BRANDING FASHION, SHAPING CULTURE: A CRITICAL DISCOURSE ANALYSIS OF ONLINE ADVERTISEMENT

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Abstract

This study analyses the relations between branding culture and multimodal communicative strategies in online brand advertisements for fashion. The multimodal analytic framework is applied to investigate the ways in which visual, textual, and interactive resources create cultural narratives that reinforce brand identity at their reach to the target audience within the digital spaces. By elaborating case studies of leading online fashion brands, this analysis aims to unveil the extent to which color, typography, imagery, language, and affordances of the digital platform can infuse messages with culture. The findings indicate that the most successful advertisements use semiotic resources to deal with contemporary values in culture such as sustainability, inclusivity, or individualism, which they tie in emotional attachment to consumers. The study underlines the very importance of culturally informed multimodal design in building brand loyalty and consumer involvement in a hyper competitive digital marketplace. The study reveals through multimodal discourse analysis how personalization and participatory engagement decenter brand authority, facilitating consumer co creation while strengthening emotional appeals. Results show hybrid semiotic approaches that combine nostalgia and futurism in addressing fragmented audiences and ethical challenges such as cultural appropriation and surveillance. The study advocates for adaptive branding strategies that reconcile the corporate agenda with cultural authenticity and for inclusive, ethically informed engagement in driven markets. This research also explores the complex dynamic between cultural shaping and fashion branding using critical discourse analysis of internet advertisements to see how luxury fashion brands use multimodal approaches to build brand image and shape consumer beliefs and cultural values. Through the examination of the interaction between verbal, visual, and color modalities in internet advertisements, the study reveals how such aspects communicate luxury, sophistication, and elegance, informing cultural stories and identity construction. Based on a critical discourse analysis methodology and conceptualized by drawing on theoretical thinking from multimodal discourse analysis and social semiotics, the research offers insights into the multifaceted dynamics of fashion branding and its influence on consumer behavior and cultural values, with far-reaching implications for our understanding of the interplay between branding, culture, and consumption.
Keywords: Branding culture, multimodal analysis, online fashion brands, digital advertisements, semiotics, cultural identity, consumer engagement, visual-textual communication

INTRODUCTION

The fashion business has ever been a major cultural influence, defining and expressing the values, norms, and identities of society (Kawamura, 2005). The growth of social media over the last few decades has altered the manner in which fashion brands engage with their consumers, opening up new grounds for branding and cultural shaping (Kotler & Keller, 2016). Luxury fashion brands, for example, have taken advantage of the web to build sophisticated brand images and storytelling that appeal to their respective target markets. Building brand image is an essential element of luxury fashion branding since it can dramatically impact consumer attitudes and buying behavior (Aaker, 1997). Luxury fashion brands use various multimodal strategies, such as verbal, visual, and color modalities, to construct a unique brand image that reflects luxury, sophistication, and refinement (Kress & van Leeuwen, 2001). Such strategies tend to be well-planned to resonate with the values, dreams, and wishes of the targeted audience.

The role of luxury fashion branding on cultural values and consumer behavior has been a subject of debate amongst scholars (Bourdieu, 1986). According to some scholars, luxury fashion brands have an influential role on cultural stories and consumer conduct, whereas other scholars argue that branding and culture have more complexities and are more dynamic (McCracken, 1988). This research seeks to add to this debate by analyzing how luxury fashion brands build brand image and influence cultural values through online advertising. The advent of digital media has certainly transformed the scene of the fashion industry, where the online advertisement plays a key role in targeting the audience of fashion brands (Kaplan & Haenlein, 2018). Fashion brands therefore invest huge amounts to create attractive advertisements online, communicating the brand message through its products and value statements in an attractive manner (Kim & Lee, 2020). A rise in internet ads has heightened competition, thereby difficult for brands to establish themselves and linger in markets. It thus would be imperative that one possesses an impactful branding culture that pushes aside differences of fashion brands and forges brand attachment.

Multimodal analysis develops an expansive notion of the multidimensional play around in visual, text, and audio elements in which fashion brands' online advertising comes under scan (Jewitt, 2019). Multimodal analysis has been used in various studies to examine advertising practices in various contexts (Barton & Egbert, 2018; Ma & Meng, 2020). Research on how branding culture is multimodally presented in online fashion advertisements, however, remains to be investigated. The present research bridges this gap by carrying out multimodal analysis of online fashion brand adverts on how the visual, textual, and auditory modes came together to shape branding culture.

In the modern world that has been globalized, the intersection of visual and linguistic elements in brand adverts is central to constructing and expressing cultural identities. This research proposal aims to critically examine the interplay among language, visuals, and the formation of new cultural identities in the context of brand commercials. The increased popularity of global brands and their commercials has created a sophisticated play of linguistic and visual signals that not only sell products but also participate in shaping cultural identities. As digital media emerged and the accessibility of various cultural representations increased, brands are tactically using language and visual content to attract multicultural consumers and build sophisticated cultural identities. It is essential for scholars and practitioners to understand this phenomenon to grasp the effects of advertising on cultural understanding and identity.

