

Critical Discourse Analysis of Matrimonial Advertisements: Manipulation of Cultural Values through language use

Farhana Siddique

Lecturer English, Riphah International University, Islamabad

Nosheena Bibi

Teacher, Gov. Girls High School, Kahuta District, Rawalpindi

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Abstract

Language, programmed for mental activity, is a powerful tool to construct and shape the ideas and advertisements are the best examples of such use of language aimed at persuading people to act in a certain way. However, how discourse in the current population is doing an ideological work needs to be researched. Therefore, following Van Dijk's (1998b) theory of "media discourse" and Fairclough's (1992) 3D model of Critical Discourse Analysis, this study is an attempt to examine how language in matrimonial advertisements is being used as a tool to manipulate the cultural values. Moreover, how through language, the advertisers are othering certain group of people. The data was collected from two leading newspapers of Pakistan; "Roznama Jang" and "Express". The sample included fifty texts in total, twenty-five ads from each newspaper, examining eight categories. The study is both quantitative and qualitative in nature and significant as it will provide insight into a very serious and neglected issue of the society. The results of the study propose that employing selected lexical items, advertisers use very creative, persuasive and catchy language. Strong adjectives are commonly used, as compared to verbs and nouns. Furthermore, certain intensifiers or adverbs are also added with adverbs. Hence, language used by advertisers results in othering few group of people, thus setting a specific ladder in the society, and when climbing up to the set ladder becomes arduous, people undergo inferiority complex. As a result, social, cultural values and norms are manipulated. At the end, the study recommends that gender stereotyping and parents demands can further be evaluated.

1. Introduction

Language is a social act. It is through language that we encode and decode information. According to Sapir, Whorf (1956), *“it is the language that shapes and constructs our reality. It is the language that shapes ideas and it is the programmed for mental activity”* (Sapir, Whorf: 1956, p. 54-56). This means that language is a powerful force that shapes the world. It is of the view that those people are privileged ones who have the power to generate symbols and to create their meanings. These people are also considered to be at the position of advantage. This observation came from the view that language is used creatively. Advertisements are the best examples of such use of language. Advertisements are not only means of information but also have a strong influence on people's lives.

As Duran (1982) argues that; “Advertising is a phenomenon through which someone tries to communicate something to a group of people and whose aim is to persuade them to act in a certain way”. (Duran, 1982, p.56). Thus, through “use of verbal and non-verbal communication, linguistic and non-linguistic acts, that advertising reaches us and uses its power to attempt to control our desires, necessities and non-necessities”. Based on collected sample, this study looks at how language is used in Pakistani advertising to show the perfect match for marriage. Because, now a days, finding a perfect match of one's own choice is a big issue. For this reason, media is playing its evident role and doing hard effort to solve this problem of many eligible bachelors. One can easily select best bride or groom for oneself or can leave a list for what type of bride or groom they want. In doing so, media (Print as well as social media), is marginalizing certain groups, which is in accordance with the demands of people. Everyone wants a good –looking, handsome groom or a pretty, beautiful wife. In this way, certain groups are othered through media. The researcher commences a study regarding manipulation of cultural values in matrimonial advertisements through language use. Language is the basic tool used by the advertisers to manipulate cultural values.

1.1. Problem Statement

Language is the major tool to communicate, and people communicate with each other to share feelings, thoughts, emotions, ideas and information. However, beside the positive use of language, it can also be used negatively. Moreover, when it comes to media, both print and electronic media, language is used as a powerful tool to manipulate different ideas and information. Furthermore, in Pakistan finding a suitable match is a big issue. For this reason people prefer consulting ads to find a life partner of their own choice. As, the matrimonial ads are socially constructed and ran by power system operating in society, they are othering some groups. Pakistan being once colonized country is of course not free from the notion of othering .This notion of othering is prominent in media, as well. They othered those people who are not educated or less educated and certain occupations are privileged by people. Thus, matrimonial advertisements provides the option of career, appearance, cast, religion, region, economic status, education etc. This manipulation is done through language use which is a powerful tool in the hands of advertisers. Therefore, the researcher, in the following study, would critically analyze the language being used in matrimonial advertisements, in particular, to manipulate cultural values.

1.2. Research Objectives

- i. To find out which groups are preferred and which are marginalized.
- ii. To analyze how language is being used as a tool to manipulate cultural values.

1.3. Research Questions

- i. What are the percentages of privileged and marginalized groups, respectively?
- ii. How language is being used as a tool to manipulate cultural values?

1.4. Significance of the study

The following study is significant in a way that it will help readers understand the hidden ideological agenda in the matrimonial advertisements. The readers will get to know how through the language, these advertisements are playing their crucial role in marginalizing certain group of people in the society. Furthermore, what influence these advertisements have on people's minds, behaviors and actions.

1.5. Delimitations of the study

The current study is delimited to 50 matrimonial ads, 25 from each newspaper. The data is collected from two leading newspapers of Pakistan; "Roznama Jang" and "Express", because they are mostly circulated newspapers in Pakistan. Furthermore, the study is delimited to seven categories; Age, Height, Appearance, Education, Occupation, Caste/Religion And Economic Status.

