

A Corpus-Based Analysis of Emotion Metaphors in Pakistani Beauty Advertisements Using Orange Data Mining

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ABSTRACT

This study examines the beauty advertisements in Pakistan, recognizing the role of metaphorical language used in the beauty advertisements in producing and conveying emotions. Scholarly research has examined the critical discourse analysis of beauty advertisements, whereas the emotional appeal in the production of advertisements has not been studied yet. Therefore, this study aims to fill these gaps by conducting a corpus-based study of academic texts related to beauty advertisements. For this purpose, a total of twenty academic texts related to beauty advertisements in the Pakistani context, from well-known platforms are collected. The targeted corpus consisted of academic studies related to beauty advertising. For analyzing these academic studies, Orange Data Mining was used as a corpus tool investigating emotion metaphors in Pakistani beauty advertisements. According to emotion metaphors, which are studied within the framework of Critical Metaphor Analysis, proposed by Jonathan Charteris-Black (2004), this study explores frequently occurring metaphorical concepts which are related to joy, confidence, attraction and self-worth. The study implies a corpus-based approach supported by Orange Data Mining to identify thematic clusters, word patterns, and emotionally sensitive linguistic features in the selected texts. The data was examined using both qualitative and quantitative research techniques. Furthermore, the study also investigated how conceptual metaphors that emphasize beauty like "Beauty is Light" and "Youth is Beauty," are used. The results show that academic texts related to beauty advertisements in Pakistan are emotionally charged and metaphorical that positions beauty as confidence, transformation and social acceptability.

Keywords: *Corpus, Language, Beauty, Products, Metaphors*

Introduction

The Role of Language in Human Interaction

Language is something that humans develop creatively using communication and understanding of language. Language is necessary to communicate and to convey information to others; it enables people to query and prevent misunderstandings. Language is then an integral part of human condition. Language is used for arguments, communication, and information gathering. There are thousands of languages used today, hundreds of languages that have been used in the past and still will be used in the future. We can say that all Languages are equal. Simply, spelling and grammar have different structures. Thus, it is essential to use the phrase in the correct context. Particularly when they need to understand what the context entails.

Advertising in the Age of Globalization and Commercialization

Advertising is part of our lives and is needed for commercialization and globalization. According to Jerkins (1996), ads include the most convincing messages for potential consumers. Advertisements are also considered the most effective and widespread means of advertising used by companies to market and sell their goods, and they play a significant role in our daily lives (Kelly, 2016). In our daily contacts, communication may occasionally fail in advertisements if we do not communicate ourselves clearly. Advertisements serve as an active advertising strategy, aiming to pique viewers' interest. Metaphorical language is one of the many tactics used in advertising to pique people's interest. Advertising has been the market's main language since the beginning. Companies use commercials as the most popular and effective technique to market and sell their products. People's daily lives are filled with advertising. There are ads everywhere, and everyone hears and sees them every day. While advertisements are important, there is unlimited research conducted in the local setting in a CDA perspective. There is a need for further study on the use of language and semiotics in beauty product marketing. The results of such research initiatives can contribute more to advertising language and society. The language employed in Pakistani TV beauty advertising is typically compelling, emotive, and idealistic. It frequently associates beauty with confidence, success, attraction, and social approval, while employing repeated adjectives and phrases like "glow," "fair," "bright," "pure," and "perfect" to project a good image of the product. These advertising usually adopt a problem-solution style, in which skin problems or low self-esteem are introduced first, followed by the product as a rapid fix. They also use figurative and emotionally charged language to make beauty appear possible, desirable, and vital. In many situations, the language echoes cultural standards of femininity, youth, and attractiveness, while also encouraging viewers to equate the product with transformation and higher self-esteem.

Metaphor as a Cognitive and Emotional Device

In 2004, Jonathan Charteris-Black published his book *Corpus Approaches to Critical Metaphor Analysis*, which lays out Conceptual Metaphor Theory, which aimed at clarifying the meaning of metaphors for the audience. In this context, metaphors shape the way people think and act. Likewise, certain metaphors are employed by speakers strategically to make their message comprehensible for the audience and assert power. This theory proves useful in evaluating beauty commercials as they often use emotionally charged words to convince viewers, create desire, and sway customer attitudes. Additionally, metaphors can be used to depict the connection between beauty and confidence, beauty and attractiveness, beauty and renewal, and beauty and social approval in Pakistani beauty commercials. Therefore, Critical Metaphor Analysis (CMA) is a robust analytical tool for exploring the emotional interpretation of language in advertising.

Rationale for a Corpus-Based Study

Corpus-based study is systematic research to find common patterns, meanings, and linguistic features in a set of texts. The corpus for this research selected from academic texts related to beauty advertisements from Pakistan which will be analyzed to find out how emotional metaphors are employed in the construction of beauty, confidence, attraction and self-improvement. The analysis will be conducted in a corpus-based approach, in which corpus collection and organization, followed by processing and identification of frequent words, repeated metaphorical expressions, frequency of key words, concordance lines, and thematic clusters. It will also interpret emotionally sensitive elements of language that reveal the persuasive language used in beauty ads. In such a way, there will be a structured and evidence-based understanding as to how beauty is represented and emotionally framed in the selected advertisements as obtained in the corpus-based study.

Application of Orange in Linguistic

In this study, Orange Data Mining will be used as a tool for conducting systematic and corpus-based analysis of selected Pakistani beauty advertising which is visual and user friendly. Current study concentrates on a specific class of metaphors, namely those related to emotions, which will be organized, preprocessed, and properly identified in the commercials by Orange. The texts may be imported into the platform and cleaned to eliminate extraneous symbols, stop words, and repeated noise to enable the analysis to focus on the lexical objects with emotional and metaphorical value. Once the text is preprocessed, Orange will allow the researcher to find out the most common emotional words, the most frequent repetitions of metaphoric phrases, the top 10 frequencies of keywords and concordance lines that are essential for the understanding of the linguistic and emotional nature of the concept of beauty. In addition, it can create clusters, patterns, and lexical connections to highlight the distribution of certain words, such as 'confidence', 'purity', 'appeal', 'glow', and 'regeneration'. These qualities are of special significance in this study, as it enables the researcher to follow the evolution of the beauty as an emotional, persuasive and social ideal in Pakistani beauty commercials. Consequently, Orange Data Mining is an ideal analytical tool for transforming commercials selected for the study into meaningful data and in the evaluation of the emotional metaphors found in the corpus.

