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Metaphorical Expressions in Pakistani Beauty Product Advertisements: A Cultural Approach

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ABSTRACT

The objective of the present study is to examine the use of conceptual metaphorical techniques in Pakistani social media advertisements and the forms in which culture is presented in advertisements with the help of metaphorical expressions. The current study is qualitative in nature and the data collected consists of beauty product advertisements from the year (2013-2023) from YouTube channels. For data collection purposive sampling technique is used and only relevant advertisements are selected for analysis. In the current study two theories: Conceptual Metaphor Theory by Lakoff and Johnson (1980) and Cultural Linguistic Theory by Sharifian (2003) are employed for data analysis. The findings reveal that in Pakistani advertisements there is an extensive use of metaphorical expressions for the persuasion of target customers and also for cultural depiction. Based on the findings of this study, it is recommended that the target purchasers should be aware of the persuasive strategies used by the advertisers to enhance the effectiveness and understanding of their products.

| **Keywords:** | Advertisements Metaphors, Conceptual Metaphor Theory, Cultural Linguistic Theory, Culture |

Introduction

Advertisements serve as an active promotional tool that is used to capture the interest and attention of the viewers. In advertisements different strategies are used that make the advertisement more engaging and the use of metaphorical expressions is one of them. Metaphor is a figure of speech in which one thing is compared with another thing; it's a direct comparison between two unfamiliar things (Gibbs, 1992).

There are different types of metaphors used in advertisements such as business metaphors, gender metaphors, visual metaphors, conceptual metaphors and multimodal metaphors. These metaphors are discussed in detail in the literature review section but the focus of the current study is only on the Conceptual metaphors. The use of metaphors makes the advertisements more memorable and understandable for the audience. Metaphors have the power to engage the imagination of the viewers through influencing their cognitive structures to force them to think about the message of the advertisement in a new manner. In order to create persuasive advertisements, most of the advertisers used metaphorical expressions as an effective promotional tool for the sale of their products and create their advertisements in an engaging way (Morgan & Reichert, 1999).

Metaphorical expressions are understood with the help of shared experiences, symbols and cultural practices. The use of metaphors that are resonates with the culture are represented in Pakistani social media advertisements to create engagement with the target customers. The compelling power of metaphor is based on shared beliefs, values and traditions of any cultural settings. When the advertiser used metaphors related to culture it can make the perception of the target customers and play a crucial part in the understanding of metaphorical expressions (Lee & Yoo, 2012).

The main focus of the present study is on the use of conceptual metaphors which goes around the perception and understanding of metaphorical techniques that are being used in Pakistani advertisements. Although different researchers have streamed a lot of knowledge in this aspect with reference to business metaphors, gender metaphors and semiotic analysis (for additional details see literature review) but the present study is different from the already done works, as it concentrates on the utilization of conceptual metaphorical techniques in Pakistani advertisements along with the cultural representation. Another specification of the current study is the combo of two theories: Conceptual Metaphor Theory by Lakoff and Johnson (1980) and Cultural Linguistic Theory by Sharifian (2003) are used as theoretical framework for the analysis of the data.

Literature Review

Advertisements

Advertisement is a form of communication that is used for the promotion of goods and services to the target customer. There are different types of advertisements. Some fundamental types are discussed by Qader et al. (2022) as below:

Display Advertisements

These advertisements are usually in large size and use visual elements to capture the attention of the viewers.

Classified Advertisements

These are brief advertisements typically formulated by categories such as real estate, jobs and services.

Broadcast Advertisements

These advertisements are commonly used visual elements (for TV) and as well as audio (for radio) to transmit promotional messages to a wider audience.

Digital Advertisements

These are typically promotional messages covered through digital channels and online platforms such as email, mobile app, social media, and website and search engine.

These are various types of advertisements that are used different marketing techniques to increase the purchase of their products. The current study focuses on digital advertisements in which the use of technology can make it accessible to a wider number of people in short time and low cost. Advertisements play an important role in the social system. In any economic system advertisement is the leading way of communication between the seller and the buyer.

This study also focuses on metaphorical expressions, so the upcoming section provides the definition of metaphor and its types.

Metaphor

Lakoff and Johnson (1980) define metaphor as "realizing and experiencing one domain of a thing in terms of another." In simple words it's a figure of speech in which one thing is being compared with another thing without the use of word like or as. It's a direct comparison between two unfamiliar objects. There are different types of metaphors and in the next section these types are explained.

There are various types of metaphors used in the advertisements such as business metaphors, visual metaphors, conceptual metaphors, gender metaphors and multimodal metaphors.

Business Metaphors

Business metaphors used terms related to business, commerce and finance to make comparison with other things.

Visual Metaphors

Visual metaphors used images or figures to describe the concepts or making the comparison between unfamiliar things.

Conceptual Metaphors

Conceptual metaphors are cognitive structures in which one conceptual idea is perceived in terms of another.

Gender Metaphors

Gender metaphors involve the representation and conceptualization of gender roles, identities and relations by the use of figurative language.

Multimodal Metaphors

Multimodal metaphors include the use of different ways of communication such as visual, auditory, gestural and textual to convey the meaning of metaphors.

According to Haase and Reck (2002) the use of metaphor plays a significant role in everyday communication. These are serving as linguistic tools, allowing individuals to communicate unfamiliar emotions and ideas in a familiar way.