2. Literature Review

Language is a social act and it is ideologically driven. The term discourse refers to anything written and spoken, and critical view of written and or spoken text is called Critical Discourse Analysis. According to Dijk (1998a) Critical Discourse Analysis (CDA) is a field that is concerned with studying and analyzing written and spoken texts to reveal 'the discursive sources of power, dominance, inequality and bias.' Fairclough (1995) defines CDA as discourse analysis which aims to systematically explore often dense relationships of causality and determination between: "(a) discursive practices, events and texts, and (b) wider social, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony." (Fairclough, 1995, p. 135)

Furthermore, Fairclough and Wodak (1997) in their theory of "Critical Study of Language", (as cited in Dijk, n.d.) summarizes the main tenants of CDA as "*CDA addresses social problems*" and "*Discourse does ideological work*". (p. 353). Thus, it means that language is the main source to highlight power and dominance.

According to Goodenough (1981) "language is the mean through which forms and categories are formed. These categories include, people's 'experiences and things around them'". (Goodenough, 1981, p. 26-27) thus, language is the mean which provides phrases and words to these categories which people can use to name them or label them. Tylor (1987) further emphasized this idea of Goodenough by stating that, by means of language, we classify things because world is "infinite variability". It is possible to recognize things and world become bearable. Thus, language is the source to classify and make certain categories of different groups of people. These categories are based on education, caste, religion, occupation, economic status etc.,.

Troike (2003) further stated that, "Language is a tremendous tool for the organization of particular realities, including a wide variety of social relationships and social systems." (Troike, 2003, p. 33). Language is that medium or tool through which people "socialize, worship, build or resist, argue" and so on. He also stated that it is through language that people give meanings and names to things and certain experiences.

Moreover, Tylor (1903) gave his definition of culture as; "that complex whole which includes knowledge, belief, art, morals, law, customs, and any other capabilities and habits acquired by man as a member of society." (Tylor, 1903, p. 11). There is a link between language and culture.

Toike (2003) emphasized upon the link between culture and language. He stated that, "Language and culture are linked in the transmission of knowledge, in the construction of social life, and ideologies about language use." (Troike, 2003, p. 29)

Language and culture are also very important factors in constructing binary opposition of Us/Them within society. Tylor (1903) was of the view that, "By simply placing nations at one end of the social series and savage tribes at the other, ethnographers are able to set up at least a rough scale of civilization-at transition from the savage state to our own." (Tylor, 1903, p. 33). Dijk (1998b) in his theory of media discourse said that "positive and negative opinions about "Us vs Them" should be identified." (Dijk, 1998b, p. 61-63)

The binary of US vs Them is created through elite people in the society. While explaining power of elites, Dijk (1993) in his theory of "Elite Discourse and Racism" said that there are multiple power resources of elites that include; "property, income, decision control, knowledge, expertise, position, rank". (p. 22) It also include 'some social and ideological resources such as , status, prestige ,fame, influence, respect," (Dijk, 1993, p. 22-23) He goes on explaining that elites have powerful effect on the minds and actions of the people. (Dijk, 1993, p.23)

This leads towards the idea that educated people are cultured and peasants are less cultured. This indicates how notion of othering is working, considering those people cultured and civilized who are educated and considering those people savage and less cultured who are not educated or that much educated.

Troike (2003) also wrote in his book about this vary idea of othering. He stated that, "The most transparent linguistic signs of power are the lexical and morphological structures which

are commonly employed in language to encode status and prestige" (Troike, 2003, p. 92). This is the main factor in social control. Everything that is superior or in other words, considered superior is powerful. These differences are based on the differences of "age, sex, genealogical connections, possession of material goods, social connections, physical strength, skin color, supernatural endowment, artistic talent, beauty, and spiritual or technical knowledge." (Troike, 2003, p. 92-93). Troike (2003), like Tylor (1903) also considered "Literacy" as an important factor in the marginalization of society. Thus, language operates as an ideological tool in the society.

The notion of othering is of course associated with west and came from the colonialist agenda. As, Troike (2003) States that, "Many social scientists – including some anthropologists – have argued that the notion of culture is so identified with a colonialist agenda" (Troike, 2003, p. 85). Hence, it is obvious that this notion of othering is associated with the supremacy of west over east and forms a binary opposition of "us/Them, Civilized/Primitive, Rational/Irrational, Literate/Illiterate". (Troike, 2003, p. 85-6) Culture is the basic tool for keeping minorities othered and marginalized. This is the main reason for manipulating cultural values, by othering certain values.

Troike (2003) further stated that, "language is such a potential force for social elevation or discrimination is that communication is part of economics, and language is a resource which forms linguistic capital." (Troike, 2003, p. 31). Chouliaraki and Fairclough defined linguistic capital (as cited in Troike, 2003, p.31-3); "the power conferred upon a particular linguistic form, style or dialect associated with the legitimacy and prestige of a particular social position" Hence, differences of power are basically the differences of capital. Troike (2003) further states that, these functions of language can be seen in the domains like, "news reporting, advertising, politics, and religion." (Troike, 2003, p. 39)

Advertisement is a very important vehicle or source for the communication of ideas and opinions. Nowadays, advertisements are used as a technique of molding public opinions. Advertisements also condition people's attitude, norms and behavior. Hence, it is viewed as "*channels of mass involvement*". (Kenekchukwu, Asmeh & Edegoh, 2013) in their paper, "*Behind Advertising: The Language of Persuasion*", cited that the goal of advertising is not only to sell products but also to make or persuade the consumers to think in a particular or specific way. Kenekchukwu et al., (2013) further emphasizes this idea by stating that, "The goal of most advertising messages is to persuade the audience to believe or do something." (Kenekchukwu et al., 2013, p. 952). Thus, this shows that advertising shapes society and people's behavior. Hence, advertising mirrors culture and society.

