly. The image uses bright, contrasting colors (orange, purple, blue) to attract attention and emphasize the seriousness of the message. The high saturation and brightness add to the urgency and importance. The text "KEEP THE VOLUME DOWN!" is placed at the top left, which is typically where viewers start reading, thus highlighting its importance. The smaller text underneath provides additional information. The orange color and bold font of the primary text make it stand out, while the image of the person reacting to the sound reinforces the message. The image is delineated with a strong visual separation between the text and the visual elements, maintaining clarity and focus

on the message. The primary text uses a direct, imperative tone (“KEEP THE VOLUME DOWN!”), which is both instructive and urgent. The secondary text provides a brief explanation of the health risks associated with loud volumes. The use of bold, uppercase letters for the main message enhances its visibility and impact, while the smaller, regular font for the explanatory text makes it readable but less prominent. The use of bright orange for the main message is attention-grabbing and often associated with warnings.

Image Schema Analysis

The image schema of Balance involves concepts like equilibrium, steadiness, and the appropriate distribution of forces or elements. The primary metaphor here is balancing the volume to avoid tipping into the harmful zone. The loud music represents an imbalance, where the volume is too high, leading to potential hearing damage. But the showing of a man and sound waves, for musical notes indicates this imbalance employing extreme volume. The screen that visualizes the sound waves is an extreme exaggeration but stands as a symbol for what can happen when keeping balanced sounds at safe volumes. The image is deliberately imbalanced and displays a man appearing as if he has been overpowered by the noise of music. The visual highlights to restore the balance we should lower the volume. The textual element states the scene providing instructions to “KEEP THE VOLUME DOWN!”. This is a directive, intended to get the viewer back on track with their consumption habits. This multimodal text allows the image schema of Balance to be represented in a very clear way. Since, the imbalance caused by loud music and the necessity of maintaining safe volume levels to achieve equilibrium and protect hearing is observed in the multimodal advert, as the visual and textual elements work together to illustrate the metaphor through the image schema of balance.

Conclusion

From the discussion above, it is clear that the image schema of Balance in Pakistani Multimodal Facebook adverts is fully employed to form metaphorical projection and to communicate its core message effectively. The data shows that the image schema of balance represents equilibrium, proportionality, adjustment, counterbalance and stability and serves as a potent metaphor to convey various themes such as quality, health, value, sustainability, and safety in different activities and actions of life. In light of the data analysis, it is justified to claim that positive attributes ascribed to this image schema method are related to generating a vivid and relatable multimodal metaphor for consumers’ cognitive frameworks, which should make those incomprehension messages more attractive and easily accessible. Additionally, the results also indicate that these advertisements connect with viewers more reliably and in a better way communicate sophisticated ideas and metaphorical expressions.

As indicated by the data analysis, the use of image schema of balance in multimodal Facebook advertising in Pakistan exploited the approaches of persuasion, suggestion, directive, and setting the options in terms of the meaning-making process. On the other hand, the balance schema enhances clarity and trustworthiness, it is essential to ensure that the visual metaphors do not obscure important modulation and systemic issues related to the themes being communicated. Drawing from the data analysis, it is inferred that the text and image work together effectively to enhance the strength of the meaning in a multimodal mode of communication which adds to the rhetorical force of meaning. Finally, we conclude that this schema is a useful tool in creating metaphorical meaning. Moreover, further studies are recommended to be undertaken to examine the diverse ways in which image schema of balance is employed in other modes of expression.

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