Metaphors in Advertisements

Kausar & Khan (2021) analyzed skin whitening cream advertisements that frequently employed beauty metaphors to form the cognition of people and advertisers used these metaphors to promote their sales. The focus of that study remains only on grammatical metaphors.

In another study, Ali et al. (2023) focused on discovering the effect of simple and metaphorical (advertisements with text and pictures) adverts on customers in terms of their attractiveness and persuasive power. Companions of thirty people were participated in the study including ten females and ten male students, five female and five male members of the faculty. The study advocates that the advertisements that have metaphors are more attractive and have more persuasive power in comparison with simple advertisements.

Culture and Advertisements

Jiang (2000) states that there is a strong relationship between language and culture and argued that they cannot exist without each other. Kramsch (2014) discussed the ways in which the speakers of various languages have different thinking and also have distinct Cultural worldviews. Human behavior is frequently guided by the use of language as an effective tool for communication, serving as a way to articulate information and thoughts even in Cross- Cultural Settings (Altarriba & Basnight-Brown, 2022).

Bekiyeva (2022) focused in linguoculturology, and examined the contemporary linguistic viewpoints on the interpretation of language with culture. Farkhodovich (2022) discussed the characteristics of language and culture, exploring their interplay with society and language development within the settings of globalization. In the current research the researcher will focus on the relationship between language and culture especially in Pakistani advertisements and examine the ways in which culture influence the patterns of advertisements even in modern fast-moving world.

Material and Methods

The current study is qualitative in nature. The qualitative research is used to gain insights into the social processes, organizational settings and structures (Strauss & Corbin, 1998). The study employed the Conceptual Metaphor Theory by Lakoff and Johnson (1980) as a theoretical framework. Furthermore, the study also takes help from the Cultural Linguistic Theory by Sharifian (2003), aiming to analyze the representation of culture in Pakistani advertisements.

Data Collection and Sampling

Data Collecting Tool

YOUTUBE CAHNNEL (2013-23)

Sampling Technique

The data is collected through purposive sampling from four different advertisements of beauty products and is presented in the tabular form as shown below:

Table 1
Classification of Beauty Products

Year of Advertisements	Product Category	Product
2013-2023	Beauty Cream	Fair & Lovely
2013-2023	Beauty Cream	Noor
2013-2023	Beauty Cream	Leads
2013-2023	Beauty Cream	Golden Life

Purposive sampling technique is used in this research and those advertisements are selected for the study that contains conceptual metaphors. This sampling technique is widely used to select a sample that is very informative (Marshall, 1996). Purposive sampling strategy is essential to use in the research to access a specific sample from a large data and obtain the data that is according to the main goal of the research and is effective to use in the research related to cultural domain (Tongco, 2007). The data of advertisements in Pakistan is so large but only those advertisements are selected for this study that contain metaphorical expressions and are cultural specific.

Theoretical Framework

In the current study the focus on metaphorical techniques that are employed in Pakistani advertisements. In this study Conceptual Metaphor Theory by Lakoff and Johnson (1980) is employed as a theoretical framework. The use of this theory in the study is significant in the respect that it helps to understand the complex concepts through mapping them to familiar domains.

Conceptual Metaphor Theory

Lakoff and Johnson (1980) introduced Conceptual Metaphor Theory. They have considered the metaphor as a broad concept not simply as a figure of speech. Conceptual

metaphor means the understanding of one field of experience (which is generally abstract) in relation to another experience (which is usually concrete). The theory has two major conceptual domains.

Source Domain: This refers to the conceptual domain by which one can understand metaphorical expressions.

Target domain: It refers to the idea that one can understand with source domain.

Main Features of Conceptual Metaphor Theory

Conceptual metaphors are prevalent because they are not simply used in some genres but also in everyday life such as in radio, broadcasting, daily conversation etc. There is a set of similarities between the source domain (concrete form) and target domain (abstract form), where the concepts of source domain are literally taken and the concepts of target domain are taken as figuratively (Lakoff and Johnson, 1980)

Metaphorical Mapping

Lakoff and Johnson (1980) suggested that metaphors are not simply linguistic tools that are used to embellish language, but they are fundamental to human cognitive processes. They argue that metaphors can facilitate us grasp the complex concepts through relating them to solid and everyday experiences. Connecting from the Source Domain to the Target Domain: In this theory, metaphors can serve as mapping through a "source Domain" (a concrete concept) to a "Target Domain" that encompasses some abstract ideas. For instance: the metaphor "Time is money": In this example the source domain that is money uses to create a sense of understanding a target domain that is time. This metaphor instigate our consciousness about time – we "waste" time, "spend" time and "save" time, as if time were a bounded resource like money (Kövecses, 2016).
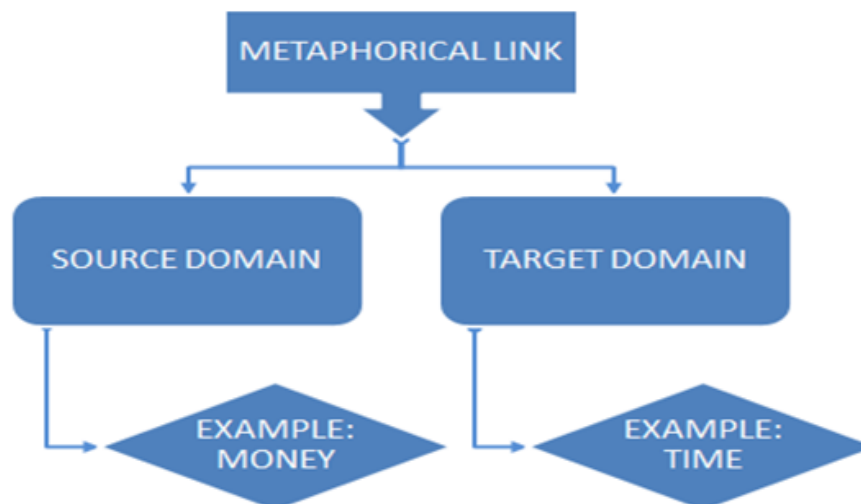
Figure 1: Conceptual Metaphor Theory Lakoff and Johnson (1980)

