

**The Linguistic Framing and Marketing Dynamics of Digital Advertisements: A
Multidimensional Corpus-Based Study**

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ABSTRACT

In the Business world, effective communication plays a crucial role in promoting products through marketing. Marketing strategies are designed to enhance business activity by leveraging such communication. With this framework, the present research is based on Multidimensional (MD) analyses of online talismanic advertisements, which are advertised by Pakistan-based websites by Amil, Wizards, and Spiritual healers. These advertisements are analyzed in terms of five textual dimensions of register variation, and the results are interpreted in terms of functional and multivariate statistical analysis. The lexico-grammatical features of these advertisements in each dimension are counted, and the results are statistically evaluated. The outcomes of this study are contrary to the popular claim that business communication resembles face-to-face conversation. The findings of the study indicate that the language of online talismanic advertisement is closer to a highly informative, static, explicit, and non-narrative discourse type. These findings support the development of targeted business economics strategies that enhance advertising efficiency and optimize resource allocation in digital markets.

Keywords: Business Communication; Marketing Strategies; Talismanic ads; Multidimensional Analysis

INTRODUCTION

Business marketing, rooted in the principles of business economics, plays a crucial role in shaping online advertising strategies. Dowling (2019) argues that in the digital economy, firms operate within competitive markets where consumer behavior, demand forecasting, and pricing mechanisms are central to decision-making. Business marketing utilizes economic tools to analyze market trends, allocate resources efficiently, and optimize advertising expenditure (Kotler, 2020). Online advertising, driven by economic incentives, enables businesses to target specific consumer segments, maximize return on investment, and minimize opportunity costs (Homburg & Wielgos, 2022; Jung & Shegai, 2023). The emerging trends of online advertising have provided producers and service providers with additional sources to reach out to their potential customers. Talismanic ads are frequently advertised on online websites to persuade the target consumers to avail themselves of the services of the advertisers. These ads refer to the ads through which spiritual healers, wizards, and palmists claim to offer the solution to people's problems, ranging from conjugal unhappiness to business success, by using their special magical powers. They lure people by claiming that they are experts in the field of black magic and witchcraft. These ads invoke people's belief in God and supernatural powers and try to exploit them to grind their

own axes. These ads are commonly found on different websites. Such ads include the ads advertised by persons having the surname such as Baba, aamil, shah, bukhari, etc. These ads have significance as a marketing tool through which people are offered the services of advertisers. In this era of advancement in computer technology and cyberspace, marketing has become a significant means for advertisers to catch the attention of potential buyers.

The advertisers of online talismanic ads relate the consumer's needs to the content of their advertised material and present them in effective ways to the audience. The relation between buyers and advertisers of these ads is observed through the language of these ads. In this context, language becomes an important influencing factor (Imtiaz, Umer, & Akhtar, 2021). The use of language varies in different communicative contexts in terms of its grammar and word choices. This change in the use of language in different situations is because of the statistically consistent differences in the frequencies of grammatical patterns in different contexts (Ch, Akhtar, & Umer, 2025). The study of variation in the grammatical patterns and linguistic features of language is facilitated through the development of computer-based approaches to discourse. One such effective method is multidimensional analysis, which was originally developed by Biber (1988) to analyze the range of spoken and written registers in English. It helps to characterize a register in terms of co-occurring linguistic features. The present study examines the co-occurrence of linguistic features in online talismanic ads by applying Douglas Biber's (1988) model of multidimensional analysis, which so far has not been used to study the language of these ads. Unlike earlier studies, which focused solely on persuasion, it offers a broader view of marketing strategies. This comprehensive approach provides valuable insights for business, finance, and marketing strategies by identifying diverse language patterns that influence consumer behavior and financial decision-making in digital advertising.

Research Questions

1. What significant linguistic co-occurrence patterns in online talismanic ads reveal strategic choices in business marketing communication?
2. How do discursal features in online talismanic ads reflect business marketing strategies and economic positioning through Biber's (1988) register dimensions?