The fashion industry is a multibillion-dollar market, relying on successful branding and marketing methods to reach the targeted clientele and remain competitive. Fashion brands spend a lot of money on the development and sharing of their products, values, and styles' advertisements. The ads not only sell the goods but also help build brand cultures and identities. With the spread of digital media, online fashion brand advertisements have taken on greater significance as they present a distinct glimpse into how fashion brands address their audiences and develop meaning around products. Fashion adverts are multimodal in nature because they combine the visual, textual, and sound modes to present rich and highly complex messages. Fashion advertising is highly multimodal and allows multiple nuanced meanings and feelings by giving the viewer experience and interactive engagement. Multimodality within fashion ads is not without its challenges for the researcher, however-for it entails consideration about how such varied modes combine to produce what one may perceive as a result. A multimodal analysis of the advertisements of online fashion brands is able to account for the manner in which fashion brands employ multimodality in order to construct meaning and engage with their publics.

Researchers, marketers, and consumers should know how fashion brands construct and convey their brand cultures. Fashion branding culture denotes the particular values, aesthetics, and attitudes that characterize a fashion brand and make it different from other brands. With a closer look at the online multimodal fashion advertisements, one can further examine how these online brands produce and spread brand cultures and consequently what such cultures yield in terms of perceptions and behaviors by consumers. Such information assists in adjusting marketing strategies for effective communication and consumer engagement for business to thrive in such a competitive environment of competition as the online fashion industry is.

The development of digital media has transformed the fashion sector, especially when it comes to branding. Social media platforms, such as Instagram and TikTok, have emerged as imperative mechanisms for fashion brands to reach their target markets and build their brand images (Kotler & Keller, 2016). These platforms allow brands to promote their products, tell their stories, and interact with consumers more personally and interactively (Godey et al., 2016). For example, Instagram's visually led format allows fashion brands to promote their products using high-quality images and videos, while TikTok's short video format allows brands to produce interesting and entertaining content that appeals to younger consumers.

The influence of social media on fashion branding is dynamic. On the one hand, it offers fashion brands the largest ever reach to connect with consumers anywhere in the world and establish a solid digital identity (Kaplan & Haenlein, 2010). On the other hand, it presents them with new challenges, including reputation management online, engagement with consumer opinions, and competition before others (Trainor et al., 2014). High-end fashion brands, more than any other type, have to navigate these obstacles while upholding their exclusivity and high-end status. Social media websites can be used effectively by fashion brands to develop a strong brand identity, foster brand loyalty, and boost sales.

STATEMENT OF THE PROBLEM

The advent of digital media has transformed the fashion world, and online advertising is now a key area of application for developing brand awareness, conveying brand identity, and generating revenue. But there is a huge void in grasping the multimodal features responsible for successful brand communication within the fashion industry despite its increasing prominence within the sector. Particularly, the intricate multimodal interaction

of language, pictures, color, and typography in digital fashion brand ads is little known, and how consumers process and interpret these multimodal messages is also not well investigated. This is important to know because this prevents fashion brands from having effective marketing campaigns that influence their target market, express themselves as a brand, and stand out in a competitive marketplace. Consequently, fashion brands can fail to maximize their online advertising campaigns, and this may result in diminished brand awareness, customer loyalty, and lost business opportunities. Hence, there is an urgent need for studies examining the multimodal dynamics of online fashion brand advertisements and explaining how fashion brands can utilize such dynamics to maximize their marketing approaches and meet their business goals.

SIGNIFICANCE OF THE STUDY

This research is significant in that it offers greater insight into how web-based fashion brand adverts leverage multimodal resources to build brand identity and brand culture. This research will contribute to the body of knowledge in marketing, advertising, and multimodal discourse analysis and offer insights for fashion brands and advertisers who want to make successful online advertising campaigns speak to their target groups. This research will also guide the creation of more efficient marketing and branding strategies for fashion brands, thus supporting the growth and competitiveness of the fashion industry.

RESEARCH OBJECTIVES

The following are the objectives of this study:

1. To examine the linguistic and visual strategies used in fashion brand advertisements to construct cultural identities.
2. To explore consumer perceptions and interpretations of cultural identities constructed in fashion brand advertisements.

RESEARCH QUESTIONS

This research responds to the following questions:

1. How do language and visual elements interact in fashion brand advertisements to construct and convey cultural identity?
2. How do consumers from diverse cultural backgrounds interpret and respond to cultural identities constructed in fashion brand advertisements?

DELIMITATIONS

This research is bounded by some means, such as the incorporation of the multimodal analysis of internet fashion brand commercials and doesn't cover any other advertising modal that is outdoor, television, or print advertisements, and fashion and premium luxury fashion brands. Budget-friendly and fast fashion fashion brands are out of this study. Online fashion brand commercials are targeted by the study. The research takes into account only online fashion brand advertisements published on the official brand websites, social media platforms, and online fashion magazines or blogs and using a qualitative multimodal discourse analysis method, without using any quantitative or experimental method. Finally, the research has carried out an analysis of online fashion brand advertisements selected on relevance, visibility, and representativeness of the luxury and premium fashion brand industry.