Conceptual Schemas

The theory proposes that metaphors can intensify to conceptual schemas – standardized frameworks which organize our experiences and thoughts. These conceptual schemas influences how one can make decisions, perceive and reasons about related to different angles of life. These schemas can play a vital role in developing the ways through which we interpret and perceive the information. Conceptual Schemas not only influences

the processes of our thinking but also change our decision making. Schemas can be interconnected and multi- dimensional (Johnson & Lakoff, 2002).

Embodied Cognition

Johnson and Lakoff (2002) suggested that our physical experiences (for instance, feeling cold or hot, traveling through space) create the metaphors that we are using to conceptualize more concrete and complex ideas.

Cultural Linguistic Theory

Cultural linguistic theory, as proposed by Farzad Sharifian (2003), is a comprehensive framework for the understanding of complex interaction among cognition, culture and language. It investigates how cultural aspects influence the ways people interact, think and communicate in the world. Sharifian's (2003) work influences the significance of cultural scripts, conceptual metaphors and cultural schemas in shaping individuals' linguistic expressions and mental processes. This theory can shed light on how culture affects different components of human interaction and behavior. The theory has various fundamental components as presented below in the following figure.
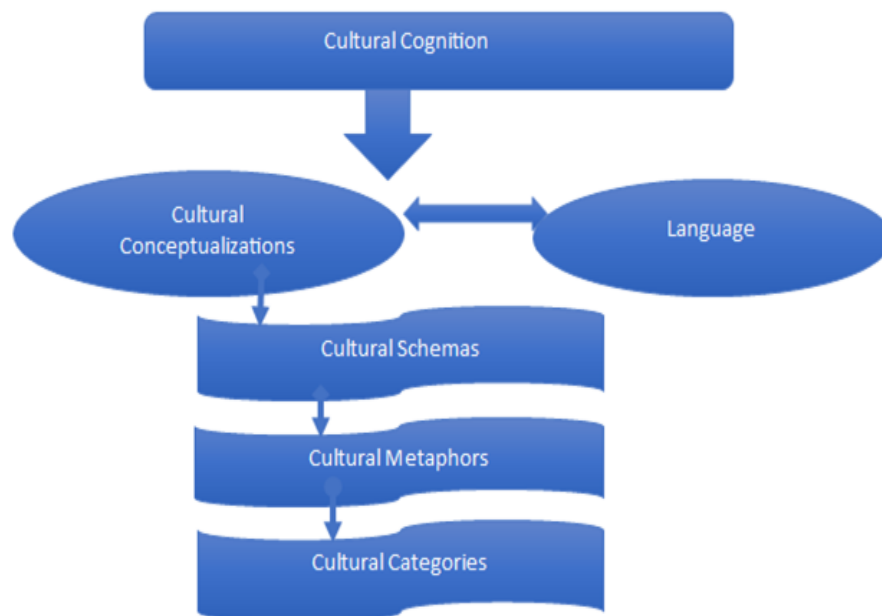

Figure-2: Cultural Linguistic Theory Sharifian (2003)

Cultural Linguistic Theory, as proposed by Sharifian (2003), is a comprehensive framework for the understanding of complex interaction among cognition, culture and language. It investigates how cultural aspects influence the ways people interact, think and communicate in the world. Sharifian's (2003) work influences the significance of cultural scripts, conceptual metaphors and cultural schemas in shaping individuals' linguistic expressions and mental processes. This theory can shed light on how culture affects different components of human interaction and behavior. The theory has various fundamental components.

Cultural Schemas

Sharifian (2003) discussed cultural schemas that are underlying mental structures which are developed based on individual's cultural background. These schemas lead

towards interpretations, actions and perceptions. They influence the ways how people understand the world around them.

Cultural Linguistics

This component of the theory by Sharifian (2014) center around the idea that how language both reflect and shape cultural different languages in the world have different or unique ways of expressing cultural beliefs, such as politeness, color categories or kinship. For instance, distinct ranks of politeness or varying forms use to address the family members are the examples of language that reflect cultural concepts and different cultural values.

Cultural Variation

Sharifian's (2003) Cultural Theory recognizes that linguistic expressions, scripts, metaphors and cultural schemas can vary extensively between cultures. It can provide a theoretical framework for understanding and analyzing these cultural variations in communication.

Cultural Scripts

Cultural scripts are the string of behaviors and cultures that can be determined through culture. They give guideline for specific situation and prescribe expected behaviors. For instance, business negotiations or marriage ceremonies have diverse scripts in different cultures, influencing roles and manners (Sharifian, 2014).

Cultural Priming and Cultural Metaphors

According to Sharifian (2003) cultural priming focuses on cultural symbols that can influence an individual's decision- making and behavior. This activation can appear through different sensory techniques, such as auditory and visual. The symbols that are associated with culture include religious – icons, language specific words and national flags with cultural importance. The exposure of these symbols can provoke cultural stereotypes and concepts that are associated with them. Cultural priming can affect individual's attitudes and reinforce stereotypes related to that culture.