LITERATURE REVIEW

Digital marketing allows businesses to gather real-time data, enhancing market intelligence and enabling adaptive strategies in response to economic fluctuations (Jung & Shegai, 2023). Price elasticity, supply-demand equilibrium, and consumer choice theory all influence how ads are structured and priced in the online space (Kotler, 2022). In essence, business marketing grounded in economic logic empowers firms to make informed, strategic decisions that enhance profitability and brand visibility. Therefore, understanding business economics is indispensable for success in the evolving landscape of online advertising (Kanellos et al., 2024). Many past studies attempted to study the marketing strategies by comparing them with other registers, but the claims they made about the nature of marketing strategies have not yet been proven due to the lack of tangible evidence. Wong (1995) and Svartvik (2011) studied passives and second-person pronouns and their comparison. But there is a common problem in both of these studies. In their study, register variation is studied by focusing on the comparison of different linguistic features. Wong (1995) studied the use of the second-person pronoun in advertising language. This study did not help answer the question of how the frequencies in language of advertising do not resemble face-to-face conversation or many other registers.

Shakir, in 2013, conducted a study on the marketing strategies of print ads. In this study, the language of print ads was compared with that of face-to-face conversation. This study was based on Biber's (1988) framework of Multidimensional analysis of register variation. It is already established that a multidimensional approach involves a quantitative, comparative, and corpus-based approach. This study

was drawn from a wide-ranging corpus of print advertisements in English from Pakistani media. In this study, the results of the multidimensional analysis of print ads were compared with those of face-to-face conversation. Contrary to the claims of many linguists in the field of advertising, this study found that marketing strategies do not resemble face-to-face conversation in terms of multiple dimensions of register variation. In various past studies, some researchers and critics have popularized the claim that the language of advertising is dissimilar to many serious varieties of English (Gorlach, 2004; Akhtar, Rasul, & Mehreen, 2024). This claim takes this assumption for granted that mutually exclusive differences exist between different varieties (Akhtar, Bibi, & Tarnum, 2025). The differences concerning linguistic features may only be recognized in terms of 'more or less, not in terms of is or is not' (Biber, 1988). Leech (1966), similarly, states that 'Registers are mostly relative, not absolute' (p. 70). In the present study, multidimensional analysis of online talismanic ads shows comparison between these ads and direct mail letters by fundraisers which were studied by Connor and Upton (2003) and non-profit grant studied by Connor and Upton (2004), print ads investigated by Shakir (2013), face-to-face conversation and official documents studied by Biber (1988) on five textual dimensions of register variation.

The study of linguistic strategies concerning the dimension was first conducted by Leech in 1966. However, this work exclusively focuses on the study of individual linguistic features. Biber (1988) recognized that individual linguistic features cannot be used to ascribe a particular textual dimension to a text. Most of the previous studies on the advertising register relied on individual linguistic features instead of co-occurring linguistic features. Relying on individual linguistic features poses a threat to their validity. These studies relied on individual linguistic features in order to describe the linguistic features of advertisements. Biber (1988) showed the importance of co-occurring linguistic features, and it has also been accepted in the studies conducted by Bernstein (1970), Ervin-Tripp (1972), Halliday (1988), and Hymes (1974). Halliday (1988) defines register as: 'a cluster of associated features having a greater-than-random... tendency to co-occur' (p. 162). Brown and Fraser (1979) hold that an analysis based on individual linguistic features and not regarding sets of co-occurring linguistic features is not reliable. They even consider it 'misleading to concentrate on specific, isolated [linguistic] markers without taking into account systematic variations which involve the co-occurrence of sets of markers' (pp. 38-39). The main problem in the quantitative studies on marketing strategies in the past is the way the decision is reached to study certain instead of all linguistic features in the text. Since it is empirically impossible to confirm that the particular linguistic features being studied only describe some aspects of marketing strategies, there is a probability that the explanation may be contradictory (Hafeez and Aziz, 2025). This aspect is illustrated in the form of studies conducted on advertisements, which characterize advertising language as close to face-to-face conversation. It has been noted in all previous studies that the second-person pronoun and qualifying adjective are commonly used in the language of advertising. In advertising language, a high frequency of qualifying adjectives also means that there is a higher frequency of nouns as well (Afzal, Riaz, & Akhtar, 2020). It has been proved in Biber's study (1988) that attributive adjectives and personal pronouns, and nouns appear on contrastive poles on textual dimension 1. The choice of linguistic features in multidimensional analysis is not according to the whims of the researcher; rather, the choice is made through factor analysis. According to Biber and Conrad (2009), MD analysis involves two major steps, namely the identification of variation in linguistic dimensions by using computer-based text corpora and computational tools, and the specification of linguistic similarities and differences among different registers through the use of statistical techniques. Biber's (1988) Multidimensional analysis is the first example of the MD approach. In this study, he compared various written and spoken registers in English along the following textual dimensions of linguistic variation.