LIMITATIONS

The limitations of the study are as follows: firstly, it is limited to only analyzing online fashion brand advertisements, thereby excluding all other forms of advertising and brand communication. The research, thus, has a lesser geographic scope because it only targets online fashion brand ads, and is also prone to subjective interpretation because the

multimodal analysis of the online fashion brand ads is the result of the researcher's personal bias and views. Additionally, the findings of this study cannot be generalised to other industries, cultures or environments, and are constrained by the time frame of the study, which only examines online fashion brand ads, and by the research approach, which deploys a qualitative multimodal discourse analysis that may not be as objective and reliable as quantitative approaches.

LITERATURE REVIEW

Multimodality is an exercise of governing meaning produced by use of two or more communication modes in addition to the use of language (George, 2012). Multimodality is a source or carrier of account for locating a practice and representation in all depth and complexity of semiotics (Adams, Matu & Oketch, 2014). Multimodality is claimed to cover semiotics like the image, gesture etc. (Iedema, 2003 as cited in Adams et al. 2014). Adams et al. (2014) also argue that Kress and Van Leeuwen have also been referred to as the precursors of Multimodal Discourse Analysis. They clarify that multimodality provides a field for examining interaction between the language and the image. Thus, Multimodality invites us to speak of semiotics as gesture, image, text message etc. Multimodality theory has been applied as a data analysis tool by the efforts of numerous researchers like Dastjerdi, Mobarakeh & Zare (2012), Adams, Matu & Oketch (2014), Olowu & Akinkurolere (2015), Li Pan (2015), Vedula, Sun, Lee, Gupta, Ogihara, Johnson, Ren & Parthasarathy (2017), Guo & Feng (2017).

Dastjerdi et al. (2012) have carried out a study through Multimodal Analysis to identify the difference between TV commercials and newspaper commercials. They tried to achieve which of the above is more effective for the audience. 40 tape recorded TV commercials and two Iranian newspaper commercials such as Tehran Times and Iran Daily (English newspapers) were used for data collection. The persuasion techniques used by both groups were pre-determined, explained and compared with one another. General conclusion of the paper was that activities utilized in television advertisement commercializations were far greater and effective than advertisement techniques utilized in press utilization. Adams et al. in 2014 analyzed co-existence of semiotic types and language in advertisement communication of Safaricom advertisements in Kenyan Daily Nation Newspaper in their study. Multimodality is the theory applied in this study. Apart from that, this study asked if Visual Advertisements of Safaricom affect consumer buying behavior through signs and texts.

Snowballing strategy has been applied in the researcher in taking big controlled sample so that population sampling will be easier. Ten interviewees were interviewed audio taped. Those respondents were shown some visual images so that they can use them in their visual advertisements. In regard to study findings, written word was not known to those respondents; those visual images were attractive but were not saying anything to those respondents. However, written texts leave an impression on the respondents. Language devices hold the respondents' attention. Olowo et al. (2015) carried out research to examine visual and linguistic elements with regard to chosen ads for malaria drugs. The source of data was based on both primary and secondary sources.

Four out of the chosen posters, stickers, and drugs literature advertisement of malaria were used as per the primary source. The multimodal discourse analysis data analytical framework is used in the current research paper. For the visual components, it includes color, picture, symbols, icon, look or gaze, and attitude; thus, all of these are aiding promotion by enhancing quality in the form of meanings with advertisements.

Briefly, it claims to infer both the language and nonverbal elements, which help a great deal with advert tools. Li Pan (2015) also raises the issue of how the nonverbal elements are determined in adverts and how adverts get contextualized. To this effect, a case study of advert on Hong Kong billboards was conducted. It shows how message contextualization is achieved through extra-language features. Findings of Case Study It was very apparent that the translation process is controlled by multimodal aspects of the text, which they translated, and the translators' translation process is determined by extra-linguistic aspects of the advertisement. Guo & Feng (2017) have created a fascinating multimodal analysis experiment of advertisements based on visual grammar. In this procedure, here they collected some 2014 Brazil football world cup ads. While conducting the research, they paid attention to the way the modes coexist in the interdependent manner in articulating a common sense. When watching the sense that causes any mode to emerge in a given context, three metafunctions of Kress & Leeuwen (1996) were applied by the researchers, including representational, interactional and compositional.

METHODOLOGY AND FRAMEWORK

A critical discourse analysis (CDA) framework, in this case, Fairclough's Three-Dimensional Model (1992), guides this study. It analyzes the textual, discursive, and social practices underlying the development of cultural identity in online fashion brand advertisements. Multimodal analysis (Kress & van Leeuwen, 2001) is added to the framework to offer a detailed account of the relationship between linguistic and visual elements in the advertisements. Moreover, social semiotic theory (Halliday, 1978) underpins the language and image analysis as meaning construction resources and identity construction resources. To make the framework even richer, the identity theory and socio-cultural construction of self are incorporated as features to examine how fashion consumers identify with fashion brands and form their own identities through consumption.