In essence, Cultural Theory by Sharifian (2003) is multidisciplinary approach that combines insights from Linguistics, sociology; anthropology and psychology to study the ways how culture influence people's perceptions, their interactions with each other. These two theories Conceptual Metaphor Theory by Lakoff and Johnson (1980) & Cultural Theory by Sharifian (2003) provide a comprehensive framework for the exploration of cultural diversity especially that is reflected through the advertisements through the use of metaphors in Pakistani advertisements.

Results and Discussion

In this study the metaphorical expressions are selected from both the languages Urdu as well as English language. In most of the Pakistani advertisements both these languages are used to communicate the message of the advertisements. But the main focus of this study on conceptual metaphorical techniques and not on the comparative linguistic between these two languages.

The fundamental objective of the study is to explore the use of metaphorical expressions in the advertisement of social media. Conceptual Metaphor Theory by Lakoff and Johnson (1980) provides the basis to analyze these metaphorical expressions. The analysis is done according to the points as given in the following figure:
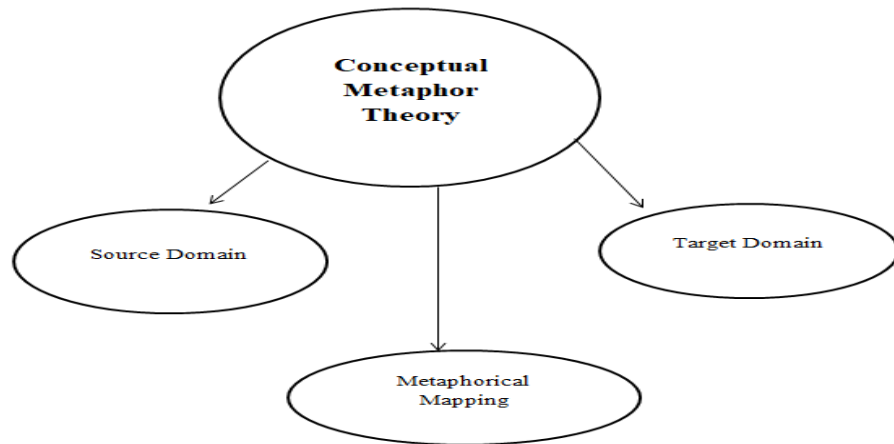
Figure-3: Conceptual Metaphor Theory Lakoff and Johnson (1980)

The present study also investigates the ways in which culture is expressed in the advertisements of social media within Pakistani society. Cultural Linguistic Theory by Sharifian (2003) highlights the elements that are presented culture. The following postulates of the theory are used to analyze the data.
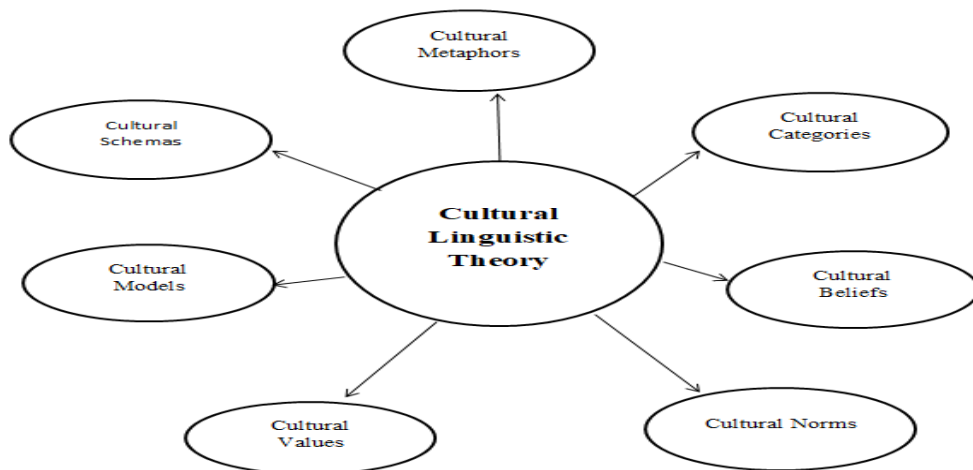

Figure-4: Cultural Linguistic Theory Sharifian (2003)

Beauty Products

Fair & Lovely Cream

Figure-5: YouTube Channel

Context: The advertisement is retrieved from YouTube, a social media channel. Fair & Lovely beauty cream is represented in this advertisement.

Description and Explanation

The use of metaphorical expressions is common in daily conversation and it plays a vital role in making our perception about the more abstract things through mapping them with the more concrete and familiar ones. In this advertisement of Fair & Lovely the expressions "crystal bright" is used metaphorically. In this metaphor the shine and fairness of the skin is connected with "crystals". In this metaphorical expression the outstanding features of "crystals" such as purity and clearness are used to describe the attributes of "skin beauty". This metaphorical expression includes two different domains to make a comparison.

Source Domain and Target Domain

In this metaphorical expression the source domain is "crystals" and abstract or target domain is "skin beauty". "Crystals" are typically interrelated with the qualities such as transparency, lucidness and brightness. These properties are efficiently understandable and making it an appropriate metaphorical expression.