1. Involved vs Informational discourse
2. Narrative vs Non-narrative concerns
3. Situation-dependent vs Explicit reference
4. Overt Expression of Persuasion

5. Abstract vs Non-abstract discourse

To sum up, the above discussion endeavored to indicate that all the past studies related to critical, semiotic, and literary analytical traditions do not focus on the study of marketing strategies in their own right, particularly concerning the demands of register analysis. Some of the studies claiming to do so were unsuccessful due to the following reasons. Firstly, they lack a representative corpus; secondly, these studies did not use comparison with other varieties, and finally, they relied on the distribution of individual linguistic features. Furthermore, most of these studies have methodological inadequacies. The current study on the language of online talismanic advertisements is based on the multidimensional analysis of register variation. The multidimensional analysis of register variation is quantitative, comparative, and descriptive. Thus, multidimensional analysis is a very suitable approach to study marketing strategies in comparison with other methods. Given the above, the present study seeks to analyze the discursal features of the language of online talismanic ads in terms of five textual dimensions of register variation described by Biber 1988.

RESEARCH METHODOLOGY

This section presents the research plan adopted for the current study.

Data Collection

The data for the current study consists of online talismanic ads. These ads were obtained from the selected Pakistani-based websites. The study analyzed 105 ads from five different websites. These websites advertise different products and services such as motor vehicles, property, household items, matrimonial, talismanic, and job ads for Pakistani web users. We have extracted a total of 17514 token words from the data for our corpus-based multidimensional analysis. Websites selected for the collection of sampled ads are listed in the following Table 1.

Table 1: List of Websites Used for Data Collection

Sr. No	Website Address	No. of Ads
1	http://lahore.chaoads.pk	28
2	http://www.adverts.pk	22
3	http://rawalpindi.saintclassified.pk	10
4	http://classified.rehmanservice.com	25
5	http://classifieds.local.pk	20
Total Number of Ads		105

Procedure

The study is divided into three distinctive phases: data collection, data analysis, and interpretation of the results. The data collection phase consists of the following steps. Firstly, a comprehensive list of websites on which talismanic ads are advertised was compiled. Out of these, five websites were found to advertise a large number of talismanic ads, so these websites were selected. A total of 105 ads were downloaded from these websites. The ads were transformed into plain text files so that they could be tagged. It was suggested by Biber (1988) that variation would be better if very short texts were excluded. The ads that were shorter than 100 words were excluded from the data, so the final number of ads in the data was 90. The analysis, from tagging of data to statistical analysis, was performed through the Multidimensional analysis tagger MAT (v. 1.3). Frequencies of linguistic features and mean dimension scores were also calculated by using it. The dimension score for each text was computed by subtracting the sum of standardized scores of negative features from the sum of standardized scores of positive features. It was computed, taking account of the single scores of every text representing the register. The dimension score of the dimensions that do not have negative features consisted of only the sum of positive scores of

linguistic features on respective dimensions. Finally, the scores were interpreted on five textual dimensions of register variation.

RESULTS

This section presents the multidimensional analysis of online talismanic ads using Biber's (1988) framework, positioning them across five textual dimensions. This analysis reveals key discorsal features that shape their communication style, offering insights valuable for business, finance, and marketing strategies by highlighting how language influences consumer engagement and brand messaging. In this section, mean, minimum, and maximum dimension scores of online talismanic advertisements on Biber's 1988 textual dimensions are given. The dimension scores have been calculated by using the multidimensional analysis tagger.