Advertising affects people on psychological level as well, that further shapes their behaviors. Folkerts and Lacy (2004) illustrates that to give a theoretical base to advertising, advertisers make use of human mind by using mental imagery. Furthermore, it is not only about people's senses but also about people's feelings and interests. An advertiser has to take into consideration consumers' feelings, interests. So, Kenekchukwu et al., (2013), states that "the language of persuasion is employed to help advertisers sort out complex emotional arguments, define key issues and problems facing advertising activities." (Kenekchukwu et

al., 2013, p. 953) Advertisements are whether in print media or electric media, has the same profound effect.

Yasmeen (2015) in her essay, *"The Language of Matrimonial Columns"*, stated that "The language used in newspapers is also different from literary language but sometimes of a higher standard than the day to day language of communication." (Yasmeen, 2015, p. 62)

It is clearly in accordance with the expectations of society. These features of newspaper advertisements can be clearly seen in matrimonial advertisements, which express people's expectations. Matrimonial advertisements have crucial importance because marriage is a big issue, nowadays. Hundal (2015) in her essay, *"Changing Trends in Marriage: A Study of Matrimonial Advertisements in Newspapers"*, stated that "Advertisement is more or less a conscious induction of ideas and opinions into the people". (Hundal, 2015, p. 37) Trends in matrimonial advertisements are changing, with respect to marriage alliances and increasing demands for perfect match. Hence, newspaper columns are filled with matrimonial advertisements. (Huundal, 2015)

By analyzing the leading newspapers in India, *"The Times of India"* and *"Tribune"*, using quantitative methodology, Kambij (2013) came to the conclusion that nowadays "People are moving from simple matrimonial classified advertisements to hybrid matrimonial advertisements." (Kambij, 2013, p. 106) People are choosing hybrid advertisements that are adding an extra effect to it and this is showing their economic status. This is directly linked with the manipulation of cultural values, these advertisements are manipulating cultural values in the similar way by mentioning high economic status, highly educated people and those people who look good in appearance. Also, by mentioning the privileged class or high income groups.

She further elaborate this idea by stating that nowadays, matrimonial advertisements carries whole information regarding, "economic status of family (middle class, upper class, high profile family, highly sophisticated family etc.)" (Kambin, 2003, p. 108) This clearly shows the economic condition and "economic status of the family". She further elaborates that this economic status can be further judged by the content or appearance of advertisements. Even, writing two to three lines in matrimonial advertisements "costs Rs.2000". The people who are using "more decorative advertisements" cost Rs.5000 approximately". (Kambij, 2003, p. 108) This is a clear indication that how status matters and this is the sole reason for manipulation of cultural values.

Desguptaargued (1996) in his study, (as cited in, Kambij, 2013, p.108) argues that various geographical, cultural, social, economic factors affect the institution of marriage. Sometimes through language use, because the language used in matrimonial advertisements is very much soothing. Words like *"young, slim, good-looking, highly educated"* are used often. Thus is the reason that different factors are affecting the marriage institution by using such type of language. This catches people's immediate attention and at the same time, manipulates the cultural values.

It is to be concluded that language is the powerful tool that shapes and changes people's ideas and opinions. This is the reason that advertisers use soothing and persuasive language to impress people. In this way, it manipulates the cultural or social values in various ways.

3. Methodology

3.1. Theoretical Framework

The current study used Fairclough's 3-Dimensional model of Critical Discourse Analysis as a theoretical framework. The researcher would critically analyze the advertisements using this model. Fairclough's (1992) 3-Dimensional model consists of three dimensions;

1. Text analysis; it is basically the description of the text, or linguistic analysis of the text.
2. Processing analysis or Discourse Practice; it's the interpretation of the text in socio-economic, socio-cultural and socio-political context. Fairclough (1995b) was of the view that, "*discourse practice straddles the division between society and culture on the one hand, and discourse, language and text on the other*" (p. 60).
3. Social Analysis or Sociocultural Practice; it is the explanation of the text with reference to the topic or the dimension in which the study is to be conducted. For the present study, it is the sociocultural context because the researcher would be analyzing the discourse to reveal the manipulation of cultural values through language use in matrimonial advertisements.

Hence, the researcher would be first of all, analyzing the written discourse (matrimonial advertisements), secondly, the context in which the ads are written. Then, finally the researcher would examine how the language of these texts manipulate cultural values in society.

Furthermore, Fairclough and Wodak (1997) in their theory of "Critical Study of Language", summarizes the main tenants of CDA as "CDA addresses social problems" and "Discourse does ideological work". The researcher would study how far the matrimonial advertisements are doing the ideological work. Thus, it is to be concluded that the present study, "How language is used in matrimonial advertisements to manipulate cultural values" will be conducted in accordance with the framework of CDA and Fairclough's 3-Dimensional model.

3.2. Research design

The present study is a descriptive study. Moreover, it is both quantitative and Qualitative. Quantitative because it will examine the privileged and marginalized groups in percentages. Moreover, it will qualitatively describe how language is used as a tool by advertisers to manipulate the cultural values.