Metaphorical Mapping

The metaphorical mapping involves transforming the features that are usually related with "crystals" to the required qualities for "skin beauty". "Crystals" are generally known for their purity and clearness. The metaphorical mapping that is being used in this metaphor suggests that the regular use of this beauty cream make the skin of the user more fair and brighter similar to "crystals". The source domain and target domain are represented in the following figure:
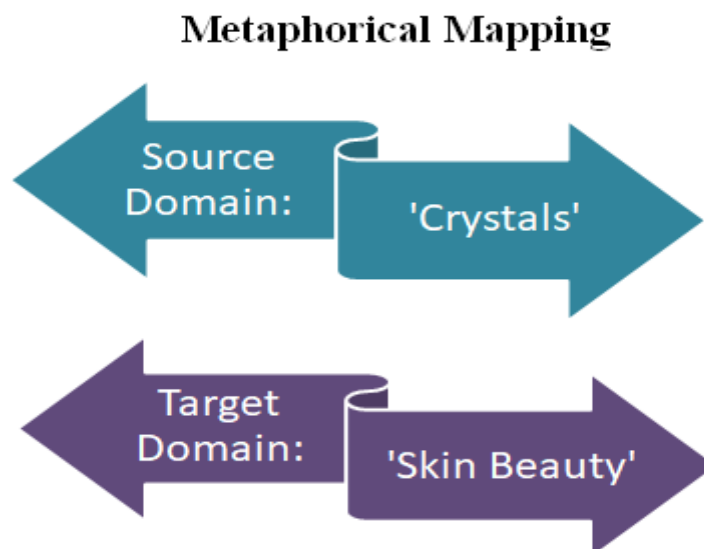

Metaphorical Mapping

Source Domain: 'Crystals'

Target Domain: 'Skin Beauty'

Figure-6: Lakoff and Johnson (1980)

Cultural Schemas

Within Pakistani culture, "crystals" are connected with clarity and lucidity due to their translucent and innate nature. This beauty product advertisement used such type of metaphorical expressions to influence the conception of people by clicking into these cultural schemas.

Cultural Metaphor

In Pakistani society, the significance given to the fair and clear skin shows the beauty standards and expectations of the general public. This metaphorical expression "crystal bright" highlights these standards of ideal beauty and makes it a cultural metaphor.

Cultural Categories

In Pakistani culture, much importance is given to the physical beauty and appearance. The metaphorical mapping between "crystals" and "skin beauty" highlights the cultural categories. This association sheds light on the desired feature of this product that is to get the fair skin after the use of this cream.

Cultural Beliefs

The metaphorical expression "crystal bright" sheds light on the cultural beliefs of people on white and bright skin complexion. The employments of the metaphorical expressions in this advertisement that are presented cultural beliefs improve the attractiveness of this product by associating it with the positive qualities of "crystals".

Cultural Norms

This metaphor sheds light on the certain societal expectations and norms about skin beauty. In Pakistani culture, bright and fair skin color is generally perceived as an ideal beauty. So the products that are promised to provide fair and bright skin are more appreciated and appealing for the audience.

Cultural Values

The metaphor "crystal bright" integrates with cultural values that are clear, bright and flawless skin. In Pakistani society people are obsessed with fair skin complexion so the products that highlight these features are more attractive by the viewers.

Cultural Models

In this advertisement the metaphorical expression of "crystal bright" integrates with the cultural models that classify glowing, spotless and clear skin as the qualities of physical beauty. These models are created according to any specific cultural group to influence the perception of the people about the product that is advertised.

Noor Cream

Figure-7: YouTube Channel

Context: This advertisement is retrieved from YouTube, a social media platform. Noor beauty cream is represented in the advertisement.

Description and Explanation

Metaphors are comprehensively used in the advertisements of beauty creams to convey the advantages of using that beauty product. The advertisement by Noor beauty cream contain lines *larki hai, ya hoor hai? Ya Noor hai?* Translated as ("Is she a girl? or a hoor or a radiance) that are metaphorical. These expressions are used metaphorically. The lines are not directly convey the idea that a girl changed into a supernatural element after using the product instead the metaphorical expression suggest that after the use of this beauty cream the person will get the similar skin of a "hoor".

Source Domain and Target Domain

In this metaphorical expression the source domain is *Noor)* radiance or light) and target domain is "skin beauty". The metaphor sheds light on the outstanding attributes of this beauty product, as the use of this cream change the skin into more glowing and shiny. The utilization of these metaphorical expressions in the advertisement indicates that the regular use of this beauty product improve the beauty of the girl to a celestial bodies.

Metaphorical Mapping

The fundamental metaphorical expressions used in this advertisement are *noor* and *hoor.* The source domain is *noor* and *hoor* for "skin beauty" that is the target domain. The attributes that are usually associated with *Noor* and *hoor* such as purity, brightness, attractiveness and eternally young are mapped onto the concept of "skin beauty". This metaphorical association implies that just as radiance attracts the eye and create lightness into darkness, in the same way the use of this beauty cream increased the beauty of the users and make the skin more fair and flawless. The source domain and target domain are demonstrated in this figure:

Metaphorical Mapping

Source Domain: *Noor* (light) and *Hoor* (celestial figure)

Target Domain: 'Skin Beauty'

Figure-8: Lakoff and Johnson (1980)

Cultural Schemas

In Pakistani culture, the concept of *noor* and *hoor* are metaphorically used to represent the clearness and glow of the skin. This sheds light on the cultural schema of fair skin complexion.