Table 2: Descriptive Statistics of the Multidimensional Analysis of Talismanic Ads

Talismanic Ads	Mean	Minimum	Maximum
D 1	-13.72	-27.26	19.04
D 2	-4.77	-7.38	8.15
D 3	5.42	-9.54	18.17
D 4	-3.83	-9.27	12.27
D 5	-2.07	-3.92	7.87

The above table shows that online talismanic ads have a high negative score on dimension 1, while they (ads) have low negative scores on dimensions 2, 4, and 5. The mean dimension score of these ads on dimension 3 is high.

Description of Discorsal Features of Online Talismanic Ads

This section presents a detailed description of discorsal features of online talismanic ads on five textual dimensions of register variation in tabular form. It is followed by a detailed discussion on the use of these features in the purview of Biber's (1988) model of multidimensional analysis.

Table 3: Marketing Strategies on Dimension 1

Dimension 1 Involved vs Informational	
Positive Features: Involved Discourse	
Linguistic Features	Frequency per 100 tokens
Private verbs	0.75%
That deletion	0.04%
Verb (uninflected present, imperative, and third person)	3.39%
Second person pronoun / possessive	3.83%
Verb 'do'	0.10%
Demonstrative pronoun	0.11%
Emphatic	0.43%
Adverbs	1.74%
First person pronoun / possessive	1.30%
Pronoun 'it'	0.11%
Verb 'be' (uninflected present tense, verb and auxiliary)	1.00%
Subordinating conjunction – causative	0.05%
Adverb	1.74%
Amplifier	0.16%
Wh – question	0.009%
Modal of possibility	0.49%

Stranded preposition	0.08%
Negative Features: Informational Discourse	
Noun (excluding nominalization and gerund)	41.26%
Preposition	9.2%
Attributive adjective	5.60%
Predicative adjective	0.29%

Dimension 1 shows the opposition between involved and informational discourse. Biber (1988) observes that low scores of the variables on this dimension show that the text is informationally dense, for instance, academic prose; on the other hand, high scores of variables on this dimension show that the text is involved, as for example, a casual conversation. A high score on this particular dimension indicates that the text presents many verbs and pronouns, etc., whereas a low score on this dimension means that the text presents many nouns, long words, and adjectives. On this dimension, the online talismanic ads exhibit more informational density and are less focused on the linguistic features related to involvedness. The example given below is taken from these ads to show how the linguistic features of informational production (in bold) are used more frequently in comparison with the features of involvedness.

Example

Post A45276

Free online chart for Muslims in the Holy Quran 00923341489495 (Lahore)

First Lady

Astrologer, palmist, psychic expert, Vedic expert, specialist in reading cards,

MADAM MARIYAAM NOOR

get your true love back &

Get solution of your all life's problems in 24 hr.

in my work I make a chart of my clients...many people get benefit from my knowledge which is called black magic....

I can easily remove the bad effects of black magicif you have any problem in your life contact freely, problems might be like business problems,

want to get your love back, or problems related to study, lucky draw Like prize bonds.,

husband ,wife disturbance, job problems, any kind of disease in your body,

child miscarriage, divorce or marriage problems,

or any kind of problems that you have in your life so here we are to solve your all kind of spiritual problems without any fee.

many people get solution of their problems & with the blessing of God I can solve your problems in 1 to 3 days ...just have faith & believe in God& yourself

I'm here for 24 hrs. Always at your service.

