



Article

A Multimodal Discourse Analysis in English and Arabic Advertisement

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Abstract: This research studies the advertisement of hamburger from a multimodal discourse perspective. This topic is chosen because many marketing things entered the Iraqi culture affecting by other cultures. The use of multimodal discourse in English and Arabic advertising is examined in this study, which looks at how textual and visual components combine to produce messages that are convincing in a variety of linguistic and cultural situations. In order to appeal to audiences, advertising mostly uses multimodality to convey meaning by combining text, images, colors, and layout. The following inquiries are the main focus of this study: 1-In what ways do ads in Arabic and English use multimodal resources to communicate meaning?2- In what ways do the two languages employ these resources differently and similarly?3- What effects do language and cultural circumstances have on the strategies employed in these ads? The main goal of this study is to examine how each mode adds to the overall message by using a semiotic framework to the verbal and visual elements of hamburger ads in Arabic and English. A multimodal of this study is based on Halliday's (1985) metafunction model and Kress and van Leeuwen's (2006) social semiotics. These models are used to examine a sample of six hamburger ads, three from each linguistic setting. The results indicate that both English and Arabic ads use comparable multimodal strategies to engage viewers and convey brand messages despite linguistic and cultural differences. By demonstrating the variety and universality of multimodal techniques in worldwide marketplaces, this study advances our understanding of how multimodal discourse works in cross-cultural advertising.

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1. Introduction

Much greater focus has been placed on multimodal discourse analysis. Language is a necessary tool for discourse, but in order to create meaning, it must work in combination with other tools. As a result, various modalities should be included in discourse analysis[1]–[3]. The goal of the study is to examine, from a semiotics perspective, the textual and visual resources of hamburgers in two distinct cultural and linguistic contexts: English and Arabic. Six images of hamburgers are selected from both Arabic and English, with three images per linguistic setting[4]–[7]. To analyze the chosen data, a multi-analytic model has been used. It is based on the multimodal social semiotics of Kress and van Leeuwen (2006) and the metafunction model of Halliday (1985). For Halliday metafunction model, the researcher has chosen (textual metafunction) since it is more applicable

according to the data. For marketing objectives, the qualitative analysis has chosen to show that the hamburger images of the two linguistic texts use the same visual and literary resources[8]–[11].

2. Materials and Methods

Multimodal Discourse Analysis

An approach that examines various forms of communication, including text, color, and visuals, is called multimodal discourse analysis. This approach to discursive analysis examines how different modes combine to produce semiotic meaning rather than just how they communicate with one another[12], [13]. Kress (2010) adds that there are genuine advantages to using three modes in a single sign: writing, image, and color. Each mode performs a distinct function: writing names indicates what would be challenging to display, while images indicate what takes too long to read. Color is employed to draw attention to particular elements of the main message. Therefore, examining several modes simultaneously leads to a more complicated and varied study, particularly when examining online environments.

Systemic functional linguistics (SFL)

It is a branch of functional linguistics that views language as a system of social semiotics. SFL takes the paradigmatic axis as its starting point, to put it technically. Systemic foregrounds the "paradigmatic axis" of Saussure's theory of language. According to Halliday, an essential principle of his theory is that every communication act entails decisions. Above all, language is a system; SFL uses its representation tool of a "system network" to map the options available in any variety of language. Functional refers to the idea that language changed as a result of the demands placed on the language system(Dik,1997). It is believed that functions have influenced language organization and structure at all levels, which is accomplished through metafunctions. The "organization of the functional framework around systems," or choices, is the exclusive definition of metafunction in SFL. This differs significantly from previous "functional" techniques like role and reference grammar and Dik's(1989) functional grammar (FG), also known as functional discourse grammar these days. According to Halliday, all languages involve three metafunctions that are generated simultaneously: one that enacts social relations (interpersonal relations); another that construes our experience of our inner and outer reality as well as the logical relationships between phenomena (ideational); and a third that combines these two functions to produce text (textual the wording)(Leeuwen,2005).

