

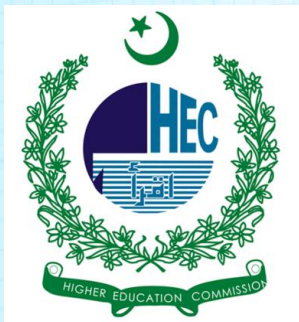
Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

<https://llrjournal.com/index.php/11>

**A Critical Discourse Analysis of Capitalist Ideology in Pakistan's
KFC Instagram Ads**



***¹Idrees**

²Mubashir Hassan

¹College of Foreign Languages and Culture, Chengdu University of Technology, 610059 Chengdu, China. Corresponding Author Email: idreesafri887@gmail.com

²Department Governance and Public Policy, National University of Modern Language

Abstract

The study aimed to analyze the linguistic and multimodal features of KFC Instagram selected advertisements to understand how KFC reinforces capitalist ideology within KFC Pakistan's Instagram advertisements posted on 1st March 2025. Two culturally significant advertisements from 1st March, 2025, were selected through purpose based sampling. They were analyzed to uncover how linguistic choices, visual elements, and branding strategies promote consumerism, convenience, and brand loyalty within Pakistani context. Norman Fairclough's Three Dimensional Model of Critical Discourse Analysis (CDA) was used to explore the interplay of language, imagery, and socio cultural discourse in influencing consumer perceptions and reinforcing market ideologies. Findings reveal that KFC constructs consumer desire through emotionally charged language, commodifies local traditions by integrating familiar elements like "Zingeratha" and "Karak Chai". Also, it uses religious occasions such as Ramadan for commercial gain. Multimodal imagery and strategic use of brand logos and culturally resonant symbols further increase consumer engagement.

Keywords: Critical Discourse Analysis, Capitalism, Advertising, KFC Pakistan, Instagram, Consumerism, Fairclough, Multimodal Discourse, Globalization, Ramadan

Introduction

Advertisements are not just mere tools for promotion, rather vehicles of ideological influence (Aydin, 2023). This study explores how capitalist ideologies are infused within KFC Pakistan's digital advertisements from March 2025. Using Critical Discourse Analysis (CDA), it aims to uncover the power dynamics and consumerist narratives. The focus is on how language builds meaning that aligns with corporate interests.

Today, advertising is voracious, and so seemingly is the need for fast food, which increases day by day. advertising serves as a powerful tool for shaping perceptions and influencing human behaviour (Tabie, 2021). Fast food is not just about satisfying hunger but entails a complex meal deal of social, cultural, and economic factors (Fitchen, 1987), thus understanding the discursive strategies employed by corporations like KFC becomes important. It shows changing lifestyles

and often champions convenience over nutrition. KFC (Kentucky Fried Chicken), a leading international fast-food chain, has established a solid bricks and mortar presence in Pakistan by localizing its marketing strategies while promoting Western ideals of consumption (Channa et al., 2021). Through catchy advertisements and digital campaigns, KFC plays a key role in shaping eating habits and consumer behavior (Jocelyn, 2018).

Critical Discourse Analysis, steeped in the work of scholars like Fairclough, (2003), allows us to reveal the underlying ideologies, social structures, and power dynamics baked within KFC's advertisements (Fairclough, 2023). Critical Discourse Analysis (CDA) of Kentucky Fried Chicken (KFC) digs out the subtle interplay of language, imagery, and power dynamics within the promotional discourse. By examining the lexical choices, graphics, and broader discursive practices, this research aims to highlight how KFC constructs and influence the mindset of people by using certain narratives, which has helped it forge its distinctive brand identity in the market (Machin & Mayr, 2018; Van Leeuwen, 2008).

This investigation contributes to the scholarly discourse on the impact of advertising on societal norms, consumer behavior, and the broader cultural landscape, with a specific focus on the nuanced dynamics within KFC's promotional discourse. Through a systematic analysis, it aims to uncover the intricate threads that weave together the language of advertising, societal ideologies, and the power structures that underpin KFC's communication strategies.

The current analysis is guided by three objectives: to analyze the linguistic features of KFC Pakistan ads using Fairclough's framework, to focus on how language shapes consumer identities and promotes capitalist ideology; to examine visual and multimodal elements in KFC ads and their role in reinforcing dominant market ideologies.

This piece of research is important because, in today's digital world, advertisements have taken on a greater job description than in the past, when they were just about promoting products. Now, they influence how people think, act, and view themselves. In Pakistan, fast food chains like KFC use carefully crafted language and visuals on platforms like Instagram to attract potential customers. But behind these ads are subtle messages that promote a capitalist mindset, encouraging

constant consumption and brand loyalty. Despite this, little attention has been paid to how such messages are created or what impact they may have. This study aims to explore how KFC Pakistan's Instagram ads reflect and spread capitalist ideology through both words and images, overthrowing hitherto local consumer behaviour. Applying Critical Discourse Analysis sheds light on the hard to see capitalist ideologies in language and visuals, contributing to the broader discourse on media, power, and consumption (KhosraviNik, 2014). Pakistan is a frontier market for fast food culture, where Western brands are rapidly expanding, so it is relevant for this study.