Lady Astrologer

Madam Mariyam Noor

00923341489495

Pakistan

From the above example, it may fairly be concluded that the language of online talismanic ads shows frequent use of features of informational production. However, features of involvedness are used less frequently. On the positive polarity of dimension 1, linguistic features related to interactiveness in the text are used at very low frequency in online talismanic ads. As mentioned above, the use of present-tense verbs and past-tense verbs shows the verbal style of the text. Interactiveness of a text is due to the use of WH questions and first and second person pronouns. Heightened feeling in the text is due to the use of

sentence relatives and emphatics. There are some other linguistic features, such as deletion, indefinite and demonstrative pronouns, which mark reduction in surface forms. Possibility modals are indicative of a lack of precision in a text. In online talismanic ads, present tense verbs (3.39%) and private verbs (0.75%) are used less frequently. The use of these features shows the verbal style of the text. The frequency of WH questions (0.009%), first-person pronouns (1.30%), and second-person pronouns (3.83%) is quite low in these ads. There is also less use of that deletion (0.04%) and definite pronouns (0.11%). These features cause a reduction in the surface form. Modals of possibility (0.49%) are also used at low frequency. Its use in the text is indicative of a lack of precision. These linguistic features mentioned above cause interactivensness in the text. Their less use in these ads shows that text is less concerned with interactive or involved discourse.

On the negative polarity of dimension 1, nouns and adjectives are considered important markers of highly informative discourse. It has been found in the corpus of this study that 5.6% of the total words are adjectives and 41.26% words are nouns. In these ads, adjectives are particularly used to expand and elaborate on the information about the subject matter. Biber (1988) argues that the co-occurrence of attributive adjectives and nouns reflects the more frequent use of elaborated nominal referents. It is concluded from the foregoing discussion that these ads are close to a highly informative text type due to the excessive use of linguistic features which are related to the negative polarity of dimension 1. Linguistic features of the positive polarity are used comparatively with less frequency. These features are related to the involved or interactive focus of a text. Thus, it can be said that the language of talismanic ads is a highly informative discourse type.

Table 4: Marketing Strategies on Dimension 2

Dimension 2: Narrative vs Non-narrative discourse	
Positive Features: Narrative Discourse	
Linguistic Features	Frequency per 100 tokens
Past tense verb	0.61%
Third-person pronoun (except it)	0.77%
Verb – perfect aspect	0.24%
Public verbs	0.33%
Synthetic negation	0.07%

Dimension 2 shows the distinction between non-narrative and narrative texts. This dimension has only positive polarity of linguistic features. Biber (1988) argues that narrative texts show high frequencies of perfect aspect verbs and past tense verbs. The absence of negative features on dimension 2 shows that there is excessive use of positive features on this dimension and vice versa. The mean dimension score of online talismanic ads on this dimension is -4.77. It shows that there is less use of linguistic features that mark the narrative style of text. Biber (1988) stated that past tense forms are generally considered as the primary surface marker of narrative as they describe past events and mark the temporal succession of narrative discourse. It is found that the use of past tense forms is very rare in the online talismanic ads. The frequency of the past tense form in these ads is 0.61%. The less use of the past tense is because the past tense is used to explain events in a sequence in the past, whereas these ads are concerned with statements that refer to all times.

In a narrative discourse, third-person pronouns are generally used frequently (Akhtar, Umer, & Hafeez, 2025). Third-person pronouns refer to human referents apart from the speaker. Biber (1988) argues that third-person personal pronouns co-occur frequently with the past tense, which is a typical marker of narrative style. The frequency of third-person pronouns in talismanic ads is 0.77%. The less use of this linguistic feature is because these ads are concerned with the presentation of expository information. Third-person pronouns also require interaction among the participants of a particular text type. However,

in these ads, there is no interaction between the advertiser and the reader. The following example from online talismanic ads indicates that narrative features are used infrequently. The informational production features are bold, while the narrative features are in bold in the following example.

Example

Free marriage consultancy and solution of all problems with the help of black magic and chart

Location: Rawalpindi, Pakistan

An old adage goes like, “Marriages are settled in Heaven”. But not all marriages last forever. For solving these kinds of problems many people come to us. Very few organizations like Rohanillaj guide their clients properly and solve their matrimonial and other issues. Our organization is solving all types of problems related to matrimony and other issues since last one and half decade. Rohanillaj deals with all kinds of problems like will full marriage, influence of black magic and problems related to business. So, call us now. Our services are always available for you, contact us now.