This research utilizes a multi-method qualitative methodology to examine the construction of cultural identity within online fashion brand ads. The research method involves:

1. Content Analysis: Systematic language and visual analysis of online fashion brand ads is carried out to determine patterns and themes of cultural identity construction.

2. Semiotic Analysis: Kress and van Leeuwen's (2001) visual grammar is used to examine the visual data in the adverts and their contribution to cultural identity construction.

3. In-depth Interviews: In-depth interviews are carried out with 20-25 consumers representing different cultural backgrounds to find out how they understand and interpret cultural identity construction in online fashion brand adverts.

4. Focus Groups: 3-4 focus groups with 6-8 participants each, from diverse demographic and cultural backgrounds, are carried out to discuss their reaction to online fashion brand ads and their connection to cultural identity.

SAMPLING

Advertisements: Purposive sampling of online ads from selected international fashion brands is done on the basis of their cultural appropriateness, brand popularity, and visibility.

Participants: Consumers are recruited via a mix of snowball sampling and social media campaigning, selecting a wide variety of cultural backgrounds, ages, and demographics.

Data is analyzed according to Fairclough's Three-Dimensional Model of CDA, which entails close study of the textual, discursive, and social practices underlying the

construction of cultural identity in online fashion brand commercials. Multimodal analysis and social semiotic theory are also referred to in analyzing the interplay between the verbal and visual elements and the uses of language and image in constructing cultural identity. Through the triangulation of data from multiple sources and approaches, this research offers an expansive view of the intricate dynamics engaged in the development of cultural identity within online fashion brand advertisements.

DATA ANALYSIS

This research offers a dense multimodal examination of online fashion brand advertisements, considering how branding culture is built up and conveyed through an intricate interplay between visual, textual, and stylistic components. Through consideration of the strategic deployment of multimodal resources, this research explores how online fashion brands negotiate distinctive brand identities, create consumer subjectivities, and mediate cultural values. Based on social semiotics, visual rhetoric, and cultural studies, this research provides a critical understanding of the production, dissemination, and consumption of branding culture in online fashion.

This study illuminates how online fashion brands use multimodal resources in representing themselves to engage with their audiences and establish brand allegiance in the digital world. Understanding meaning to be produced through several modes, such as visual, spatial, and gestural, this research investigates the coming together of these modes in online fashion brand commercials. Through exploring how visuals, text, and stylistic elements interact, this research illustrates how consumer involvement and meaning-making are affected by multimodalism. The research examines web fashion advertisements from multiple brands with an analysis of each ad's visual, textual, and stylistic characteristics to describe how visuals and text intersect in communicating brand messages and convincing consumers to participate in the brand.

TEXTUAL ANALYSIS

The use of linguistic devices like "Gentlemen Only" strengthens exclusivity and masculinity and develops a sense of upper category.

Visual devices have a male protagonist, Simon Baker, projecting traditional masculinity, confidence, and charisma, and a secondary female figure, who is primarily off-screen.

The ad employs a contrast of dark and vivid colors, featuring the man's black tuxedo and the woman's red coat, to establish an aura of sophistication and luxury.

The product placement is focal, and the perfume bottle is highlighted at the bottom of the ad.

DISCURSIVE PRACTICE

The ad builds a brand identity that highlights luxury, exclusivity, and traditional masculinity, projecting Givenchy as a high-fashion brand.

The ad appeals to upscale men who want an urbane, confident, and classic manhood and to women who may purchase the perfume as a gift.

The ad employs intertextuality, alluding to vintage Hollywood visions of the "gentleman" and upscale fashion models, in order to enhance the brand's heritage of luxury and distinction.

SOCIAL PRACTICE

The advertisement mirrors and maintains cultural ideals of traditional masculinity, where the man is strong, composed, and reliant, and the woman is secondary and fairly invisible.

The advertisement depicts a romanticized, old-fashioned gender dynamic, where the man is chivalrous and the woman carries an umbrella.

The advertisement places the perfume as a sign of class, assurance, and enduring attraction, mirroring the Western conception of the "gentleman" shaped by traits like charm, elegance, and mastery over emotions.

ANALYSIS BASED ON RESEARCH OBJECTIVES

The advertisement employs linguistic and pictorial strategies to build a brand image with a focus on luxury, selectivity, and classic masculinity.

The advertisement is directed towards a particular audience that appreciates refinement, assurance, and classic masculinity.

The advertisement is echoing and upholding cultural values of traditional masculinity and high-end branding.

ANALYSIS BASED ON RESEARCH QUESTIONS

How are language and visual elements combined in brand adverts to build and convey cultural identity?