3.3. Sample

The sample used for this study is two Pakistan's leading newspapers; one is "Roznama Jang" and the other one is "Express". These two newspapers are taken because they are mostly circulated newspapers in Pakistan. Total of fifty Matrimonial Advertisements (Zaroorat-e-Rishta) are taken; 25 from "Roznama Jang" and 25 from "Express" to highlight that both newspapers publish same type of ads. During the data analysis, 50 ads are analyzed, however, the results section only presents 10 examples in the paper as most of the findings were repetitive and the selected items were sufficient to demonstrate the overall patterns identified in the dataset.

The criteria used for this study is that 8 groups are analyzed that are; Age, Height, Appearance, Education, Occupation, Caste/Religion, Economic Status. These groups are analyzed because these are widely mentioned in matrimonial ads and on the basis of these groups a partner is selected in our society.

4. Data Analysis

In the following section, the researcher examined the data quantitatively by analyzing the preferred and marginalized groups within the seven categories; Age, Height, Appearance, Education, Occupation, Caste/Religion, Economic Status. Furthermore, the researcher examined the data qualitatively keeping in view Fairclough's 3-Dimensional Model of Critical Discourse Analysis. Afterwards, the overall finding of the current study are explored.

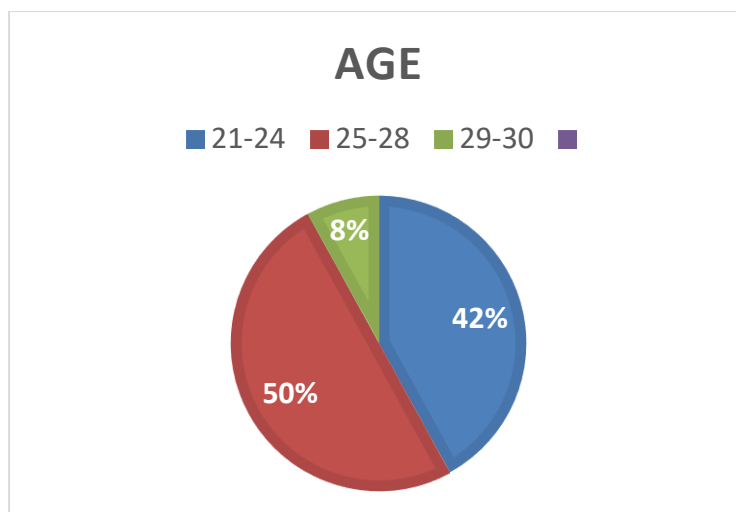


Figure 4.1. Category of age

Examination of age factors demonstrates that majority of the people preferred age around 21 to 27 or 28, as 42% people preferred age around 21 to 24, 50% people preferred 25 to 28 and only 8% people preferred 29 to 30. So result shows that those people who are above 28 in age have been othered by the society.

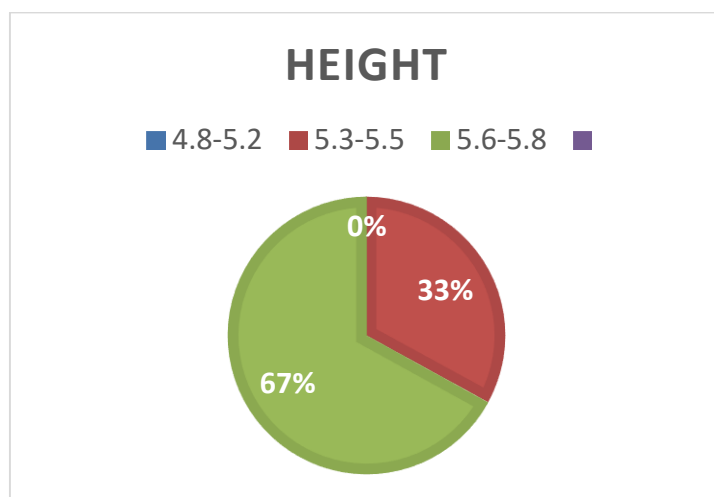


Figure 4.2. *Category of height*

Figure 4.2 shows that about 33% people preferred height around of 5.3 to 5.5 and 67% preferred around of 5.6 to 5.8. The results revealed that nobody even bothered to prefer height around 4.8 to 5.2. Thus, this indicate that people only preferred those people whose height is about 5.3 ft and above. In this way, they have othered those people who are not heighted or who are below 5.3.

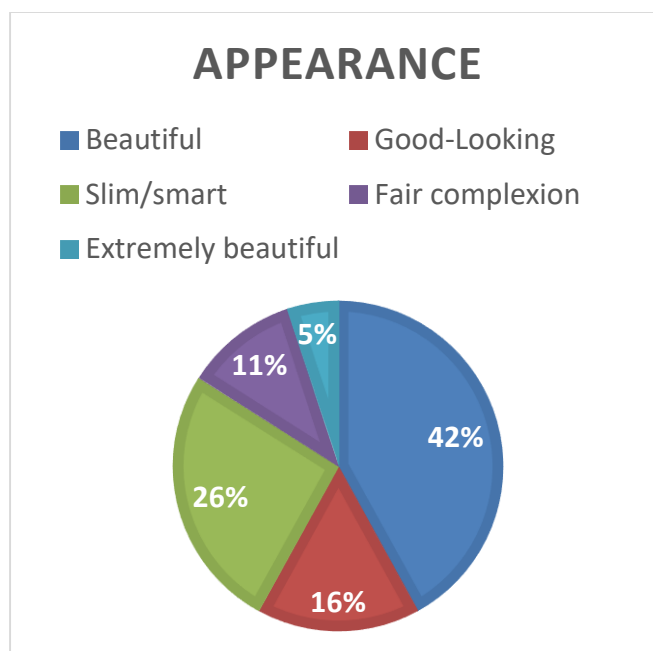


Figure 4.3. *Category of appearance*

The results of the category of appearance demonstrated that people preferred only beautiful, slim/smart and good looking appearance in all the ads, as 42% people preferred beautiful, 26% slim/smart and 16% good looking, 11% preferred partner who should be fair in complexion and 5% preferred extremely beautiful. No one has demanded those people who are normal in appearance or in other words, not beautiful enough.