Baba SaadBangali

Call: +923228007322

The above example indicates that these ads are non-narrative. They (ads) are similar to face-to-face conversation to the extent that both genres focus on functions other than narrating, but the degree to which they accomplish the non-narrative concerns considerably varies. In conclusion, in terms of the overall positive linguistic features of dimension 2, it can be said that online talismanic ads do not exhibit narrative linguistic features because the functions of narrative features do not fit the typical communicative characteristics of this register. Lexico-grammatical features of these ads reflect a high degree of non-narrative concerns. Thus, it is possible to say that these ads are not a narrative discourse type.

Table 5: Marketing Strategies on Dimension 3

Explicit vs. Situation Dependent Reference	
Positive Features: Explicit Discourse	
Linguistic Features	Frequency per 100 tokens
Wh- pronoun – relative clause – object position	0.01%
Wh – pronoun – relative clause – subject position	0.04%
Wh – pronoun – relative clause – object position	0.01%
Coordinating conjunction – phrasal connector	1.02%
Nouns	41.26%
Nominalization	3.26%
Situation Dependent Discourse	
Positive Features	
Linguistic Features	Frequency per 100 tokens
Adverb – time	0.26%
Adverb – place	0.29%
Adverb – other	1.74%

Dimension 3 indicates the distinction between explicit and situation-dependent texts. This dimension is labeled as ‘Explicit vs. Situation Dependent Reference’. The mean dimension score of online talismanic ads on this dimension is 5.42. This score is very high. It shows that these ads are rich in explicitness. Features related to situation-dependent reference discourse are used at low frequency in these ads.

On the positive polarity of dimension 3 nominalization, relative clauses and nouns are the markers of explicit discourse. It has been found in the corpus of this study that 3.6% of the total words are nominalizations and 41.26% words are nouns. In online talismanic ads, nominalization and nouns are particularly used to create the context of the text that is not dependent on the external referents. Biber (1988) argues that relative clauses in combination with phrasal coordination and nominalizations work together towards achieving highly informative text.

On the negative polarity of dimension 3 negative linguistic features, i.e., place, time, and other adverbs, are the indicators of situation dependence of a text. In online talismanic ads, negative features are used less frequently. There is less use of adverbs (0.26%), place adverbs (0.29%), and other adverbs (1.74%). It shows less reliance on external referents. Thus, there is less dependence on external referents to convey its message. The following examples show that features of situation dependence reference are markedly absent in these ads. On the other hand, nouns are used excessively.

Example

Baba Saad Bangali, Scholar and spiritual healer, devoted for the service of humanity, one of the biggest name in this field.

City: Lahore, Punjab

Offer type: Offer

Contacts: 00923228007322

In the current system, unemployment, amulets and charms, ghosts, hindrance in marriages, quarrels after marriages, disobedience of parents by the children, complications after pregnancy, financial pressures, economic instability, and especially suicide bombings have become distinct problems in our society. In order to get rid of these problems and to remain safe, the Quran and the Hadith offer various approaches for people to follow. Saad Bangali is a Muslim-Scholar, he gives recommendations in this regard. He is also expert in black magic and uses charms and amulets for the solution of every type of problems. Don't hesitate to contact. Always at your service.

Baba Saad Bangali

Call; 00923228007322

Based on mean dimension scores, it can be inferred that features related to explicitness have been found in high frequency in online talismanic ads. It is therefore determined from the above discussion that online talismanic ads do not focus on features of situation-dependent discourse like adverbs of time, adverbs of place, and other adverbs. On the contrary, the frequencies of nouns and nominalization are very high in these ads. Distribution of these linguistic features on positive and negative polarities of dimension 3 suggests that these ads are explicit. These ads create their own context, so the meaning is inferred from the context of the text instead of relying on external references. Thus, these ads are close to an explicit discourse type. They present information explicitly. Explicit presentation of information is the characteristic of written discourse.