The advertisement employs a mix of linguistic features, like "Gentlemen Only," and visual features, like the male protagonist and color scheme, to create a brand identity that is luxury, exclusive, and traditionally masculine.

How do culturally diverse consumers interpret and respond to cultural identities created in brand adverts?

The ad will most likely appeal to customers who appreciate refinement, confidence, and traditional masculinity and are seeking products that reflect these.

The ad, overall, employs a variety of linguistic and visual tactics in order to build a brand identity of luxury, exclusivity, and traditional masculinity, and promote a fantasy, old-fashioned gender dynamic. The ad is complicit in and reinforces cultural attitudes

toward traditional masculinity and luxury branding and presents the perfume as a class marker, a sign of confidence, and a timeless charm.

VISUAL ANALYSIS

The advertisement employs bold, high-contrast colors such as red, black, white, and orange to provide urgency and grab attention.

The logo of MITOLYN is comprised of a gradient of vibrant colors, apt for the self-development brand's dynamic and transformative nature.

The advertisement features a QR code, signifying digital interaction and internet branding.

The text layout and typography are made to highlight the brand name, tagline, and promotional message through the application of bold, capital letters and colorful accents.

TEXTUAL & BRANDING STRATEGY ANALYSIS

The ad builds a brand identity that highlights confidence, personal improvement, and empowerment through cultural narratives related to fashion branding.

The ad addresses consumers with the desire for a fit and confident lifestyle, utilizing aspirational imagery and language to encourage the purchase of the product.

The ad employs digital marketing tactics, such as QR codes, web page URLs, and trust badges, to facilitate immediate interaction and establish credibility.

RELATION TO ONLINE FASHION BRAND ADVERTISEMENTS

The ad upholds a specific body shape (thin, toned), concretizing mainstream ideals of beauty, like most fashion advertisements.

The advert applies aspirational marketing, promoting a lifestyle over a product, as with fashion brands promoting an aspirational appearance using models.

The advert applies tendencies of online branding culture, such as QR codes, URLs to websites, and badges of trust, to generate credibility and interaction.

ANALYSIS BASED ON RESEARCH OBJECTIVES

The advert applies visual and textual approaches to create a brand identity that focuses on confidence, personal development, and empowerment.

The advertisement aims at individuals who dream of a fit and confident way of life, employing aspirational imagery and terminology.

The advertisement responds to and reinforces cultural values concerning body aesthetics and personal improvement, as in fashion branding.

ANALYSIS BASED ON RESEARCH QUESTIONS

Language and visual composition interact how to build and express cultural identity in brand adverts?

The advertisement employs a blend of visual and textual devices, such as color, font, and imagery, to build a brand identity that promotes confidence, personal development, and empowerment.

How do different cultural consumers interpret and react to cultural identities built in advertisements for brands?

The ad will be appealing to consumers who prize fitness, confidence, and self-enhancement, and seek products that will assist them in these areas.

Overall, the advert employs a variety of visual and textual tactics to build a brand identity centered around confidence, self-enhancement, and empowerment, and markets a fit and confident way of life. The advert reflects and enforces body aesthetic and self-enhancement-related cultural values, like fashion branding, and employs digital marketing tactics to facilitate immediate engagement and establish credibility.

TEXTUAL ANALYSIS

The brand name "LORÉAL" and product name "ELVIVE EXTRAORDINARY OIL" are made prominent using large print in bold, capital letters.

The language is descriptive and highlights the advantages of the product, for example, "luxurously smooth and shiny", "deeply nourishes", and "melts in instantly".

The textual elements target the change and transformation the product can achieve for the consumer's hair.

DISCURSIVE PRACTICE

The ad builds a brand image that highlights luxury, effectiveness, and quality.

The design and language employed are aimed at a particular audience interested in beauty products and hair care.

The ad positions the product as the means by which silky, smooth, and healthy-looking hair can be attained.

SOCIAL PRACTICE

The ad mirrors and reinforces cultural values concerning body and beauty care, in this case, the aspiration for well-groomed and healthy hair.

The strategy employed is one of emphasizing the benefits of the product and stimulating desire and a sense of urgency.

The advertisement is presumably part of a broader campaign that incorporates social media materials, including before-and-after photos, customer testimonials, and tutorials.

ANALYSIS BASED ON RESEARCH OBJECTIVES

Linguistic and visual tactics are employed in the ad to build a cultural identity that stresses luxury, quality, and efficacy.

The ad addresses a particular audience interested in beauty and hair care, and presents the product as a means to attain silky, smooth, and healthy-looking hair.

The ad follows and reiterates cultural values concerning body care and beauty, and causes desire and a sense of urgency for the product.

ANALYSIS IN LINE WITH RESEARCH QUESTIONS

How do visual elements and language work in fashion brand advertisements to build and project cultural identity?

The advert employs a mix of descriptive language and visual elements to build a cultural identity that is focused on luxury, quality, and effectiveness.

How do consumers with different cultural backgrounds interpret and react to cultural identities built in fashion brand advertisements?