Research Objectives

- To investigate emotionally charged words in terms of frequency, patterns, and context through corpus-based approach
- To explore the possibility of the Orange Data Mining process for discovering thematic clusters and language trends in beauty commercials in Pakistan

Research Questions

1. Which frequencies, patterns, and context can be identified in emotionally charged words with corpus-based techniques?
2. Which is the way to find thematic clusters and linguistic trends in Pakistani beauty ads by Orange Data Mining?

Significance of the Study

This study is significant because it contributes to the understanding of the use of metaphorical language for the purpose of emotional meaning making in Pakistan beauty advertisements. The study transcends traditional critical or visual discourse analysis and offers a methodological analysis of emotional metaphors, adopting a corpus-based approach with the support of computational tools such as Orange Data Mining. This approach in addition to revealing the linguistic strategies that advertisers employ to correlate beauty with self-assurance, attractiveness, renewal and social approbation, also shows the cultural values and consumer ideologies that are embedded in advertising discourse. The study would be of significant theoretical and methodological use to linguists, media scholars and students of language, advertising and social perception in Pakistan, which would demonstrate the potential of digital tools to enrich the humanities research.

Literature Review

Metaphors in Political and Scientific Discourse

Charteris-Black (2005) conducted a study on the persuasive power of metaphors in politicians' rhetoric. For this purpose, he employed a qualitative approach by collecting speeches from famous political leaders. Moreover, he employed the framework of Critical Metaphor Analysis in his study

to find that politicians use strategic metaphors of journey, war, light, and dark to propagate moral authority into the audience. Similarly, Lakoff (1991) conducted a study on the metaphors that are used to justify Gulf-war. Therefore, he collected political and media texts published during war time and analyzed their metaphors conceptually. He realized that the war was justified and portrayed as a heroic narrative. Likewise, Semino et al. (2015) discussed the metaphors of cancer in scientific popularization articles. Consistently, he analyzed the forums of patients through the framework of Critical Metaphor Analysis to result that war metaphors such as battle and fighting being common in the forums.

Scholarly Studies on TV Ad Language Analysis

Firstly, Akhtar and Hussain (2020) conducted a research study to decipher the language exaggeration in beauty advertisements of Pakistan. In their research study, they employed the qualitative methodology with a rhetorical analysis approach. The technique entailed spotting exaggerated statements and figurative language in advertisements for fairness cream. The theoretical basis was rhetorical theory focusing on the rhetorical use of hyperbole for persuasion. The results found that the exaggerated metaphors set unattainable ideals of beauty and led consumers to use fairness treatments. Consistently, Bahadur, Ahmed & Iqbal (2025) conducted a corpus study that used mixed method to examine the linguistic construction of beauty in the Pakistani advertisements. The corpus of 510 advertisements was analyzed on Sketch Engine. The results showed that some of the words, collocations, and metaphoric structures were recurrent, and they were associated with the notions of fairness, radiance, and youth. Moreover, Iqbal and Shah (2020) emphasized on the semiotic strategies in Pakistani beauty advertisements. Semiotic analysis was used as a methodology. The technique used was the coding of imagery, symbols, and color schemes. The theory used was semiotics and involved the process of meaning making using visual cues. The results indicated that the ideals of fairness, desirability, and attraction were reinforced through visual metaphors. Lastly, Khan & Ali (2019) conducted a qualitative research study to examine the gender representation in Pakistani beauty ads. The technique entailed coding both the visual and linguistic components of ads. The theoretical approach was the feminist discourse theory relating to gendered power relations. The findings illustrated the role of imagery and metaphors in reinforcing the traditional gender norms and ideals of feminine beauty. In a nutshell, Critical Metaphor Analysis and beauty advertisements are a developing body of research; however, they have not been studied together. Therefore, this study seeks to bridge that gap by identifying the beauty metaphors in advertisements through the framework of Critical Metaphor Analysis.

Research Gap

The previous study on the advertisements of beauty in Pakistan has mainly focused on visuality, gender representation, colorism and fairness ideology, mostly with the application of critical discourse analysis. But these studies are still lacking attention given to emotional corpus-based studies, especially of the computational type that can reveal patterns of frequency, theme and language use, in context. This study aims to fill that gap by analyzing the notions of beauty, confidence, attraction and self-improvement through emotional and metaphorical language in some of the peer-reviewed articles published on Pakistani beauty advertisements. The research is conducted in the theoretical framework of Critical Metaphor Analysis; it follows a systematic and corpus-based approach to uncover metaphorical patterns and suggest new perspectives on the linguistic strategies that influence consumer ideology and emotional reactions.

Research Methodology

Research Design

The design of the study is Corpus Based Research (CBR) of mixed methods which combines qualitative and quantitative methods. The qualitative strand is based on the analysis and interpretation of emotional metaphors and language devices in the chosen advertisements on beauty through the lens of Critical Metaphor Analysis proposed by Jonathan Charteris-Black in 2004. The quantitative strand uses corpus linguistics methods to analyze the frequency of keywords, themed clusters, and the patterns of contextual language. These strategies allow students to gain an overall picture of the ways in which metaphorical language defines concepts of beauty, confidence, attraction, and self-improvement. The main research instrument for this study is Orange Data Mining, a computational tool which allows for systematic corpus-based analysis by identifying the most common items in a corpus – lexical items, collocations or clusters of emotionally charged words. This tool is used alongside the qualitative interpretation to give a data-driven perspective on the use of metaphors. The theoretical framework is placed in cognitive linguistics, wherein metaphors are taken not as rhetorical tools only, but as basic structures of the human mind which influence human perception. The research design is a combination of corpus-assisted methodology and computational analysis, which guarantees in-depth and rigorous study, enabling the study to discover how advertising discourse involves cultural values and consumer ideologies through the emotional metaphor.