Kress and van Leeuwen's Multimodal Social Semiotics

A theory that takes into consideration both social and cultural impacts on texts and meanings created in "multimodal visual narratives" is multimodal social semiotics. Multimodality and social semiotics are used to comprehend various types of communication (Kress, 2010:16 and Huang, 2009:2). Kress and van Leeuwen (2006:20) propose an original approach to visual semiotics with reference to social semiotics, meaning that they are addressing it as a grammar. The intended outcome is compromised by the overall interplay between the various modalities. Their method is called "grammar" in order to draw attention to culturally created consistency. Their methodology addresses the components that contribute to visual statements, in contrast to previous approaches. According to Kress and van Leeuwen(2002), the foundation of their theory of communication is social. There might be a brief survey to replace social semiotics in its appropriate setting and bring it into the mainstream of semiotics. As specific interpretations of social interaction and experience, they provide visual structures. The fundamental idea behind visual structures is that "meanings belong to culture, rather than to specific semiotic modes," meaning that visual or verbal communication is both historically and culturally specific. According to their perspective, visual communication can be expressed through "the choice between different uses of color or different

compositional structures and this will affect meaning," whereas language can be displayed through "the choice between different word classes and clause structures" (Kress, 2010:6).

3. Results and Discussion

The metafunction model of Halliday (1985) and multimodal social semiotics of Kress and van Leeuwen (2006)

Image NO. 1.



1-Textual Metafunction

Beginning with a prepositional phrase (**of the people, by the king, for the people**), the phrases in this image form a parallel structure that highlights the brand's and product's relationship attributes. The repetition highlights the connection between the "king" and the "people," most likely referring to the Burger King brand as the "king" and its patrons as "the people." The ad employs cultural reference to lend familiarity and credibility by repeating the well-known line from Lincoln's Gettysburg Address, "**of the people, by the people, for the people**." This further ties the text together with a familiar historical setting. This structure gives the advertisement a sense of authority and accessibility by emphasizing the brand identity (the king) and the product's target audience (the people). The statement implies that Burger King, a reliable source, makes hamburgers for everyone.

2-Given and New

The image of hamburger is given since most people are familiar with it, but the phrases (**of the people, by the king, for the people**) are new. It attracts the attention of people towards hamburger by using this speech.

3-Words (Language: Formal / Informal)

The language which is used in this image is formal because the phrases are used by the President Lincoln.

4-Colors

The colors which are used in this image are : red, orange and white . To attract the attention of the people. White color highlights the phrases for the purposes of advertisement.

Image NO. 2.



1-Textual Metafunction:

Every descriptive phrase in this minimal text functions independently as a thematic element. "**Delicious food**" and "**hot burger**" serve as dual themes that draw attention to the product's main features. By immediately pairing adjectives (hot, delicious) with nouns (burger, food), the sentence establishes a clear, coherent structure that enables each word to support the others. The term highlights the attributes that are likely to draw customers, specifically the food's heat (which suggests freshness) and taste appeal. The tactile appeal is improved by the use of the adjectives "hot" and "delicious."

2-Given and New

The image of hamburger is given since most people familiar with it, but the phrase (**hot burger**) is new. It gives an indication about the food when it is hot, it will be delicious.

3-Words (Language: Formal / Informal)

The language which is used in this image is informal. It is used for the purpose of advertisement about how burger is tasty when it is hot.

4-Colors

The colors which are used in this image are: red and green. Red color is a common color in food advertising since it is commonly thought to increase hunger and desire. Green is strongly associated with freshness, health, and the natural world. In terms of food, it implies that the products used are premium, fresh, and perhaps less refined or more natural, which might give the burger the appearance of being healthier.

Image NO. 3.



1-Textual Metafunction

"**HAVE IT ANY WAY**," "**CHICKEN ROYAL**," and "**BURGER KING**" are three thematic divisions of the phrase. Each component functions as a distinct concept that adds to the main idea: "**CHICKEN ROYAL**" designates the particular product. "**HAVE IT ANY WAY**" highlights the adaptability of personalization and consumer preference. "**BURGER KING**" presents the company as the source or authority of these deals.

2-Given and New

The image of hamburger is given since most people familiar with it, but the phrase (**hot burger**) is new. It gives an indication about the food when it is hot, it will be delicious.

3-Words (Language: Formal / Informal)

In order to make the product and brand seem approachable, appealing, and customer-focused all of which are in line with Burger King's brand image the language is intended to be informal, friendly, and approachable.