Table 6: Marketing Strategies on Dimension 4

Overt expression of Argumentation/persuasion	
Positive Feature	
Linguistic Features	Frequency per 100 tokens
Infinitive 'to'	1.29%
Modal of prediction	0.28%
Suasive verb	0.19%
Subordinating conjunction – conditional	0.05%
Modal necessity	0.01%
Adverb with auxiliary (splitting aux – verb)	0.06%

Dimension 4 consists of positive linguistic features only. These features show that an event is likely to occur. Biber (1988) argues that a high dimension score on this dimension suggests that the text explicitly indicates the author's point of view. It also shows likelihood or certainty. A high score means that the text presents many modal verbs among other features. On the positive polarity of dimension 4, there is less use of infinitive 'to' (1.29%), modal of prediction (0.28%), suasive verb (0.19%), subordinating conjunction – conditional (0.05%), necessity modals (0.01%) adverbs with auxiliary (0.06%). These features show advisability or likelihood of an event. The purpose of prediction modals is to indicate that certain events will occur. The low frequency of prediction modals (0.28%) shows that the certainty of proposed events occurring in the text is quite low. Frequent use of necessity modals in a text indicates the necessity of some events. Online talismanic ads also have a low frequency of necessity modals (0.01%). It indicates a lower probability of certain events occurring. Persuasive verbs are generally used in a text to show intentions to cause certain events in the future, and they also indicate conditional events. Linguistic argumentation is not the only factor that makes a text persuasive. The dimension score of these ads is very low on dimension 4. It reveals that the expression of persuasiveness is used at a low frequency. The following example, taken from online talismanic ads, indicates the lack of linguistic features of argumentation.

Example

Post# A139800

WORLD FAMOUS ASTROLOGER PANDIT R.K.SASTRI GOLD MEDALIST (Multan)

Astrologer, Numerologist ALL ASTRO PROBLEM SOLUTION PT.R.K.SASTRI GOLD-MEDIALIST

SASTRI is a well-known Indian Astrologer, Numerologist, black magic expert. He has been helping people from all walks of life, which includes professionals, housewives, film stars, industrialist, and people with little or no success. He has given new meaning to thousands of life by showing them the appropriate directions He specializes in predicting on the major events of one's lifelike Education, Litigation, Property & Vehicle Purchase, Health, Travel, Career & Financial prospects, Marriage/Romance/Divorce, Children, and Longevity. He has earned the nickname "the astrologer's astrologer" due to the fact that he has so many professional consulting astrologers that consult him on their own horoscopes as well as his insights on those of their clients.

Call soon: +91-9876501082.

Online talismanic ads are highly informative, and their dimension score on dimensions 1, 3, and 4 shows that they (ads) are informative and expository in nature. Persuasiveness in these ads is achieved through a highly informative and expository style. It is concluded from the above discussion that online talismanic ads might not be meant to persuade; instead, their focus is mostly on reminding. Negative mean dimension score indicates that this genre is non-argumentative in nature. The purpose of these ads is to remind the audience about the products or services. Due to changes in trends in marketing theories, a

highly informative style has become one of the strategies of persuasion. By providing information about the products or services, the audience is persuaded to buy those products or services. Online talismanic ads focus on features of a highly informative style more than the features of persuasiveness.

Table 7: Marketing Strategies on Dimension 5

Impersonal (Abstract) vs Non-impersonal (Non-Abstract)	
Positive Features: Impersonal Discourse	
Linguistic Features	Frequency per 100 tokens
Adverbial – conjuncts	0.05%
Agentless passive verb	0.42%
Passive verb ‘by’	0.03%
Causative adverbial subordinators	0.05%

Dimension 5 shows the distinction between texts with impersonal focus the texts which are more focused on a non-impersonal style. Online talismanic ads have a slightly low score on this dimension (-2.07). It shows that these ads include some texts that exhibit impersonal concerns and some texts that exhibit non-impersonal concerns. So, these ads show a mixed tendency of language use. The following example, taken from these ads, indicates the mixed tendency of language use.

Example

Post# A121748

Get your love back (Lahore)

Are you facing problems in your life? Get solution here. If there is any type of problems then contact to the Rashid Mohhamad. He is a great hypnotism specialist. And solve any type of problems like: -

Get your lost love.

Black Magic and hypnotism specialist

Husband-wife relationship

Childless women

foreign traveling and green card problems

free from enemy and X-wife

Lottery Number.

Family problems

Marriage problems and love marriage

Business and job problems

Free from bad habits like Wine, bear and etc.