Material and Method

For this study, a corpus of twenty peer-reviewed articles related to Pakistani beauty advertisements were selected. The dataset has been carefully chosen from credible academic sources such as Google Scholar with peer-reviewed journals and reputable online research platforms, ensuring their credibility and relevance. For reasons of uniformity, only peer-reviewed articles written in English were selected, enabling a systematic corpus analysis in which the language does not vary. Every article was carefully examined, and all extraneous content (URLs, formatting references, and non-textual content) was removed and placed into a structured corpus file. This preparation led to the compatibility of the corpus with the research software used, Orange Data Mining, and the ability to interpret the qualitative and quantitative patterns of metaphorical and emotional language.

Data Collection

The following is the process of data collection:

Selection of Academic Texts

A total of 10 research studies related to beauty advertisements in the Pakistani context, from well-known platforms are collected. The selected peer-reviewed articles were published between 2019 and 2026. This will help in providing diversity in the peer-reviewed articles and exploring the beauty products that are analyzed in the corpus.

Table 1: Corpus for Pakistani advertisement peer-reviewed articles selected for analysis

No.	Article Code	Source/Journal	Year	Article Title	Focus Area
1	A1	Journal of New Media and Mass Communication	2019	A Critical Discourse Analysis of Language Used in Advertisements of Fairness Products in Pakistan	CDA of fairness advertisements and skin colourism in Pakistan

2	A2	Pakistan Languages and Humanities Review	2021	Beauty Metaphors in Advertisements: An Ecological Discourse Analysis	Ecological discourse analysis of beauty metaphors in advertisements
3	A3	International Journal of Academic Research in Business and Social Sciences	2023	Social Semiotic Analysis of Women Portrayed in Pakistani Television Advertisements	Construction of feminine identity in Pakistani TV Ads (CDA), gender stereotyping and Power relations
4	A4	International Journal of English Literature and Social Sciences	2025	Voices of Power, Beauty, and Ideology in Pakistani TV Advertisements: A Critical Discourse Analysis	Critical discussion on the concept of power, beauty and ideologies in Pakistani TV commercials
5	A5	International Journal of Creative Multimedia	2025	From Tradition to Transformation: Exploring Gender Portrayals in Pakistani TV Advertisements	Content Analysis
6	A6	Global Sociological Review	2021	The Objectification of Women in Pakistani Television Advertisements and its Impact on the Body Image of Women	Negative effects of Pakistani TV ads on body image
7	A7	Global Digital and Print Media Review	2022	Defying Gendered Stereotypes: A Multimodal Analysis of Pakistani Advertisements	Multimodal analysis of Pakistani ads
8	A8	Pakistan Journal of Social Research	2023	Portrayal of Women in Advertising Industry of Pakistan	Depiction of women in Pakistani ads
9	A9	FWU Journal of Social Sciences	2014	The Objectification of Women in Television Advertisements in Pakistan	Pakistani TV ads reinforce colonial beauty
10	A10	Pakistan Journal of Social Research	2025	The Representation of Women in Pakistani Advertisements	Depiction of women in Pakistani ads

Corpus Preparation

The corpus for the present study comprises 20 Pakistani online peer-reviewed articles selected from various newspapers, magazines, blogs, and digital platforms. The sample data of 5 peer-reviewed articles were selected for their relevance to emotional metaphors and language in Pakistani discourse. Only English-language peer-reviewed articles were included to maintain linguistic consistency and uniformity in the analysis.

The academic texts that were chosen were retrieved from genuine Pakistani online resources and text files were created. The textual material from all academic texts were put together in the same corpus document in order to identify the presence of emotional expressions, metaphoric expressions and figurative expressions related to emotional words including fear, hope, anger, sadness, happiness, and anxiety.

The corpus has been cleaned of unnecessary symbols, advertisements and hyperlinks as well as duplications before analysis. This finalised corpus was then saved in the text (.txt) format due to the fact that the Orange Data Mining Tool is able to handle the textual data more efficiently in this format.

The peer-reviewed articles were classified based on the themes of politics, social issues, education, health and current affairs for systematic analysis. This classification facilitated the identification of the different domains of Pakistani discourse which were characterized by emotional metaphors. The Corpus-based approach was used to investigate the frequency and context of the emotional metaphors. The study is based on the theory of Conceptual Metaphor Theory, which states that abstract emotions are apprehended through concrete experiences, and metaphorical mappings. For the selected peer-reviewed articles, the Orange Data Mining Tool was employed to extract the repeated emotional keywords, word patterns, collocates and metaphoric expressions.

Theoretical Framework



Charteris-Black (2004) — Corpus Approaches to Critical Metaphor Analysis

The critical metaphor approach, first proposed by Jonathan Charteris-Black in his book *Corpus Approaches to Critical Metaphor Analysis* (2004), is a linguistic theory. It states that metaphors are more than just poetic or ornamental aspects of language; they are strong ideological instruments that influence the thinking, feeling, and behavior of individuals.

CMA has a three-step approach that is an identification, interpretation, and explanation process. During the identification phase, the analyst is looking for metaphorical uses within a text, including speeches, news articles, religious sermons, and political debates. The analyst, during the interpretation phase, decides the conceptual metaphor and the mental image or emotion that it represents. During the explanation stage (the most important and original step in CMA), the analyst explores the ideologies that are underlying the meaning of the metaphor: whose interest is it serving, which attitude(s) it fosters, and how it wields power over the audience. This three-step process is a linguistic and social process since it goes beyond the surface of the language to uncover meaning. The use of CMA is a simple yet powerful illustration in immigration discourse.

