

Exploring the Role of Humorous Dialogues in Advertisements of Pakistani Network Companies: Analysis of Discourses through Multi-Modal Critical Approach

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Abstract : The contribution of the study is to explore the important part of humorous dialogues in cellular network advertisements. This promotes the message of valuable construction and promotion of network companies in Pakistan that employ different and broad techniques to give promotion to selling products. It merely instigates the consumers to buy it. The results of the study after analysis of its collected data gives a vision that advertisers of network advertisements use humorous dialogues as a significant device to the greater level. The source of entertainment in the advertisement is accompanied by the texts and humorous discourses to influence buying decisions of the consumers. Therefore, it tends to neutralize personal and social based values. The earlier contribution of scholars presented that the technical employment of humorous devices leads to the successful market of the relevant products. In order to analyze the humorous discourse devices, the approach of multi-modality of Fairclough (1989) is used. It is accompanied by the framework of Kress and van Leeuwen's (1996). It analyzes the visual graph of the grammar. The overall findings in the study verified the role of humorous devices in the captivation of consumers' decision to buy the product that interests them. Therefore, the role of humor acts as a breaker of the monotonous rhythm of advertisements.

Keywords : advertisements, devices, humorous, multi-modality, networks, Pakistan

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