Education related problems

All your problems are solved with 100% guarantee and also within 48 Hours. So make one call and get solution here.

Contact us: -

HaziBaba+91 9509095984

To sum up, it is observed that online talismanic advertisements on dimension 5 do not have a sharp communicative function. They (ads) lie between highly abstract and highly non-abstract genres. On the positive polarity of dimension 5, linguistic features, i.e., adverbial (0.05%), agentless passive verb (0.42%), and passive verb ‘by’ (0.03%), causative adverbial subordinators (0.05%) are used in low frequency. Low frequencies of these linguistic features lend a non-impersonal tone to the texts. The impersonal tone in advertising language has a lot to do with what is being promoted (Akhtar & Rasul, 2021). The impersonal tone in advertising can be understood by understanding the notion of the audience.

Potential buyers or consumers are not the only audience of ads. Advertising messages are also intended for audiences other than potential buyers.

It can be deduced from the above discussion that online talismanic ads have a slightly non-impersonal focus. The frequent use of passive verbs, agentless passive verbs, and causative adverbial subordinators lends an impersonal tone to the text, but these features are used infrequently in these ads. The advertisers of these ads show a mixed tendency in language use. These ads do not have a sharp communicative function on dimension 5. Their language lies between highly abstract and highly non-abstract genres. A slightly low mean dimension score shows that these ads include some texts that exhibit impersonal focus, while they (ads) also include some texts that exhibit non-impersonal focus. So, we cannot determine the sharp communicative focus of online talismanic ads on this dimension.

CONCLUSION

The present study applies multidimensional analysis of register variation to describe the discursual features of online talismanic ads. The analysis of online talismanic ads provides valuable insights into how language is strategically used to influence consumer demand and purchasing behavior, directly informing business economics strategies. By examining linguistic patterns and register variations, businesses can refine their advertising approaches to align with consumer psychology and market segmentation. Discursual features of online talismanic ads have been described in terms of five textual dimensions of register variation. The mean dimension score of these ads on dimension 1 indicates that these ads are closer to a highly informative discourse type than an involved or interactive discourse type. In terms of overall positive features on Dimension 2, it can be said that online talismanic ads have a low frequency of narrative features. Talismanic ads exhibit a non-narrative concern. Few past forms of tenses are found in their language, and the presentation of information is mostly expository. The functions of narrative features do not fit the typical communicative characteristics of this register. Frequencies of individual linguistic features and mean dimension score (5.42) of these ads on dimension 3 indicate that these ads are close to explicit discourse type. They present information explicitly and use features of situation-dependent referents infrequently. The corpus of this study shows a 3.6% of the total words as nominalization and 41.26% words as nouns. It shows that these ads are less dependent on external referents, i.e., adverbs of place, adverbs of time, and other adverbs etc. The mean dimension score (-3.38) of online talismanic ads on dimension 4 shows that these ads are not argumentative in nature. They mostly focus on reminding potential consumers of the availability of the products and services. It indicates the provision of information in a technical and formal way in these ads.

The data analysis shows a slightly low dimension score (-2.07) on dimension 5; therefore, these ads do not have a sharp communicative function on this dimension. These ads lie between highly abstract and highly non-abstract genres. They show a mixed tendency of language use on this dimension. Hackley (2010) observes that the ads mostly address retailers, consumers, and even employees as their potential audience. Since online talismanic ads are addressed to a multiplicity of audiences, they are found to be slightly non-impersonal in tone. The impersonal or non-impersonal focus of these ads is also determined by product or service type. The current research is limited to online talismanic ads only, which makes it difficult to determine all the factors that contribute to the slightly non-impersonal focus of these ads. Thus, it can be concluded from the present study that discursual features of online talismanic advertisements reflect a high degree of nominal, highly informative, formal, and non-narrative focus. The findings of the study enable us to say that the language of these ads is highly formal, static, and informationally dense, so it is closer to the written genre than the spoken genre. The analysis of online talismanic ads provides deep insights into how digital marketing strategies exploit cultural beliefs to drive economic value, enhance consumer engagement, and increase financial profitability in niche online markets.

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