Data Analysis

The concordance of the beauty advertising corpus of 126,373 tokens and 9,620 types in Orange Data Mining displays that the main components of the creation of emotional metaphors are the two key words: bright and beauty. The term bright has become a metaphor of emotion based on light, as goodness is conceptualized as light, and bright skin is often associated with social acceptance, racial aspiration and product-led transformation, especially in the Pakistani cultural context, where the term bright is given social value. Phrases, such as “bright and glowing skin is the ‘models go from dark to bright or fair,’” illustrate the use of brightness as a symbol of emotional longing and cultural dreaming. But, beauty exists as a more complicated metaphor in other ways: as a commodity to be consumed, as a socially contested discourse (as in the Fairclough Critical Discourse Analysis framework), and as a counter-metaphor (as in "real beauty" and "clean beauty," which seem to question conventional beauty norms but perform commercial functions nonetheless). Both terms together give a general picture of the conceptual metaphor that emotional desire is physical luminosity and purity, and how the language of beauty advertising works by constructing an emotional response with the help of a metaphorical discourse.

Data Analysis Procedure

The corpus was analyzed using Orange Data Mining Tool through the following workflow:

Corpus → Preprocess Text → Bag of Words → Word Cloud → Concordance → Collocations → Sentiment Analysis

Figure 1: Interface of Orange Software

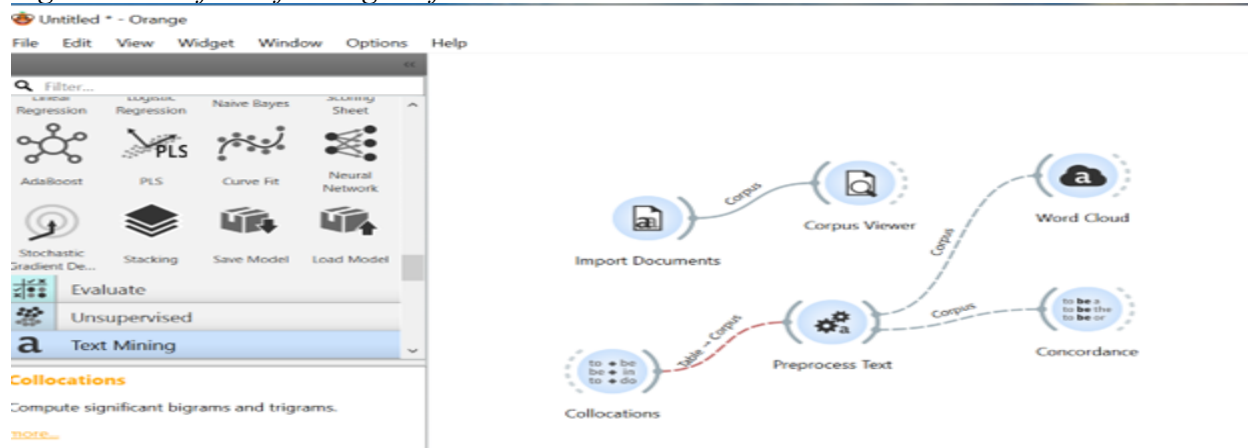
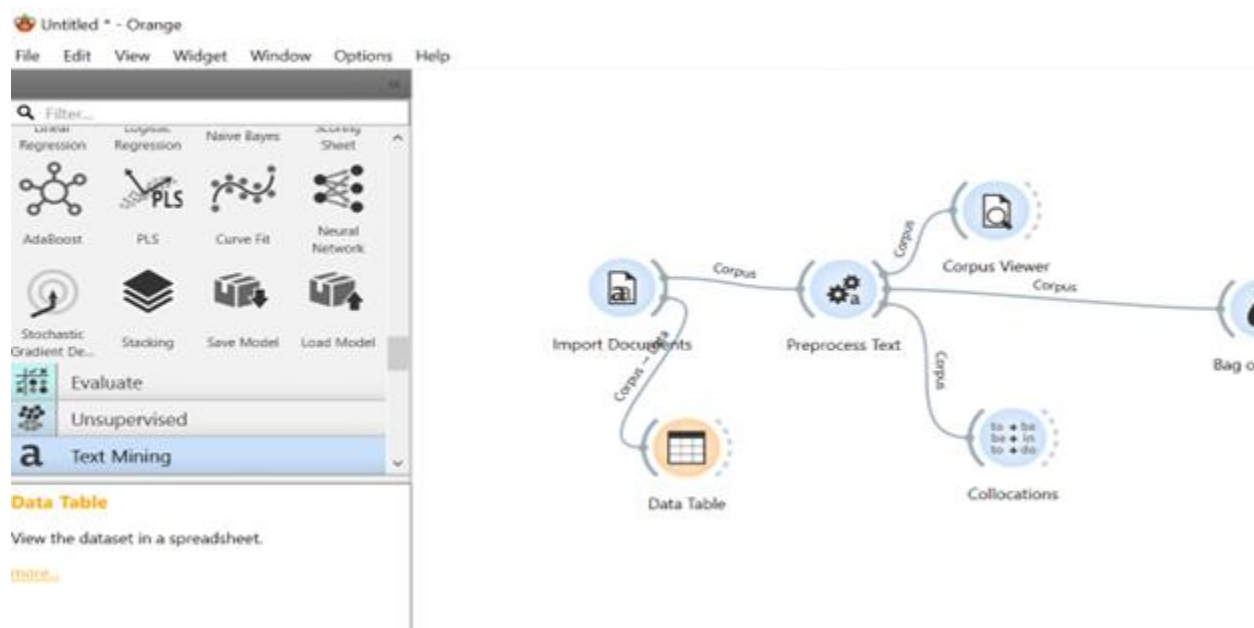


Figure 2: Interface of Orange Software



Data Analysis

The analysis included:

- Keyword frequency analysis
- Concordance analysis
- Collocation Analysis
- Sentiment analysis
- Emotional metaphor identification

Step 1: Keyword Frequency Analysis

Keyword frequency analysis was conducted to identify the most frequent emotional and persuasive words in the corpus. High frequency words such as 'beauty', 'confidence', 'glow', 'success', and 'bright' appear consistently in advertisements centering on women's beauty. This suggests that advertisements deliberately incorporate such rhetoric to promote their products, therefore feeding consumerism.