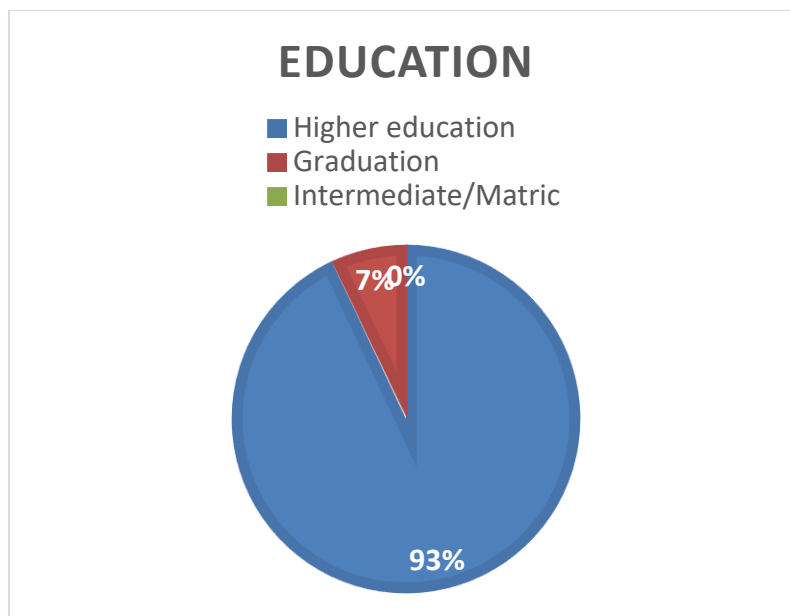


Figure 4.4. *Category of education*

When analyzing the category of education, the researchers found that 93% people preferred a life partner whose qualification should be above graduation level; Higher education. Only 7% people said they want someone who is at least graduated. None of them wanted a life partner who has done only matric or intermediate. Thus, this is clearly indicating that they have othered matric, intermediate and even graduation level education and prefer highly qualified partner for themselves. There are many people who cannot afford to go to higher level. Perhaps, this is because of the society in which we live, our society accepts those who are highly educated or in other words, good or luxurious job is associated with highly qualified people.

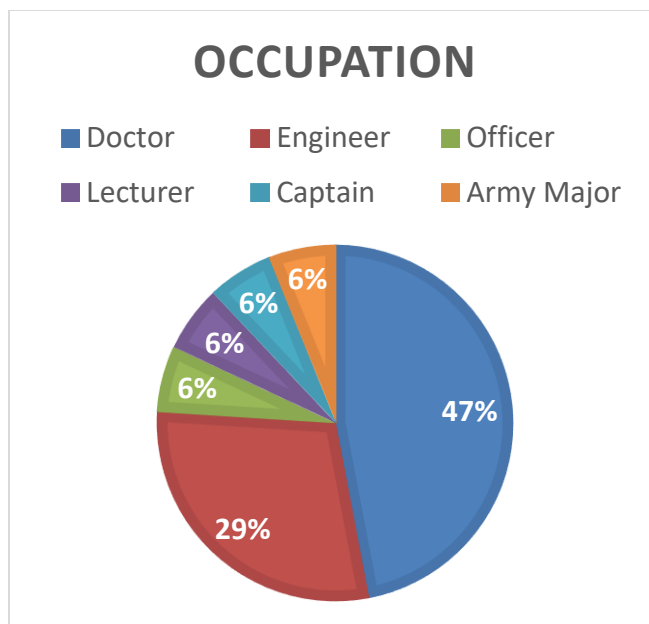


Figure 4.5. *Category of occupation*

Above figure 4.5 shows that 47% people demanded doctor, 29% engineer, 6% officer, 6% lecturer, 6% captain, 6% army major and no one prefers those who do not have a good job or a high standard job.

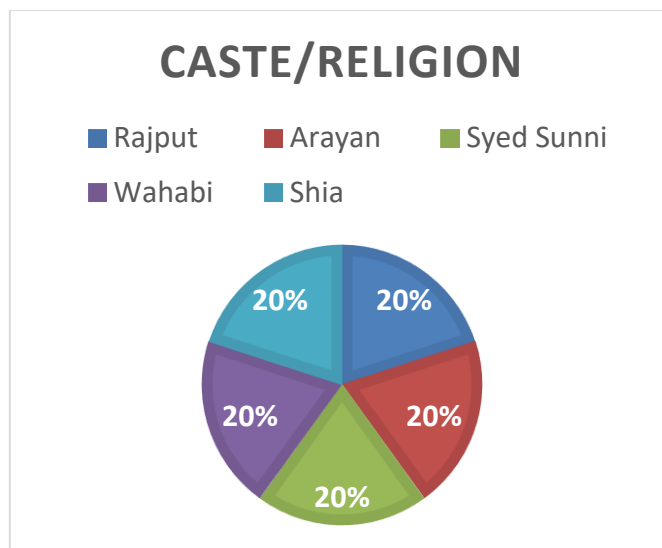


Figure 4.6. *Category of caste/religion*

Figure 4.6 shows that 20% people preferred Syed Sunni, 20% Shia, 20% Wahabi. 20% preferred Arayan, 20% Rajpoot. This clearly indicates the division of society on the basis of Caste and Religious groups. This is a very important factor in manipulating the cultural values in society. If someone is from Rajpoot family, they will surely prefer someone from the same group. Moreover, if someone is Sunni, they will surely choose a partner from the same sect. in this way, binary of “Us vs Them” has been created, all those who belong to the same group are “Us” and those who do not belong to the same group are “Them”. Thus, it can be concluded that people do not want to come out of their circle.