The advertisement is most likely to appeal to consumers who appreciate body care and beauty, and are in search of products that can assist them in attaining healthy and nicely groomed hair.

In general, the advertisement employs a set of linguistic and visual devices to create a cultural identity stressing luxury, quality, and efficiency, and positions the product as a key to obtaining silky, smooth, and healthy-looking hair. The advertisement reinforces and reflects cultural values about beauty and care for the body and evokes a sense of longing and urgency for the product.
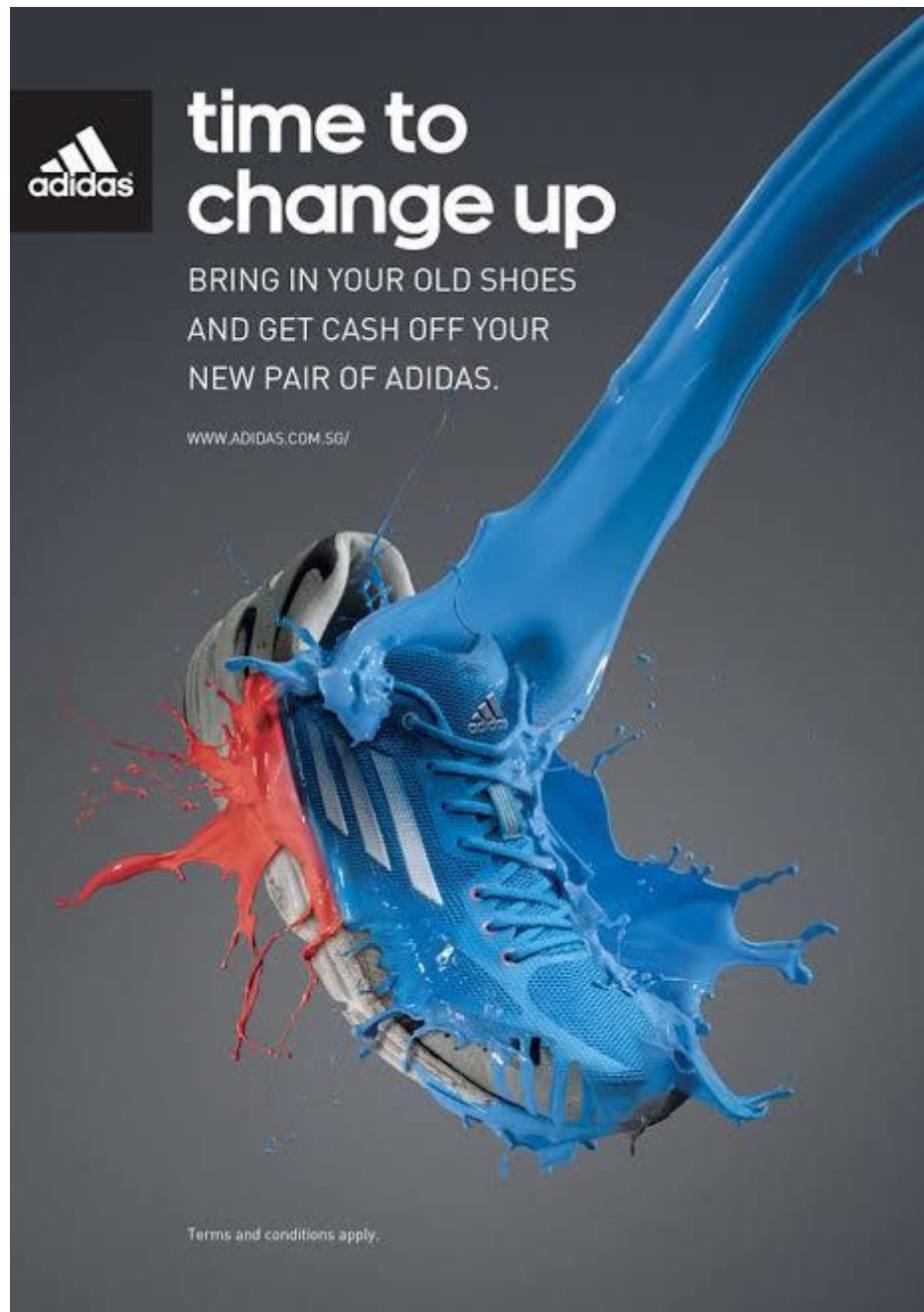
TEXTUAL ANALYSIS

The ad employs bold and italic fonts to emphasize major phrases, like "TIME TO CHANGE UP" and "BRING IN YOUR OLD SHOES AND GET CASH OFF YOUR NEW PAIR OF ADIDAS".

The text is straightforward and action-driven, with an explicit call-to-action and enticement for customers to bring in old shoes.

The ad is hierarchically structured with most vital information (offer and call-to-action) standing out.

DISCURSIVE PRACTICE

The ad presents a brand identity that is focused on sustainability, customer-centeredness, and innovative thinking (avant-gardist).

