

Use of Appeals in Television Advertisements



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Abstract

A content analysis is conducted in this study of television advertisements of four Pakistani telecommunication industry for the annual year of 2018. This is done to recognise the advertisements appeals that have been used amongst the 4 companies. The study investigates the appeal that has been most preferred by the respective company which supports in identifying the approach the company uses. The four telecommunication companies are Mobilink, Telenor, Ufone, and Zong. The gender difference in the advertisements is studied alongside the appeal used to establish what gender was used in the advertisements to deliver a clearer message to the audience. The emotional, fear, humour, rational, and sexual appeals are studied in the advertisements. It is further studied which appeal is most dominant in which company which would establish the identity the company chose to portray itself.