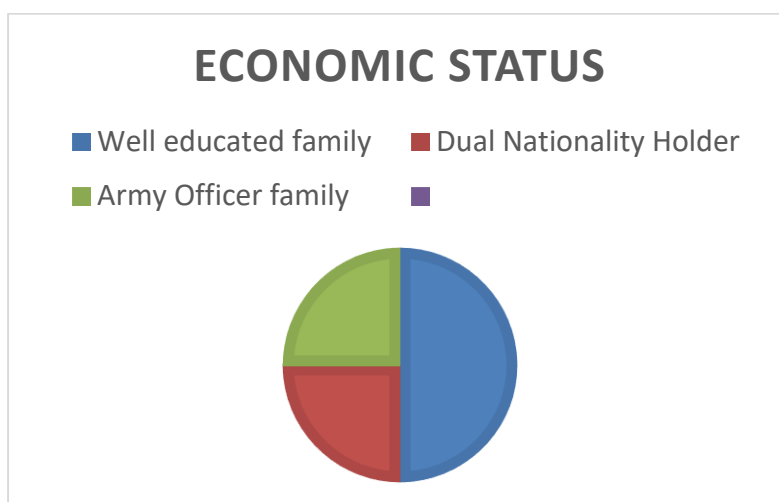


Figure 4.7. *Category of economic status*

The above figure 4.7 shows that 50% people were of the view that they want a life partner from a “Well Educated family”, 25% preferred “Army Officer family and other 25% preferred a life partner who is “Dual Nationality Holder”. This indicates that Economic Status is another big issue in our society. All those families that are highly qualified or those with high income group have a high status in society as compared to those who are less qualified or if they are from low income group. As a result, society is divided into two classes; Upper and Lower class. There is a huge gap or a bridge between these two classes and matrimonial advertisements are further playing their role in making this bridge permanent, instead of removing it.

Dijk (1998) argued that “Positive and negative opinions about US vs Them should be identified.” (Dijk, 1998, p. 61-63). Thus, matrimonial advertisements play a pivotal role in othering certain groups by creating the binary of Us vs Them. As, the above analysis clearly shows which groups are preferred and which are othered or marginalized. Let’s have a detailed look upon othered group. Figure 1 shows that these matrimonial advertisers have set a standard for age that is, from 21 to 30 maximum. For example:

“girl **should be** maximum 27 years old, not more than that, is required for a doctor who is 27 years old.”

This add shows that man who is himself 27 needs only a girl who is also 27 or less, but not more than that. In a similar way, another example is;

“Seeking alliance for a boy who is 26 and a half years old, engineer. The girl **must be** approximately 24 years old.”

This example again emphasized the idea of selecting a person between the age group 25-30, a boy who is 26 and a half needs a girl who must be at least 24 and not more than that. Hence, in this way, people have set their standards and they cannot go beyond that. Thus, **Should** and **must** are auxiliary verbs, indicating a condition, hence, people have set their standards and they cannot go beyond that.

By analyzing the category of height, the researchers come to the conclusion that people have set a standard. According to that standard, nobody wants a bride or groom who is below 5.3 or below 5. This is clearly indicating that all those who are below 5 are othered, although there are many people in our society whose height is short. 5 and above that is the standard and preferred height for a perfect match. For example,

“Looking for a girl who **should be** 5.6/5.7, highly qualified, beautiful....”

In this example, auxiliary verb **should** is indicating that they have clearly mentioned they want a girl who must be of 5.6 or 5.7 height and not less than that.

Moving towards figure 3, this figure indicates that everyone wants a bride or groom who must be beautiful or good-looking, slim and smart, as well. This shows that they have completely othered those people who are not good looking or in other words, not fair in complexion. Also, those who are not slim/smart rather healthy or a bit healthy. This is a very big issue in our society and it has a great influence on people’s minds, especially on the

minds of girls. This is the reason many girls start finding solutions to look good and beautiful and slim. Therefore, adjectives like, **Beautiful**, **good-looking**, **slim** and **smart**, are used for the description of looks or appearance. For example,

“..should be approximately 24 years old, **beautiful**, engineer or highly qualified. The example shows that they want a young girl who must be beautiful.

“A **beautiful** daughter who is 28, M.A qualification, **beautiful**, height 5.6.....”

This indicates that while giving add for their daughter, parents are mentioning that their daughter is beautiful, along with other demands of qualification and height, just because it is the requirement of society. The issue of complexion, which also come in appearance. The one who is fair in complexion, is beautiful, good-looking and pretty. Those who are not fair in complexion have been considered not good-looking or beautiful and have been othered. For example,

“Seeking alliance for a **good-looking, slim/smart, fair in complexion.**”

This is clearly indicating the demand of the parents of groom, who want a bride who must be fair in complexion. As, those who are considered beautiful who are fair in complexion, they are still mentioning the complexion along with, beautiful.