Cultural Metaphor

The use of the cultural or religious expressions such as *noor* and *hoor* represents the cultural perceptions of people about ideal beauty. This cultural association makes this metaphor as a cultural metaphor.

Cultural Categories

In advertisements metaphorical expressions are used to transmit culturally representative narration about the transformation of skin complexion. By using this cream the dull skin is changed into celestial bodies or more beautiful. This metaphor highlights the cultural categories about clearness and fairness of skin.

Cultural Beliefs

In Pakistani society the beauty standards and apprehensions are greatly encapsulated in cultural beliefs and religious practices. In Pakistani culture people beliefs that fair skin color is an ideal beauty standard and people wants to get fair and clear skin.

Cultural Norms

This advertisement considerably influence the conception of people about beauty standards especially the term *hoor* that used in to show the heavenly beauty. The choice of the words used in this metaphor noor and *hoor* are deeply interconnected in Pakistani cultural beliefs.

Cultural Values

In Pakistani culture fair skin color matters a lot which sheds light on the cultural values. The metaphorical mapping used in this advertisement represents physical as well as spiritual purity.

Cultural Models

In Pakistani culture, bright and glowing skin represents the cultural models of ideal beauty. The transformation of skin through this cream implies that the product has the power to change the physical or skin beauty of a person.

Leads Cream

Figure-9: YouTube Channel

Context: This advertisement is retrieved from YouTube, a social media platform. Leads beauty cream is represented in this advertisement.

Description and Explanation

The use of metaphorical expressions makes the advertisement more engaging and appealing for the target customer. In the advertisement of Leads beauty cream the lines (*gora raag hai muskurahat, tareed aur andar ki Khushi ki chaabi, leads beauty cream ki chaabi gumao aur goray raag say nayi Zindagi jagao)* are metaphorical in nature. In this advertisement *chaabi* (key) is used as a metaphor for "fair skin complexion". This metaphorical expression suggests that the fair skin complexion is essential for one's happiness and compliments.

Source Domain and Target Domain

The source (concrete) and target (abstract) domain makes this metaphorical expression more understandable. The source domain is *chaabi* (key) and target domain is *gora raag* (fair complexion). In day to day life *chaabi* (key) gives the access to unlocked places or things.

Metaphorical Mapping

The metaphorical mapping between *chaabi* (key) and *gora raag* (fair complexion) implies the idea that if a person has fair skin complexion is more successful and happy. Through this metaphorical connection the advertisement places a strong emphasis on brighter and fairness of the skin for both societal acceptance and personal delight. The source domain and target domain are described in the following figure:
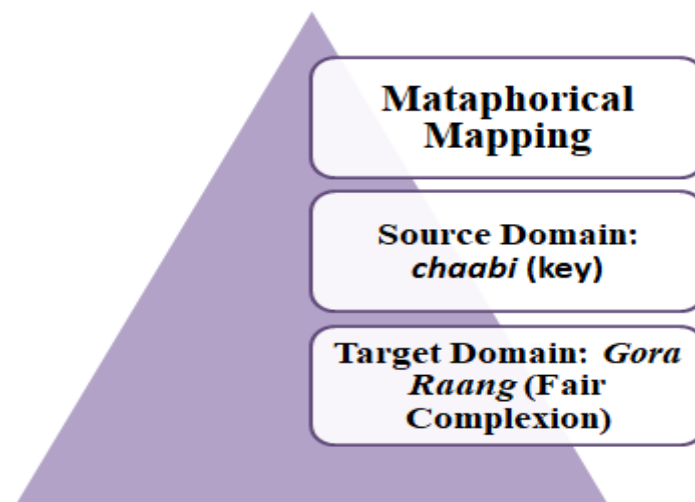
Mataphorical Mapping

Source Domain: *chaabi* (key)

Target Domain: *Gora Raang* (Fair Complexion)

Figure-10**:** Lakoff and Johnson (1980)

Cultural Schemas

In Pakistani society much significance is given to physical appearance of a person and sometimes fair skin color is considered as a root for happiness and success in life. This advertisement reinforces these cultural schemas.

Cultural Metaphor

The metaphorical expression *chaabi* (key) reflects the cultural values, as people wants to become delighted and more successful in their lives. Through the cultural represented of ideas this metaphor become cultural metaphor.

Cultural Categories

The metaphor *chaabi* (key) is used for skin beauty sheds light on the cultural categories of happiness and success. As people placed their most important things in locks and used *chaabi* (key) unlocked it, in the same way this metaphor indicates that the fairness of the skin is precious and it is locked in this cream so with the help of this product people can get the desired outcomes that are fairness and brightness of skin.

Cultural Beliefs

In this advertisement the metaphor of *chaabi* (key) is used for the glow and fairness of skin highlights the cultural beliefs of people about physical beauty. Through the use of this metaphorical expression this advertisement reinforces the ideas that fair skin color is a source of compliments and achievements.

Cultural Norms

This advertisement also sheds light on the cultural norms through the use of metaphorical mapping between *chaabi* (key) and "fair skin complexion". This metaphor highlights the societal expectations and standards about the beauty of a person as fair skin color is crucial for happiness.

Cultural Values

In this advertisement the use of metaphorical expressions shows cultural values and general expectations of people about the beauty of a person. Within Pakistani culture fair skin complexion is associated with achievements and this reinforces cultural values.

Cultural Models

The cultural model of absolute beauty is depicted in this advertisement as a path to get social dignity and confidential level of beauty. It suggests that the extensive use of this cream provides more benefits to the skin in the form of lightness and brightness.