4-Colors

Since red is thought to increase appetite, it is frequently utilized in food advertisements. In this instance, the burger is highlighted and given a more attractive appearance by the deep reddish background. The slogan "**Have It Your Way**" and the

white writing for "Chicken Royale" contrast sharply with the red background, making the main point easy to read. White also conveys a feeling of simplicity and cleanliness. A touch of refinement is added by the black area at the bottom where the slogan and logo are displayed, which also serves to frame the advertisement and highlight the brand.

Image NO. 4.



1-Textual Metafunction

In order to create a unified message that appeals to the target societal, the words and visual components in this burger commercial are strategically placed to convey the textual meaning. The phrase "البركة الشهية" in Arabic: This header, which translates to "The Delicious Burger," is prominent and uses a bold, colorful typeface to draw attention to it. The word choice highlights the burger's flavor, generating a taste and hunger appeal right away. "طعم عراقي لا يقاوم": This subheading, which translates as "An Attractive Iraqi Taste," emphasizes the burger's distinct, regional flavor. By linking the burger to genuine Iraqi taste, this slogan targets local pride and uses cultural appeal to draw in people who are interested in local food. "2000 دينار فقط": This price tag, which is shown in a brilliant circle, indicates economy and translates to "Only 2000 dinars." Value is emphasized with the phrase "only," which makes the offer appear like a good deal and promotes quick purchasing. The term "توصيل مجاني" is underlined in an orange box and has a phone number underneath. It thus translates to "Free Delivery." This element is positioned in a visually striking region to highlight the free delivery offer and increase the advertisement's appeal. "مطعم البركات للوجبات السريعة": This text, which translates to "Al-Barakat Fast Food Restaurant," adds credibility and brand identity by identifying the product's provenance. The subject of the advertisement is established by the words "البركة الشهية" (The Delicious Burger). The specifics that come after the taste description, cost, and delivery offer more proof (rheme) to back up the original assertion. The advertisement makes sure the viewer rapidly grasps the key selling points taste, cost-effectiveness, and convenience—by rationally moving from the product's name and taste appeal to information about price and delivery. The viewer's eye is directed to each crucial item in a sequence that supports the message by using color and size to visually highlight key terms like the product name, price, and free delivery.

2-Given and New

Information provided (top and left): The primary motif is established by the burger's name, "البركة الشهية" (The Delicious Burger), which is displayed at the top. The price (2000 Dinar) is clearly visible on the left side, where it is underlined in a large orange circle. These components function as the provided information, defining the nature of the product and its price. New details (right and bottom): More recent, helpful information can be found in the contact area and near the bottom. Along with the name and contact details of the restaurant, this also provides "توصيل مجاني" (Free delivery). These specifics offer ease and additional value, which can encourage viewers to buy.

3-Words(Language: Formal/ Informal)

"طعم عراقي لا يقاوم" ("an irresistible Iraqi taste") and "البرجر الشهي" ("the delicious burger") are examples of communicative interesting vocabulary that aims to emotionally connect with the viewers. It is intended to put the viewer at ease and persuade them to buy the products because it is informal and cheerful. Despite using formal or complicated terminology, the words are simple and easy to understand, making them suitable for a broad audience. This simplicity reflects a casual approach that is common in fast-food advertising, where accessibility and rapid connection are the main objectives. The informal and compelling language is enhanced with words like "فقط" (**only**) and "توصيل مجاني" (**free delivery**), which evoke a sense of urgency and excitement—common strategies in ads that want to grab attention fast. The commercial is warm and attractive to potential buyers because of the informal, accessible, and impact-oriented wording.

4-Color

The crimson background that dominates is vivid and striking. Since red is frequently connected to excitement, hunger, and health, it works well for food advertising, particularly for fast food. Natural food colors like brown, green, and golden-yellow are used in the burger, fries, and water. The meal appears attractive, delicious, and fresh thanks to these hues. The orange and white lettering stands out against the red background, making it easy to read and highlighting crucial information like delivery options and price.

Image NO. 5.