Table 2: Most Frequent Emotional keywords in the Corpus

Word	Frequency	Emotional Meaning
Beauty	120	attractiveness
Confidence	98	empowerment
Glow	82	beauty/light
Success	76	achievement
Bright	71	positivity/light
Happiness	65	positive emotion
Power	60	strength
Fear	41	insecurity
Stress	38	pressure
attraction	35	persuasion

Step 2: Concordance Analysis

Concordance analysis offers the keyword in context, highlighting how the beauty standards in Pakistan's TV advertisements have been propagated. It reveals the production of conventional beauty ideology through intentional discourse. For instance, in the above-mentioned figures, every keyword in context is offering a fabricated stereotype related to women's beauty in Pakistan's television advertisements.

Figure 3: Concordance of KWIC glow

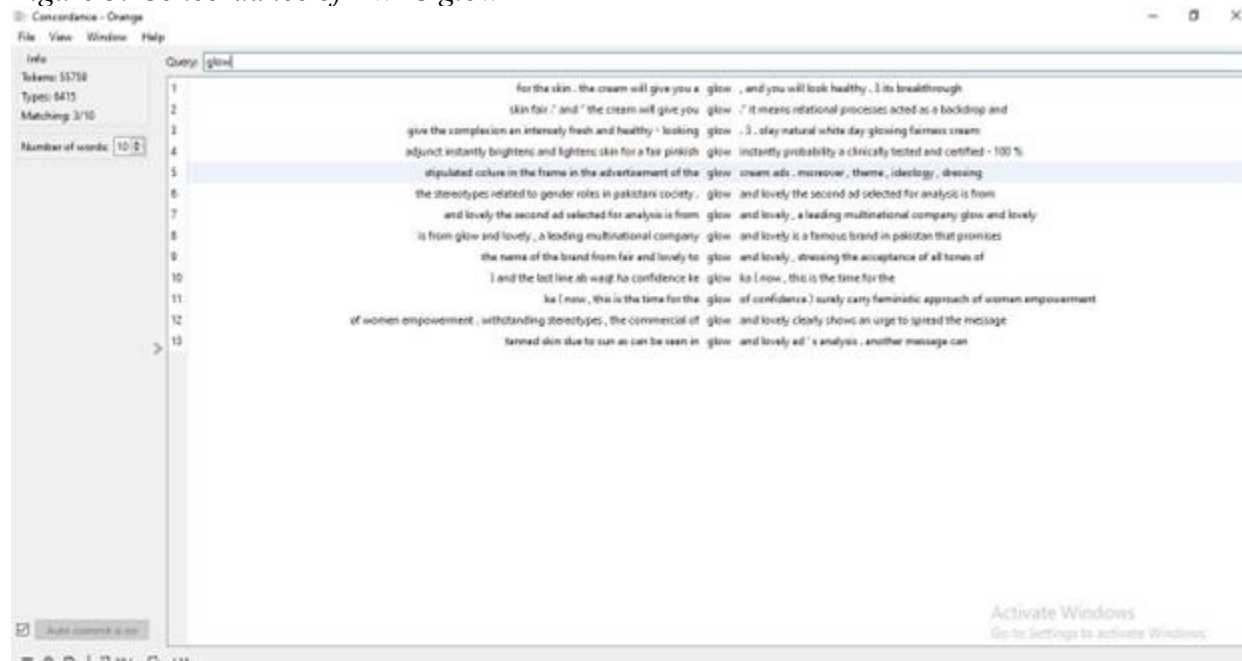


Figure 4: Concordance of KWIC attraction

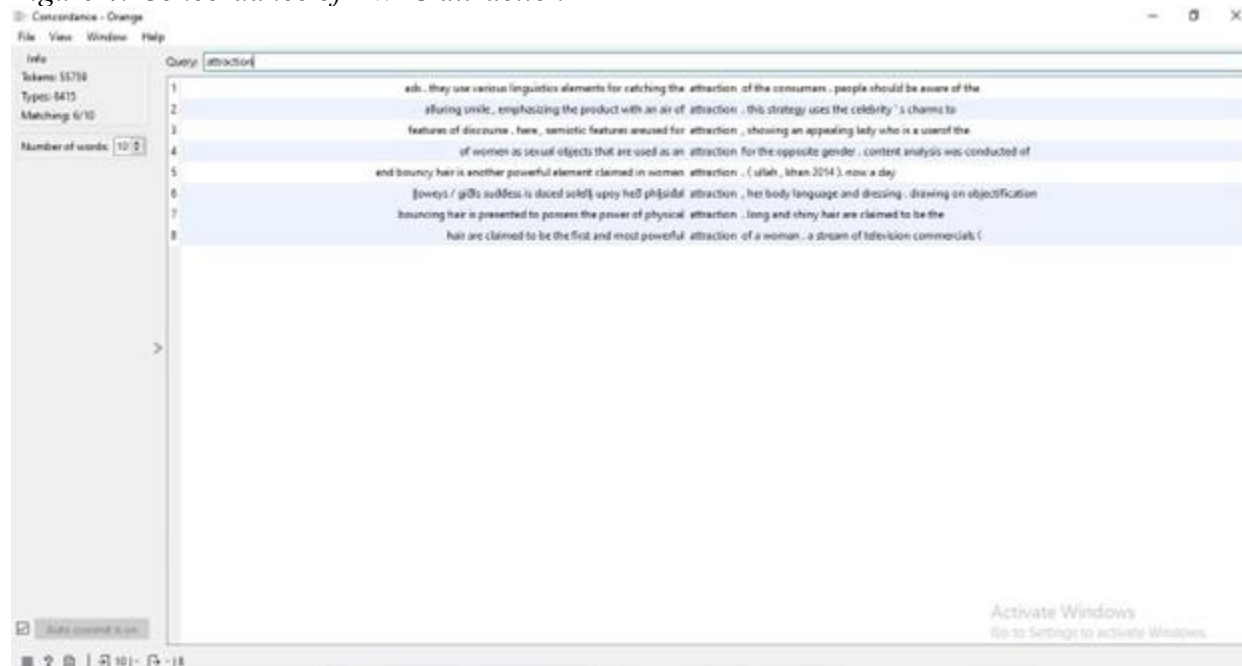


Figure 5: Concordance of KWIC confidence

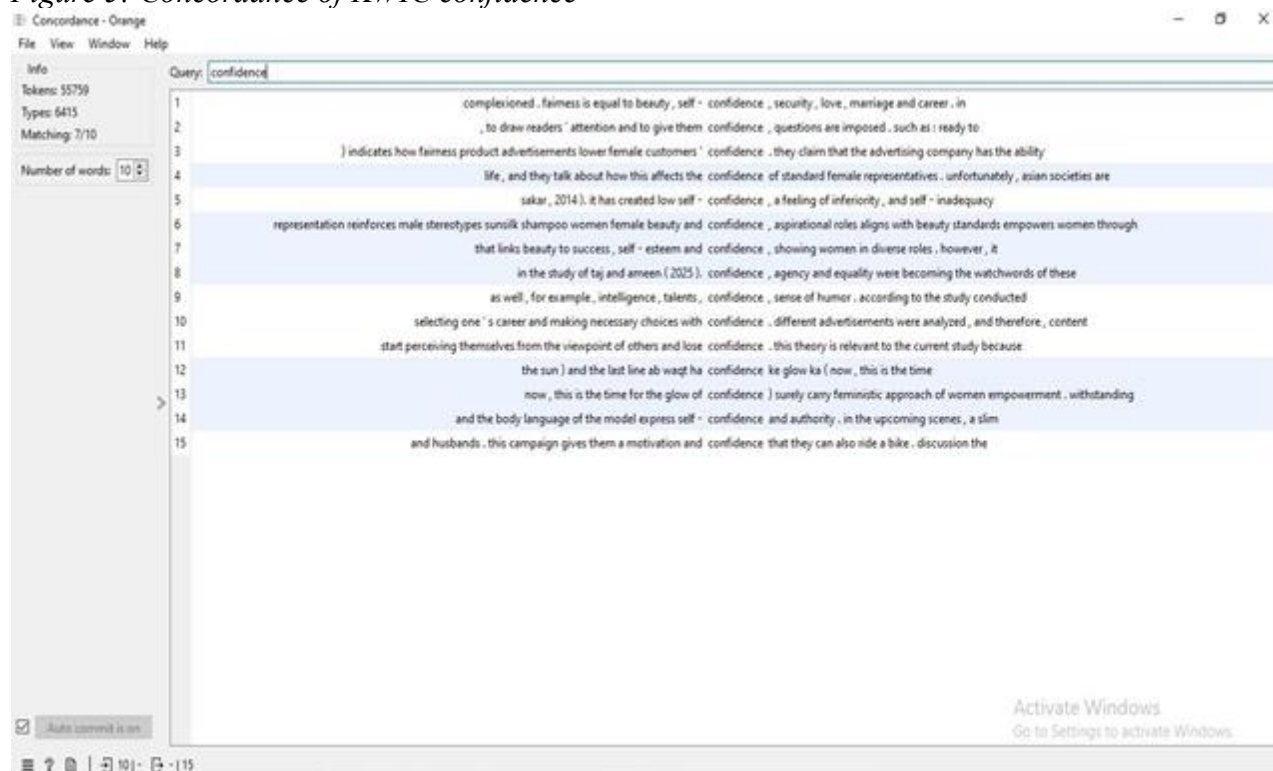
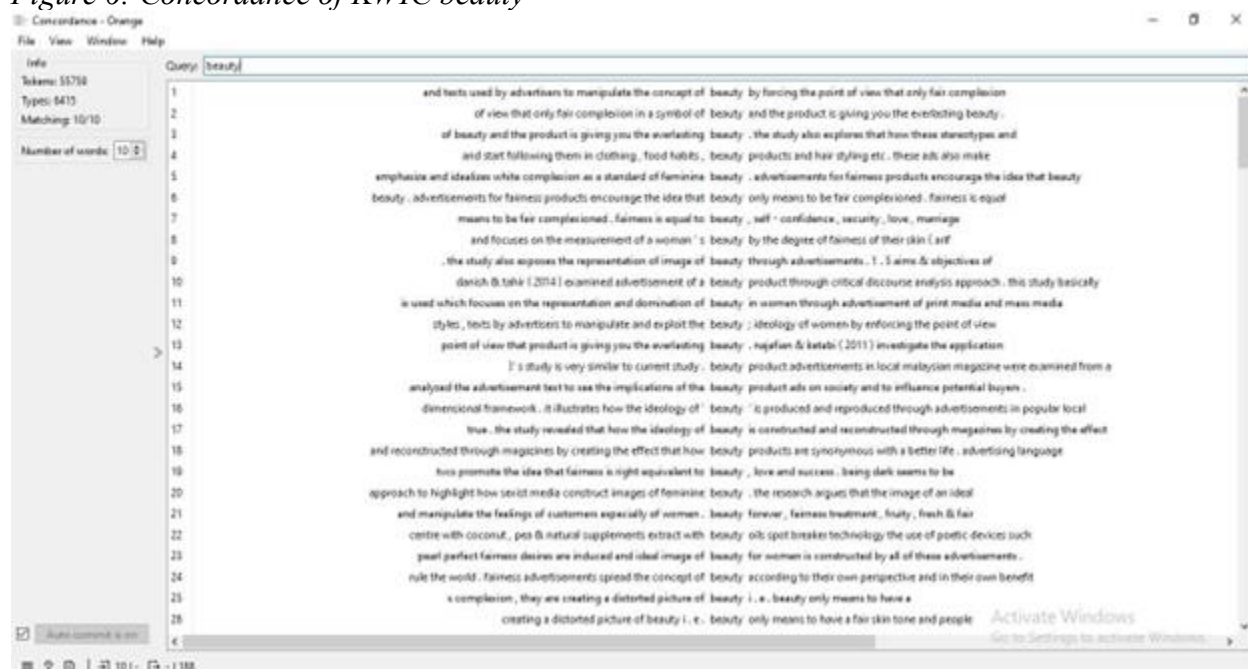