When it comes to education, standard words, like doctor, engineer, officer, major etc., are used which indicates that almost everyone prefers higher education. People have even othered graduation level. Everyone wants a partner who should be highly qualified or well educated. For example,

“A handsome, heighted; 6ft, young boy, whose qualification is **MBAPGD (UK)** is searching for a beautiful, **doctor partner.**”

Again, MBBS or engineering field is the most preferred field. Other than that, Master degree, M.Phil degree etc..are all preferred one. Even graduation is not given an importance nowadays, because our society only prefers higher education. Another example is;

“..should be approximately 24 years old, beautiful, **engineer or highly qualified.**”

In the above example, engineer word indicates that they prefer someone who must be an engineer or highly qualified. Thus, to emphasize the idea, advertisers also add adverbs with nouns, verbs and adjectives, like; **highly qualified.**

Figure 4.6 is showing the category of Occupation, another important factor in manipulating the cultural values because it again prefer certain groups by othering the others. The present results demonstrated that most of the people prefer a partner who should be either a doctor or engineer. If not, then must be an army officer, Advocate, Judge, police officer or Lecturer. Thus, indicating that only those groups are preferred that are high income groups and low income groups are marginalized. For example,

“Seeking alliance for a boy, girl should be 22-25 years, *lecturer or MBBS*.”
“A daughter who is 24, shia, not syed, BBA qualification, demand is *Captain or Major*.”

These examples indicate that people only prefer people with high income and they have marginalized the low income groups.

Division of society on the basis of caste and religion is another big issue in a society. Moreover, matrimonial advertisements are playing their pivotal role in increasing this division in the society. People want a partner who must be from their caste and religious group. Thus, it means that people are not willing to come out of their circle, they have actually created a binary of us/them. Let's have an example;

“is seeking alliance of *only Syed Sunni*, well educated, doctor or engineer.”

Here, they mentioned clearly they want only the match who is from same sect, Syed Sunni. Another example is;

“Seeking alliance for a Syed Sunni,.. *of a Syed Sunni* educated girl,”

This example again shows that a boy who is from Syed Sunni family requires of a girl who must also be from a Syed Sunni family. Therefore, Word *only* and preposition *of* emphasize the idea that people want a partner who must be from their caste and religious group.

After Caste/Religion, comes the division of society on the basis of Economic Status, rather this is the foremost factor. Of course, those groups of people are preferred whose economic status is higher and those groups are marginalized, whose economic status is lower. It is the society that has created this gap of higher and lower status in the society and matrimonial advertisements are playing crucial role in increasing this gap day by day. The above results show that people prefer to choose a partner from the family that is well educated because education is the key to higher level, if one is highly educated, he/she definitely has a high economic status in society. Well-educated families means, doctor families, engineer families, army officer families or officer families. For example,

“seeks alliance of a *well-educated* Punjabi family,”
“Seeking alliance for a Syed Sunni, *Dual Nationality holder*,”

The examples show that 25% preferred Army Officer family, which is a high income group and other 25% preferred dual nationality holder girl or family. In our society, whoever is a dual nationality holder, is automatically respected and given prestige. Hence, these examples clearly indicate that High Economic Status matters a lot.

4.1. Findings & Discussion

By using the Fairclough's 3D model, the researcher first analyzed the text linguistically, then in socio-cultural context. Finally, the linguistic and contextual interpretation of the text is used to examine how the language of the following discourse is actually manipulating the cultural values in the society.

Language used in advertisements is usually attractive and catchy, to attract attention of the readers. It is short and precise, yet, catchy to communicate with the readers. However, the language of matrimonial ads is different from other types of advertisements in a way that it should convey the message clearly to the readers, hence, advertisers use the kind of language which is very clear. Furthermore, language of advertisements is persuasive, nevertheless, language of matrimonial ads is “Non-Persuasive” because matrimonial ads are just like a proposal; a way of communication which is either accepted or rejected. Nonetheless, if an advertisement is not persuasive or catchy enough to attract the customers’ attention, then the purpose of advertisements cannot be achieved. Therefore, matrimonial advertisers use “high-power adjectives”. In this way, the ads become attractive and appealing for the readers. The description of bride/groom by the use of “high-power adjectives” leaves a powerful effect on the readers’ minds. For example “... **looking for a girl who must be Beautiful, Slim, Smart,...**”. Moreover, “..**looking for a Doctor, Engineer**”. Sometimes adverbs are also added to emphasize the idea, for example, “**Looking for a highly educated girl,**” thus, she must be “highly educated”. Another example is, “**looking for an extremely beautiful girl**”, here again adverb is added to emphasize that how beautiful the girl should be.

It is through language certain categories and groups are formed, as Goodenough (1981) said, “Language is the mean through which forms and categories are formed. These forms include; ‘People’s experiences and things around them’” (Goodenough, 1981, p. 26-27). As it is mentioned earlier that strong adjectives are used to attract readers, these strong adjectives also forms categories and groups. For example, if someone wants beautiful and slim/smart partner, they have automatically created groups. One group is of those people, who are beautiful and slim/smart and other is of those, who are not. For example, “**Only extremely Beautiful girls’ parents contact**”, here it is clearly saying that **only** extremely beautiful girls’ parents should contact them and those who are not beautiful, their parents should not. Thus, they are creating a bridge between beautiful and those who are not beautiful.