1-Textual Metafunction

Using the appeal to action text "اطلب الآن" (**Order Now**) prominently displayed, the image's main message appears to be focused on the burger and highlights the product's availability and urgency. The information is visually organized by the layout, which naturally directs the viewer's attention to the burger image before moving on to the call to action. In this instance, the burger image itself serves as the theme (beginning point of the message), communicating the primary idea—that this is an advertisement for a food product. The language encircling it, such as "الذ برجر على الإطلاق" (**The most delicious burger ever**), is the rheme (remaining information), which provides context and asserts quality. The branding and message clarity are strengthened by the unified layout produced by the use of colors, fonts, and positioning. The demand "اطلب الآن" (**Order Now**) that is bolded guides the viewer's reaction to the advertisement.

2-Given and New

Given: A food advertising is indicated by the image's presentation of a burger, which is widely known and understandable. New: The Arabic text on the picture provides fresh details, particularly highlighting the need to order the burger. This probably contains a message urging readers to interact with the product by mentioning its freshness or quality.

3-Words(Language: Forma/ Informal)

Rather casual, friendly language is used in the Arabic text ("الذ برجر على الإطلاق" meaning "The most delicious burger ever" and "اطلب الآن" meaning "Order now"). It is

straightforward and uncomplicated, probably intended to appeal to a broad audience and make the call to action (place your order right away) approachable and welcoming.

4-Colors

With an emphasis on deep brown colors, green (lettuce), and the bright hues of the burger ingredients, the colors are warm and appealing. The brown background adds to the burger's attraction, and these colors are meant to arouse sensations of freshness and hunger. The burger is given a humorous, imaginative touch by the brilliant white outline over it, which enhances it above a simple picture of food.

Image NO. 6.



1-Textual Metafunction

The burger itself, which is positioned prominently, is the primary emphasis. This makes the product the main focus of the image. "حي الشتاء وحي ما جابه" ("Winter has come and brought with it...") is typed above the burger, while "Smoke Burger" is bolded and smoky to draw attention to the product name and motif. The Arabic term establishes a relationship to the burger, which has a "smoky" or grilled appeal and is probably intended to be warming or comforting, in keeping with the winter motif.

2-Given and New

Given: The "given" information is the identifiable, centrally located image of a burger, which conveys knowledge of the burger's concept or product. New: by connecting this burger to the winter season and highlighting its distinct "smoky" flavor, the "Smoke Burger" label and the winter-related Arabic text offer additional information.

3-Words(Language: Formal or informal)

Both the English expression "Smoke Burger" and the Arabic phrase "حي الشتاء وحي ما جابه" are somewhat informal. By asking people to sample a seasonal, smoky-flavored burger, the casual atmosphere aims to make the product approachable and engaging to a wide range of consumers.

3-Colors

The dark background, which evokes warmth, cooking, and a feeling of warm for winter, is composed of black and flaming red/orange hues. The burger looks brighter due to the dark colors, while the flames behind it give it a sensation of heat, implying that it has just been grilled. The smokey theme is reinforced by the white text "Smoke Burger" standing out against the dark background.

4. Conclusion

A multimodal discourse analysis of English and Arabic hamburger ads shows how both languages successfully express meaning through a variety of semiotic resources (such as images, colors, text, and layout). In order to draw people in as well as communicate the attractiveness of the product, advertisements in both languages use pictures of the burger as the main "given" element, along with fascinating color schemes and appetizing imagery. In order to establish a relevant and welcoming attitude and make the product available to a broad audience, advertisements in both Arabic and English frequently employ colloquial language. Yet, their methods are influenced by linguistic and cultural variances. Arabic

advertisements frequently incorporate culturally relevant topics, like seasonal connotations (like winter) or regionally specific language expressions, which help Arabic speaking audiences feel more at home. In order to reach a wider audience, English advertisements may emphasize simpler, straightforward language or universal appeal without regional peculiarities. In order to seem contemporary or current, Arabic advertisements may often combine Arabic and English text, which reflects the linguistic hybridity of Arab society. Such strategies are impacted by linguistic conventions and cultural expectations: English advertisements frequently place more emphasis on simplicity and universal appeal, whereas Arabic advertisements stress familiarity, warmth, and local relevance. All things considered, linguistic decisions and differences in multimodal materials influence the way meaning is conveyed, guaranteeing that advertisements have a targeted and significant impact on their target viewers.

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