Golden Life Cream

Figure-11: YouTube Channel

Context: This advertisement is retrieved from YouTube, a social media channel. Golden Life Cream is represented in this advertisement.

Description and Explanation

The advertisement of Golden life beauty cream encompasses metaphorical expressions in the line *kubsurti ka jadoo AK pack me* ("The magic of beauty in one pack"). These metaphorical expressions suggest that this product contain magical power to improve the beauty of skin.

Source Domain and Target Domain

In this metaphor the source domain is resolute in the idea of *jadoo* (magic) that socially highlights the supernatural attributes to transform the real world into a fantasy. *Jadoo* (magic) has the power to influence, create and change the real world of beauty. The target domain is "beauty enhancement". This metaphor implies the idea that the use of this product transforms the skin into brighter and fair with the magic of this beauty product.

Metaphorical Mapping

The metaphorical mapping between source domain and target domain involves the transition of the skin beauty that is being guaranteed by this beauty product. The metaphorical mapping suggests that just as *jadoo* (magic) works within a shorter period of time similarly this product works and provides magical results in the form of fair and more glowing skin complexion. The source domain and target domain are shown in the figure below:
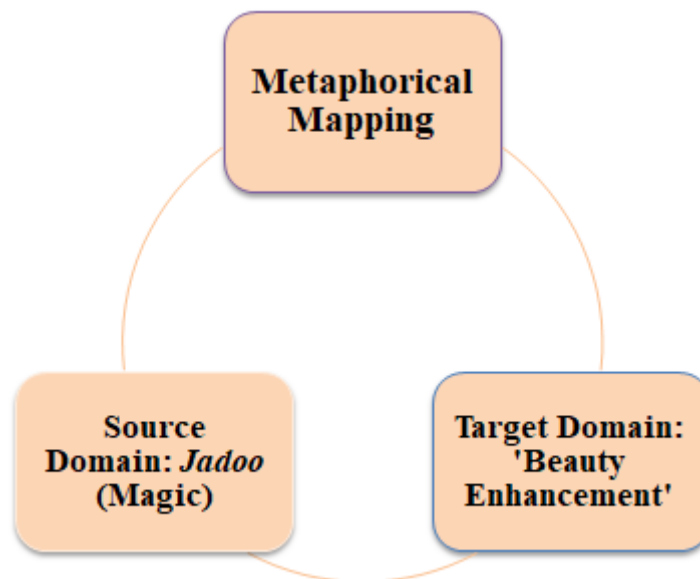

Figure-12: Lakoff and Johnson (1980)

Cultural Schemas

The metaphorical mapping sheds light on the cultural schemas in this advertisement. Within Pakistani culture people believe on supernatural element and on the power of magic.

Cultural Metaphor

The representation of cultural elements makes this metaphor as a cultural metaphor. In Pakistani culture too much significance is placed on skin care and beauty of the person.

Cultural Categories

The metaphorical expression of *jadoo* (magic) for getting brighter and lighter skin complexion resonates with the cultural category of black magic or magic. *Jadoo* (magic) functions in less time span similarly this beauty product transforms the skin into fair and brighter in less time.

Cultural Beliefs

This metaphor also highlights the beliefs of people about skin beauty. This is the general expectation of people to become more beautiful and elegant and having fair skin complexion is one of the sources of personal delight.

Cultural Norms

In Pakistani society fair and lighter skin complexion is associated with the power and dominance in society. Fair skin in also seems as the sign of personal elegance and is mostly desired feature of a person's overall beauty.

Cultural Values

Through the employment of metaphorical mapping this advertisement reinforces cultural values. The cultural Conceptualization of people about *jadoo* (magic) indicates that just as magic functions quickly similarly the use of this cream transforms the dry and dull skin into brighter and glowing skin in shorter period of time.

Cultural Models

Through connecting this beauty product with traditional standards set for ideal figure of beauty that is get fair skin complexion this metaphorical expression sheds light on the cultural model of fair and beautiful skin.

Findings

Metaphors are eminently effective in advertisements as they construct an effective and powerful impact on the target customers. The main goal of the current study is to examine the use of metaphorical techniques in Pakistani social media advertisements and how culture is represented with the use of metaphorical expressions.

Table 2
Metaphorical Strategies

Product (Cream)	Metaphorical Strategies
Fair & Lovely Cream	Source Domain: 'Crystal' and Target Domain: 'Skin Beauty'
Noor Cream	Source Domain: *Noor and Hoor* (light and celestial figure) and Target Domain: 'Skin Beauty'
Leads Cream	Source Domain: *Chaabi* (Key) and *Gora Raang* (Fair Complexion)
Golden life Cream	Source Domain: *Jadoo* (Magic) and Target Domain: 'Beauty Enhancement'

In the advertisement of Fair & Lovely the metaphorical technique is used in the form of "crystals" to represent the beauty of the skin. As "crystals" demonstrated clarity and purity, this concept is mapped into the idea that after using this product the user gets the pure and class like skin similar to crystals.

In the advertisement of Noor beauty cream the metaphorical expression of *noor* and *hoor* (light and heavenly figure) associated with the "skin beauty" suggests that the regular

use of this beauty cream provides the outstanding results in the form of bright and shiny skin. The source domain here is *noor* and hoor and target domain is "skin beauty".