- The ad addresses an audience that is interested in environmentalism and wants to save money.

The ad positions Adidas as a brand that is providing a solution to the issue of waste and responsible consumption.

The ad reflects and reinforces cultural values related to sustainability and environmental responsibility.

The ad promotes a sense of social responsibility and encourages customers to take action towards reducing waste.

The ad is likely part of a larger campaign that includes social media content, customer testimonials, and engagement.

ANALYSIS ACCORDING TO RESEARCH OBJECTIVES

The ad uses linguistic and visual strategies to construct a brand identity that emphasizes sustainability and customer-friendliness.

The ad targets a specific audience that values environmentalism and is interested in saving money.

The ad reflects and reinforces cultural values related to sustainability and environmental responsibility.

ANALYSIS ACCORDING TO RESEARCH QUESTIONS

How do language and visual elements interact in brand advertisements to construct and convey cultural identity?

The advertisement employs the juxtaposition of bold and italic text, coupled with an unequivocal call-to-action, to build a brand identity centered on customer-friendliness and sustainability.

To what extent do people from various cultural backgrounds decode and respond to cultural identities built in brand advertisements?

The ad is likely to appeal to consumers who value environmentalism and are interested in saving money, and who are looking for brands that promote sustainability and responsible consumption.

Generally speaking, the ad employs various linguistic and visual means to build a brand image that foregrounds sustainability and customer friendliness, and encourages social responsibility and environmental consciousness. The ad reinforces and mirrors cultural values associating with sustainability and ecological responsibility, and encourages action on behalf of customers to minimize waste.

TEXTUAL ANALYSIS

The ad uses bold and prominent text to highlight the word "Hero" and the brand name "GUCCI", creating a sense of luxury and exclusivity.

The language used is short and transparent, explicitly communicating the name of the new perfume and its connection to the Gucci brand.

The ad is well-balanced, with a definite information hierarchy, directing the customer's eye from the product name to the brand and description.

DISCURSIVE PRACTICE

The ad builds a brand image that is luxurious, unique, and powerful, presenting Gucci as a premium brand.

The ad addresses a niche market that appreciates luxury, elegance, and uniqueness, and has an interest in premium personal care products and fashion.

The advertisement places the "Hero" scent as a brand that reflects strength and uniqueness, appealing to the narrative of individuality and courage of the brand.

SOCIAL PRACTICE

The advertisement mirrors and deepens cultural values around luxury, individuality, and empowerment, appealing to global cultural narratives.

The ad creates a sense of urgency and exclusivity about the launch of the new product through the use of the Gucci brand name and reputation for quality and luxury.

The ad would most likely be part of a broader campaign involving social media content, influencer endorsements, and compelling content.

ANALYSIS BASED ON RESEARCH OBJECTIVES

The ad incorporates linguistic and visual methods to build a brand identity that captures luxury, uniqueness, and power.

The ad appeals to a target audience that appreciates luxury, sophistication, and individuality.

The ad mirrors and reinforces cultural values concerning luxury, individuality, and self-empowerment.

ANALYSIS BASED ON RESEARCH QUESTIONS

How do the language and visual aspects of brand advertisements interact to build and convey cultural identity?

Bold and prominent text that always supplements with a clear composition to build an identity that focuses on luxury, individuality, and strength.

How do culturally diverse consumers of different origins perceive and react to cultural identities developed in advertisements for luxury brands?

It will appeal to those consumers who are ready to spend for luxury and sophistication, individuality, and request uniqueness in their products.

As a whole, the advertisement employs a variety of linguistic and visual means to build up a brand image that is based on luxury, individuality, and strength and that generates excitement and exclusivity about launching a new product. The advertisement captures and enforces cultural values for luxury, individuality, and empowerment, which have a resonance with global cultural narratives.

TEXTUAL DESCRIPTION

The advertisement has a repetitive layout of the brand name "alamy" in lower case letters, reflecting a contemporary and friendly brand identity.

The text is minimal with the brand name and website address only, with an Image ID that implies a wide collection of original images.

The format is grid-like with repetition of the brand name for brand identification and recollection.

BRAND IDENTITY

The ad builds brand identity around Alamy as a stock photography business, using a contemporary and friendly voice.

The intended audience is seemingly media, marketing, or content producers who are probably familiar with the brand and services.

The ad presumes that it already has some knowledge about the brand in mind, and is seeking to reinforce recall and recognition.

SOCIAL PRACTICE

Alamy is a stock photo organization that provides images for different uses, and the poster illustrates its function of providing visual material to the market.

The marketing strategy relies on the use of repetition and minimalist design to remind users of the brand and provide easy access to the service.

The advertisement would probably be a part of a wider marketing effort on social media seeking to interact with the audience and the Alamy brand along with its library of photographs.

ANALYSIS PER RESEARCH OBJECTIVES

The advertisement employs textual and graphical resources to build a brand identity for Alamy that highlights the firm as a stock photograph firm.

The advertisement appeals to a niche audience of content, marketing, or media creators who are most likely to already know the brand and its offerings.