As, Fairclough (1997) argues that “CDA addresses social problems” (Fairclough, 1997, p. 353), matrimonial advertisements basically reflects social processes or problems, through the kind of language the advertisers use. For example the adjectives used in above ads, like beautiful, slim, smart, are highlighting social expectations. These are certain qualities associated with people, which are conveying a very strong message because they are providing an ideal before people. This is a kind of attractive “Self-image”, like an ideal for people. These types of ads are guaranteeing people a place or a perfect place in society. People believe in this that to achieve their place in society, they have to reach to this much level. In this way language is being used as a powerful tool to manipulate cultural values because language is not only a form of expression. However, language is tool that is not free from “socio-cultural prejudices”. It actually contributes in shaping identities by being used creatively. As, Sapir, Whorf (1956) argues that, “it is the language that shapes and constructs our reality. It is the language that shapes ideas and it is programmed for mental activity”. (Sapir, Whorf, 1956, p. 54-56) Social values are manipulated or exploited by giving importance to appearance or outer beauty and failed to emphasizing upon actual “human characteristics”. For example, simple, good character, kind hearted etc.

Moreover, matrimonial advertisements are playing a pivotal role in making people status conscious, by using standard language for economic status and education. For example, in the above examples words like, Doctor, Engineer, Educated, Well-settled, etc. Higher education, high income groups are associated with elite class. As Dijk (1993) in his theory of "Elite Discourse and Racism", mentions that; "Elites have a powerful effect on the minds and actions of other people" (Dijk, 1993, p. 22). The above analysis is clearly showing that in our society, it is the elite class which is in power and dominating. High Economic status is associated with elites and people with low income groups try their level best to reach that level. Moreover, higher education is associated with elite class, because low income groups cannot afford higher education. As many girls are becoming highly educated, these girls are in high demand of the men who are also highly educated, like Doctors and Engineers.

Previously, status was determined by Caste but now, by Education or by having a private house, well settled or well off families. Hence, those families that were already well-off, they started making demands of their own level. In this way, people have idealized this thing and status, prestige means a lot, which is associated with elites. As, Dijk (1993) said that, "There are multiple power resources, as well as, social and ideological resources of elites, that include; 'Property, income, decision control, knowledge, expertise' and 'status, prestige, fame, influence, respect.'" (Dijk, 1993, p. 22-23)

Therefore, the results of the study propose that employing selected lexical items, advertisers use very creative, persuasive and catchy language. Strong adjectives are commonly used, as compared to verbs and nouns, like, beautiful, educated, handsome, good-looking. Thus, identities are shaped, manipulating the social and cultural values. For example, when being beautiful, good-looking, slim/smart is the only choice for people to make their place in social hierarchy, they try their best to fit in the society. Certain intensifiers or adverbs are also added with adjectives, for instance, extremely beautiful, well educated, very handsome, to emphasize. Moreover, standard language being used for education and occupation also leaves a strong impact on people's minds, as a result, they become "Status conscious".

In this way, values are manipulated, when only appearance is significant and human characteristics are neglected. Furthermore, people of lower height, low economic status, old age, less educated are forsaken. Thus, this criteria enforces people to become conscious about their age, height, economic status, education, occupation, caste and religion. However, when climbing up to the set ladder becomes arduous, people undergo inferiority complex.

Results further propound that notion of othering is also playing its crucial role. For example, when everyone prefers a good-looking, pretty, groom/bride, then less beautiful or less pretty are othered. Similarly, when the demand is only of well-educated and higher income groups, the less educated and low income groups of people are disregarded. Furthermore, if a standard is set for age and height, those who do not fall in that category, are definitely othered. In the same way, preference is given only to people from same social and religious class.

Thus, advertisements have a strong effect on people. According to Duran (1982), "advertising is a phenomenon through which someone tries to communicate something to

a group of people and whose aim is to persuade them to act in a certain way” (Durn, 1982, p.56). Therefore, advertisements control people’s “*desires, necessities and non-necessities*” because it is through language that advertisers convey their message which leaves a strong impact on people’s minds and actions or behavior.

5. Conclusion

It can be concluded from the study that matrimonial advertisements reflect social processes or problems, through the kind of language the advertisers use. For example, the adjectives, like beautiful, slim, smart, are highlighting social expectations. These are certain qualities associated with people. This is a kind of attractive “Self-image”, like an ideal for people. These types of ads are guaranteeing people a place or a perfect place in society. People believe in this that to achieve their place in society, they have to reach to this much level. Thus, language is a tool that is not free from “socio-cultural prejudices” and it contributes in shaping identities by being used creatively. Hence, social values are manipulated or exploited by giving importance to appearance or outer beauty and failed to be emphasizing upon actual “human characteristics”. For example, simple, good character, kindhearted etc. Moreover, matrimonial advertisements are playing a pivotal role in making people status conscious, by using standard language for economic status and education. Therefore, advertisements control people’s “*desires, necessities and non-necessities*” because it is through language that advertisers convey their message which leaves a strong impact on people’s minds and actions or behavior

5.1. Recommendations

The researchers recommended the future researchers to conduct more studies in the following area. For example, the researchers can examine gender stereotyping by analyzing what are the demands on male side and female side, respectively. Moreover, further research can be conducted by analyzing how parents are themselves manipulating social values through matrimonial advertisements. How parents are trying their best to find a perfect match for their son or daughter in accordance with their demands to fit in the society.

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