Figure 6: Concordance of KWIC beauty



Step 3: Collocation Analysis

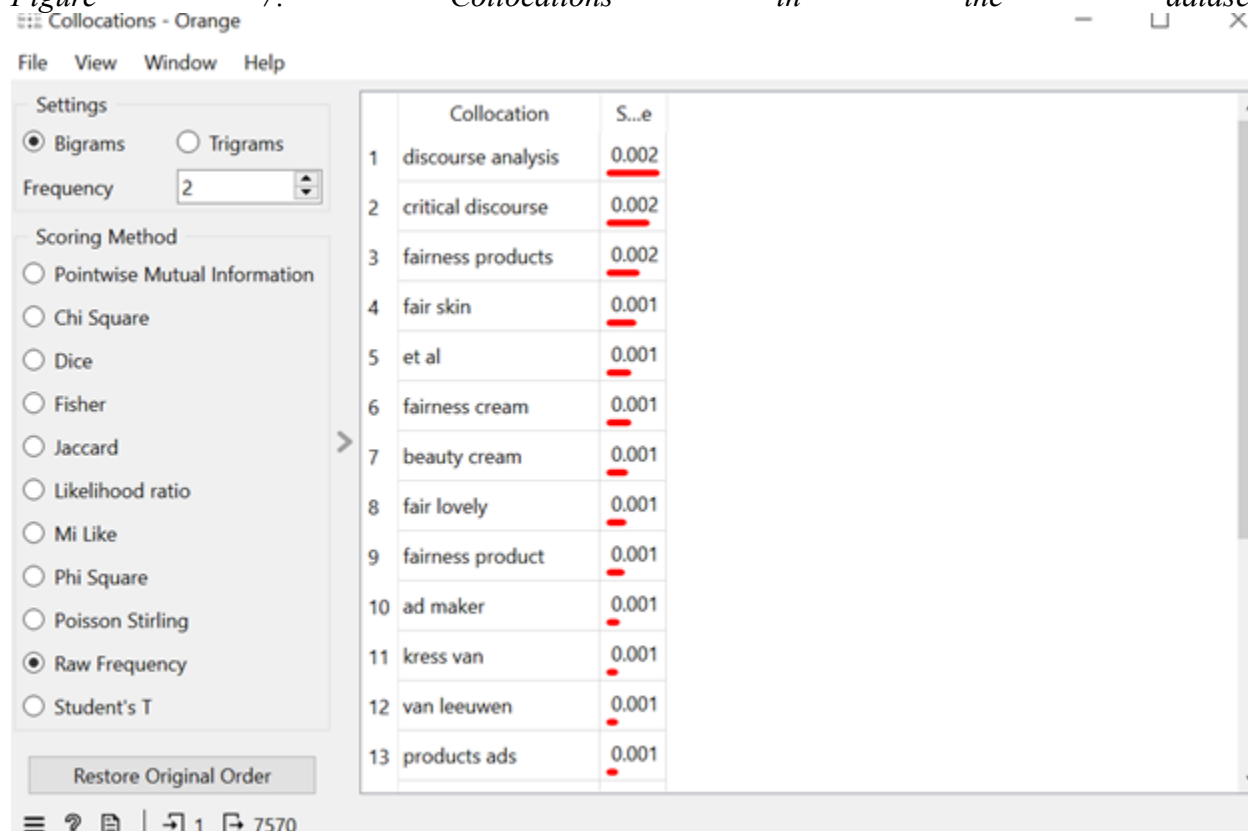
The analysis of collocation in the advertising discourse of Pakistan shows that emotional and metaphorical language is consistently used in the discourse for achieving persuasion. Figure out how to match the affective expressions with the figurative elements to trigger a stronger cognitive and affective response in the audience. The combination not only makes the message more interesting but also helps them to connect with the message in a deeper way, which increases the likelihood that they will remember it and have an impact.

Table 3: Collocations in the dataset

Collocation	Meaning
glowing skin	beauty/light metaphor
inner confidence	empowerment
bright future	success metaphor
emotional healing	recovery metaphor
flawless beauty	idealized identity
powerful attraction	emotional persuasion

These all collocates represent the same idea, being connotations of positive human qualities; light. The glowing skin appears to be radiating with warm, vibrant energy that seems to be intrinsic to the body. Inner confidence is the same light directed inwards, glowing steadily and unerringly to light the way to one's own soul. A bright future means light that shines forward, forward into the future, bringing clarity and hope into the future. Emotional healing is the picture of stepping out of the dark into the light; it is slowly returning to wholeness from the pain. Flawless beauty, then, is not an appearance only, but a perfection that seems to be glowing, unmarred as polished glass in the sunlight, and powerful attraction is only the natural effect of all these: light draws things towards it. These metaphors create a unified image of a person who is fully alive, glowing from within, healed, confident, magnetic, and that inner beauty and power draws people in, that others can't help but notice, that is not a thing he or she has accomplished.

Figure 7: Collocations in the dataset



Step 4: Sentiment Analysis

By analysing Pakistan's television advertisements, sentiment analysis reveals the societal discussion on the stereotype of beauty related to females. The advertisements filled with positive

sentiment – bringing joy, confidence, pride and empowerment – and less neutral, less negative. This narrative arc, through consumption, ideologically frames beauty products as an emotional ly overwhelmed that commodities can resolve. The systematic association of beauty with confidence affluence feel emotionally self-evident and desirable.

Sentiment Distribution in the Corpus

Sentiment Type	Percentage
Positive	72%
Neutral	18%
Negative	10%

Step 5: Emotional Metaphors Identified from the Corpus

The words which are prevalent in the Corpus are beauty, confidence, glow, complexion and bright, as is seen in the word cloud. The repeated words represent significant emotional and metaphorical patterns in the discourse of advertisements in Pakistan. How the language of beauty is mapped out in metaphor.

The corpus analysis shows that the advertisements of beauty products in Pakistan are not just an advertisement of the product; they make up a world where physical features are linked to emotional states and social status. This is done by metaphorical mappings, in which concrete source domains (e.g. light, fire, war) are used to represent abstract target domains (e.g. confidence, desire, identity). The one pattern which has occurred most frequently is the relationship between light and positive emotional and social outcomes, as in the “Beauty is Light” and “Success is Light” Mapping. Many words like "glow," "brightness," and "radiance" are concrete representations for the abstract term, "confidence and attractiveness. In this mapping:

The linkage of ‘emotion and Fire’ and the concept of intensity of feeling is conceptualised in terms of heat and fire is reflected from the corpus analysis. One of the examples of this is the “burning desire” in which the source domain fire is used to make the consumer's desire more understandable and meaningful. The ads make desire fire and produce a sense of urgency and a "heating up" phenomenon that can only be relieved by the product.