The advertisement echoes and plays up cultural norms around the value placed on visual content in marketing and media.

ANALYSIS BY RESEARCH QUESTIONS

In what way do language and visual components work together in brand ads to build and communicate cultural identity?

The advertisement employs both textual and visual means, such as repetition and minimal design, to build a brand identity that focuses on Alamy as a stock image firm.

How do customers from different cultural backgrounds interpret and react to cultural identities built in brand ads?

The advertisement is most likely to appeal to customers who already know the brand and its services, and are seeking a trustworthy source of stock photography.

By and large, the ad employs a variety of textual and pictorial devices to enhance brand recognition and memory, and to establish Alamy as a top stock photograph business. The ad mirrors and confirms cultural norms concerning the significance of visual media and advertising in marketing and media, and will probably have appeal to media, marketing, or content producers who are acquainted with the brand and its services.

CONCLUSION

Analysis of the advertisements based on Fairclough's three-dimensional model shows that brand identity construction is a significant element of advertising. The ads build brand identities focused on luxury, exclusiveness, confidence, and empowerment, based on the brand and product being advertised. For example, the Adidas advertisement builds a brand identity focused on sustainability and friendliness to customers, whereas the Gucci advertisement focuses on luxury and uniqueness. The advertisements employ words and images to tell a brand story that connects with the target group and places the product in the marketplace. In addition, the advertisements mirror and support cultural beauty values, fitness, luxury, and self-enhancement, and place the products as solutions to fulfill such ideals. The research also mentions how the target audience should be taken into consideration while crafting advertisements. The advertisements appeal to specific groups of people, such as wealthy women and men, fitness enthusiasts, and content producers, through words and imagery appealing to these people. For instance, the Mitolyn advertisement appeals to fitness enthusiasts and appeals to them with aspirational images and words that market the product. The advertisements presuppose the target audience already knows the brand and its offerings and seek to reinforce recognition and recall. Repetition, straightforward design, and idealistic imagery are some of the marketing techniques employed to arouse the attention of the target market and place the product in the marketplace.As a whole, the research illustrates the usefulness of applying the three-dimensional model of Fairclough to the analysis of advertisements and discovering ways through which they build brand images, address target consumers, and mirror and reaffirm cultural values. The model offers a formula for analyzing the textual, discursive, and social practices of advertising and pointing out the significance of factoring in the cultural environment and target group during the development of advertisements.

FINDINGS

A close analysis of the advertisements indicates that visual components like color, typography, and imagery are important in building brand identity and communicating cultural values. The advertisements utilize visual components in building a brand narrative appealing to the target audience and placing the product within the market. For instance, the Adidas advertisement employs a bold and large font to place the brand name at the forefront and emphasize sustainability, whereas the Gucci advertisement employs an upscale and sophisticated visual theme to place emphasis on exclusivity and uniqueness. Both advertisements also employ textual factors like language and tone in order to build a brand identity and address the target market. The research also establishes that discursive practices like intertextuality and conceptual metaphors are employed in the development of a brand story and the alignment of the product in the marketplace. The commercials employ intertextuality to point to traditional Hollywood depictions of the "gentleman" or top fashion models, and conceptual metaphors to link the product with feelings of self-confidence and empowerment. The adverts also employ social practices like aspirational marketing and luxury branding in order to reflect and reinforce cultural values about beauty, fitness, luxury, and self-improvement. The analysis further indicates that the adverts reflect and reinforce cultural values about beauty, fitness, luxury, and self-improvement, and present the products as solutions to attain these ideals. The advertisements employ language and imagery to develop a brand story that identifies with the target consumers and places the product within the market. For instance, the Mitolyn advertisement employs aspirational imagery and language to sell the product and connect it to feelings of self-worth and empowerment.

IMPLICATIONS

The research has marketing and advertising implications as it emphasizes the relevance of taking into consideration the target consumers and the cultural context in the formulation of advertisements. The advertisements illustrate how brand identity is built using language and imagery and how it can be employed to connect with the target audience. The research also illustrates how advertisements represent and reinforce cultural values, as well as how they can influence consumer behavior and attitudes. Advertisers and marketers can leverage these facts to develop successful advertising campaigns that speak to the target audience and position the product within the market. The research also points to the necessity of adopting a critical method to interpret advertisements and comprehend how advertising builds brand identities, targets people, and reinforces and represents cultural values. Fairclough's three-dimensional model offers a tool to analyze the textual, discursive, and social practices of advertising and can be applied to examine a large variety of advertisements and marketing campaigns. Through the utilization of this model, advertisers and marketers are better able to understand how ads function and how they can be utilized to attract the target audience and establish the product's position in the market. In general, the research illustrates the importance of conducting a critical analysis of advertisements and discovering how advertisements build brand identities, address target audiences, and represent and reaffirm cultural values. The findings based on this research can be employed to develop successful advertisement campaigns that appeal to the target audience and place the product in the marketplace.

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