The metaphorical expression *chaabi* (key) is used in the advertisement of Leads beauty cream as a source domain for *gora raag* which is target domain in this metaphor. This metaphor suggests that just as people used key to unlock the most precious things the beauty is also really precious and it is locked in this product so this cream is the key to unlocked the beauty and after its use the person become more happy and successful as fair colour gives the satisfaction and confidence to the person.

The metaphor jadoo (magic) is used as a source domain in the advertisement of Golden life beauty cream to conceptualize the target domain that is "beauty enhancement". This metaphor suggests that just as magic works within seconds in the same way this product provides the amazing results in the form of beautiful skin. This transformation of skin suggests that the product has the magical ability to enhance the beauty of the skin.

The fundamental objective of the present study is to investigate the ways in which cultural aspects are presented in Pakistani advertisements. The upcoming section is about the presentation of cultural elements.

Table 3
Cultural Elements in Beauty Products

Product (Cream)	Cultural Representation
Fair & Lovely Cream	Metaphor 'crystals' describes cultural importance given to clarity and purity of skin
Noor Cream	Metaphor *noor* (light) and *hoor*(a heavenly body) demonstrates religious or cultural beliefs and values
Leads Cream	Metaphor *chaabi* (key) to unlock the beauty describes the cultural significance given to fair skin complexion
Golden Life Cream	Metaphor *jadoo* (magic) indicates the cultural values and beliefs on supernatural elements

The metaphorical expressions are employed in the advertisement of Fair & Lovely reflects cultural values and societal expectations about beauty. This highlights that just as "crystals" are clear and pure similarly the skin of the person must be brighter and pure. If a person has the pure and clear skin is more appreciated within Pakistani society. This metaphorical mapping not only reinforces the beauty standards but also highlights the cultural schemas and cognitive frameworks which create the ideas that fair skin complexion is the most significant part of beauty in Pakistani society.

The advertisement of Noor beauty cream used the metaphor of *noor* and *hoor* to describe the cultural beliefs and values of people lived in Pakistani society. The concept of *hoor* (heavenly figure) is used metaphorically in this advertisement to demonstrate the cultural model of beauty. *Hoor* is known for her outstanding beauty so this metaphor implies that the use of this product transforms the skin into more attractive and brighter.

In the advertisement of Lead beauty cream the metaphorical expressions reflects the cultural categories and models. The metaphor of *chaabi* (key) is used to describe the fair skin complexion. The metaphorical mapping suggests that key is used to unlock the thing that is kept in a lock and which is most important. This reflects the cultural belief that is beauty is most valuable and precious so the key that is represented by this product is used to get the more fair an attractive skin complexion. This metaphor sheds light on the cultural norms and beauty standards that are set by the society as an ideal of beauty and success in life. This metaphor suggests that fair skin complexion is crucial to get the higher social dignity and compliments with Pakistani cultural settings.

The metaphorical expression *jadoo* (magic) is employed in the advertisement of Golden life beauty cream which reinforces the cultural schemas and cultural values. People believe in the power of magic within Pakistani culture, so the metaphor of magic resonates with the cultural beliefs and values. This metaphorical technique suggests that just as magic works within seconds to transforms the reality into unrealistic world or fantasy, in the same way this advertisement demonstrates the concept that the cream has the magical power to change the darker skin complexion into fair and bright skin complexion. All these concepts highlights the cultural values and beliefs.

Conclusion

The current study sheds light on the comprehensive use of metaphors in Pakistani electronic media advertisements denoting their adequacy in communicating memorable and complex messages in a more related and simple way. The whole focus of the current study is on the use of metaphors in Pakistani advertisements. In this study qualitative research method is used and the reason behind the selection of this method is explained in the previous section of methodology in detail. The data for the analysis is collected from YouTube channels through purposive sampling technique and only those advertisements are selected for this study that contain metaphorical expressions and also represent culture. The theoretical framework of this study is a combo of two theories one is Conceptual Metaphor Theory by Lakoff and Johnson (1980) and the other is Cultural Linguistic Theory by Farzad Sharifian (2003). The explanation behind the selection of both these theories is provided in detail in the methodology section. In short Conceptual Linguistic Theory provides the basis to analyze metaphorical expressions and Cultural Linguistic Theory helps to uncover the cultural elements in Pakistani advertisements such as cultural values, norms, models and beliefs. Through a detailed analysis of various advertisements of beauty products the current study has discovered the comprehensive use of metaphors in Pakistani advertisements as an affecting communication device which is being used to communicate the complicated messages of advertisements in more engaging and concise manner. The main objective of the study is to examine the use of metaphors in Pakistani social media advertisements. Metaphorical expressions that usually related to cultural norms, beliefs and traditions are employed in advertisements. In this field this study helps to uncover the ways in which metaphors can be analysed and interpreted in Pakistani cultural settings, allowing advertisers to create the messages of their products in such a manner that can easily resonates with the people of any particular culture. The current study concludes the ways in which metaphorical expressions connected with the cultural settings make the advertisement more interesting and memorable for the viewers.

Recommendations

Though much work has been done on advertisments but still there are a number of aspects which need to be explored in the field of metaphorical expressions. The current study is conducted with the data that is collected from You Tube but there are other platforms such as Facebook, Instagram etc., left behind for future studies. The current study is a cultural based study and only focuses on Pakistani culture but it is recommended that following the same line of action the same research can be conducted quantitatively too and in a comparative analysis with other cultures to understand the emotional connection of the people with the products advertised.

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