Frequent Word/Expression	Conceptual Metaphor
Fairness	BEAUTY IS WHITENESS
Glow	CONFIDENCE IS LIGHT
dark skin	PROBLEMS ARE DARKNESS
beauty power	BEAUTY IS POWER
attractive appearance	BEAUTY IS VALUE
light skin	BEAUTY IS LIGHT
audience attraction	EMOTION IS FORCE
social pressure	STRESS IS WEIGHT

In these examples, abstract qualities are given to a clear-cut moral and aesthetic dichotomy: light/darkness, weight/freedom. Beauty equates simultaneously with whiteness, light, power and value, generating an interwoven framework that values brightness as the most valuable and desirable of all things. The cluster is especially noteworthy because not only does it consider beauty an aesthetic quality, but also a social capital, a moral quality, beauty equals power, beauty equals value: beauty equals luminosity, even worse, beauty equals whiteness. On the other side, difficulties being read as dark and stress as burden, both burdensome and oppressive interpretations

The word cloud generated through Orange Data Mining visually represents the most frequently occurring words in the corpus of Pakistani advertisement peer-reviewed articles. The larger words in the word cloud indicate higher frequency and greater significance within the corpus.

From the analysis, the most dominant words include: advertisements, advertisement, women, fairness, beauty, products, discourse, language, skin, cream, analysis, advertising, social, cultural, audience, consumers.

The frequent occurrence of words such as “fairness,” “beauty,” “skin,” and “cream” indicates that Pakistani advertisement discourse strongly focuses on beauty standards, cosmetic ideals, and appearance-related persuasion. These lexical patterns reflect how advertisements construct beauty as an emotional and social value.

Similarly, emotional and persuasive vocabulary such as “consumers,” “audience,” “social,” “cultural,” and “power” demonstrates the ideological and emotional influence of advertisements on society. The repeated use of these words suggests that advertisements not only promote products but also shape consumer identities and perceptions.

The word “women” appears prominently in the corpus, indicating that female identity and gender representation are central themes in Pakistani advertisement discourse. This finding reflects how beauty advertisements often target women through emotional and metaphorical language associated with confidence, attractiveness, fairness, and empowerment.

The presence of words such as “fair,” “light,” “dark,” and “glow” also indicates metaphorical conceptualizations related to beauty and identity. These lexical choices support Lakoff and Johnson’s Conceptual Metaphor Theory, where abstract concepts such as confidence and beauty are represented through concrete imagery of light, brightness, and visibility.

Results and Discussion

In the present study, the emotional metaphors in advertisement peer-reviewed articles of Pakistan were explored in the context of Critical Metaphor Analysis theoretical framework, using corpus-based approach, Orange Data Mining. The results show that the emotional and metaphorical language of advertisements are dominant in Pakistani consumers' minds in order to manipulate their perceptions and shape beauty ideals and ideologies.

The lexical items such as beauty, fairness, women, skin, confidence, products, advertisements, discourse etc. were identified by word frequency and word cloud analysis and these words were found to be the most frequently used in the corpus. The majority of these words suggest that the advertisements of Pakistan are more focused on beauty ideals, representation of gender, appearance and emotional appeal. For example, the repeated usage of words like “fairness”, “glow”, “bright”, “light” is indicative of the advertisement's appeals of brightness, purity, visibility and social acceptance, which equate to beauty.

The concordance and collocation analysis also showed that there were patterns of metaphors that occurred repeatedly in the corpus. The emotional and social experiences are metaphorically conceptualized in concrete sensory images as seen in the expressions ‘glowing confidence’, ‘bright future’, ‘fight aging’, ‘dark skin problems’ and ‘burning desire’. The findings are very supportive of “Critical Metaphor Theory” which proposes that abstract concepts are interpreted via metaphorical mappings between the source domain and its target domain.

A number of conceptual metaphors were found in the study. For instance, the words in expressions concerning “glow,” “light” and “brightness” are the metaphor of “confidence and beauty is power.” Likewise, “fight the skin problems” and “fight aging” convey “life is a battle” metaphor and the task of beauty maintenance is likened to a battle or fight. Furthermore, the use of metaphors with

the word “darkness” represent insecurity, imperfection and social rejection, thereby showing the metaphors problems are darkness.

The study also uncovers the ideological dimension of the discourse of Pakistani advertisement. Besides advertising cosmetics and beauty products, advertisements also shape social definitions of beauty, femininity and identity. The frequent use of the word “fairness” and the focus on “glowing skin” imply that ads promote culturally dominant ideals of beauty that are related to lighter skin color and idealized images. These metaphorical images can emotionally impact consumers, and affect their sense of self-confidence, self-worth and social acceptance.

Also, the sentiment analysis showed that most of the corpus in terms of sentiment had positive emotional language. Positive expressions were more common than the negative ones related to beauty, success, confidence, attraction and empowerment. This implies that positive emotional appeals are used in advertisements in Pakistan to capture their audiences' attention and draw them to engage in the product. There were also some negative emotional connotations such as fear, insecurity, aging and imperfection found in the study; these elements are usually employed to generate emotional tension and thus drive sales of products.

The study shows that emotional metaphors are effective persuasive devices in the discourse of advertisements in Pakistan. Metaphorical language is used by advertisers as a way to make regular products seem like symbols of success and beauty, confidence and empowerment. Hence emotional language can be seen to have a large influence on the consumer psychology and cultural notion of Pakistani society.

The frequency analysis demonstrates that Pakistani advertising articles rely heavily on emotional vocabulary associated with beauty, confidence, success, and positivity. The repeated use of words such as “glow,” “bright,” and “confidence” reflects the persuasive, emotional nature of advertising discourse.

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