Literature Review

This literature review explores how language in media and advertisements reflects and reinforces social ideologies, particularly capitalist values. It focuses on the role of Critical Discourse Analysis (CDA) in uncovering hidden power structures within commercial texts. Various studies have examined how discourse shapes consumer behavior and maintains dominant economic narratives (Aydin, 2023; Fairclough, 2008; Montgomery & Chester, 2009; Story et al., 2002)

According to Fairclough, (1995), a critical discourse analysis is a method to analyze the language (written or spoken) and their relation to socio cultural practice. Critical Discourse Analysis not only focuses on the language, but it also makes a relationship to the context in which it is used (Rogers et al., 2005). CDA is not only used to analyze any forms of text (written or spoken), but it represents the social imbalances represented through language (Shojaei et al., 2013).

According to Blommaert et al., (2005) critical discourse analysis is considered to be wider and broader which analyses the relation of language within a society and its impact on the discourses. They are of the view that linguistic and social variables in CDA research are closely knitted to each other because whenever we approach any text or discourse, we approach it from linguistic perspective and emphasize how choice of language in a particular discourse pertaining the socio-political context tries to analyze the discursive practices

Different advertising channels and media formats have varying effects on brand awareness, sales, and loyalty (Ahmed et al., 2015; BiLgiN, 2018). Digital advertising, with its precise targeting capabilities and interactive features, has

demonstrated positive effects on both brand awareness and sales performance (Ahmed et al., 2015). It enables personalized messaging and direct response mechanisms, enhancing the effectiveness of advertising efforts.

Advertising can influence consumer behavior by creating favorable brand associations and increasing purchase intentions (Teng et al., 2007). A study by Tellis et al., (2019) found that effective advertising campaigns positively impacted consumer attitudes, leading to increased purchase behavior and sales. Research carried out by Romaniuk & Sharp, (2000) stressed the importance of consistent and continuous advertising efforts for brand awareness. Their findings showed that brands with higher advertising visibility achieved higher levels of spontaneous awareness among consumers.

Khan, (2022) examines the integration of Artificial Intelligence (AI) in KFC advertisements, employing the Multimodal Discourse Analysis (MDA) framework to explore the interplay of text, visuals, and other semiotic resources. The study reveals how AI generated content enhances persuasive strategies by creating more personalized and visually engaging ads. It uncovers the shift from conventional advertising techniques to data-driven, automated messaging that reflects consumer preferences. The research highlights how traditional advertising elements are reconfigured through AI to reinforce brand identity and appeal. These findings suggest that AI not only optimizes marketing effectiveness but also introduces new dimensions of meaning-making in digital discourse (David & Andrea, 2023; Khan, 2022; Kress & Leeuwen, 2020).

Huang, (2023) study on KFC's marketing strategy at Harbin Railway Station offers valuable insights into how multinational fast food chains like KFC localize their branding using the 4Ps model product, price, place, and promotion to attract specific consumer groups. By analyzing customer feedback and store practices, the study reveals how KFC uses diverse product options, strategic pricing, and targeted promotional activities to appeal especially to young, urban consumers. While this research focuses on business strategies, it indirectly highlights how language, visuals, and marketing narratives shape consumer perceptions and behaviors, which aligns with Fairclough's view of discourse as a form of social practice. These findings provide a foundational understanding of how capitalist ideologies are subtly

embedded in corporate messaging insights that are especially relevant when analyzing KFC advertisements through a critical discourse lens.(Fairclough, 2013a, 2023)

Patil & Farooqui, (2025) strategic analysis of KFC's marketing highlights how the brand maintains global dominance through a mix of digital outreach, localized messaging, and consumer engagement. The study explores how KFC has used social media, humor, storytelling, and celebrity endorsements to shape consumer behavior and brand loyalty. These techniques especially viral content and emotionally resonant ads demonstrate how language and visual media are used not only to promote products but also to sustain corporate ideologies. The authors show that KFC strategically adapts its language, imagery, and pricing to fit various cultural and economic contexts, revealing how discourse in advertising is closely linked to capitalist agendas.

Dania & Sari, (2020) conducted a study titled "A Multimodal Analysis of Food Advertisement", analyzing a commercial video posted on the Instagram account of Geprek Benu. The video was selected due to its distinct nature compared to other posts on the same account. Their study explored how the advertisement employed all five semiotic systems linguistic, visual, audio, gestural, and spatial to construct meaning. The integrated use of these semiotic systems was found to be instrumental in making the video an effective advertisement, contributing to its ability to engage and reach its intended audience.

Enemuo & Chukwu, (2023) carried out a study titled "Visual Grammar of Advertisements: A Multimodal Analysis of Grocery Advertisements" using Kress and van Leeuwen's Visual Grammar theory (2006). Their study explored how grocery advertisements communicated meaning through the combined use of linguistic and visual elements. It found that advertisers used fresh, colorful imagery to suggest health and well-being, while written text such as 'natural' and 'organic' reinforced these ideas. The overall layout and design of the advertisements were arranged to capture consumer attention and highlight key messages. Their findings also revealed that some advertisements presented products as solutions to issues beyond their primary function. For instance, vegetable oil was marketed as heart-friendly, focusing on health benefits rather than its culinary use.

Methodology

Research Design and Nature of the Study

This study adopts a qualitative research approach, specifically using Critical Discourse Analysis (CDA) to interpret how language and visuals in digital advertisements reflect capitalist ideologies. Qualitative research is most suitable for understanding social meanings, power dynamics, and ideological functions within discourse. The research does not rely on numerical data or statistical tools; instead, it focuses on in-depth interpretation of texts and images within their socio-cultural context.

Data Collection Methods

The primary data for this research consists of selected KFC Pakistan Instagram advertisements posted on 1st March 2025. A purposive sampling technique was used to choose advertisements that were rich in linguistic and visual content, particularly those promoting special deals or cultural themes like Ramadan. Two flagship advertisements were selected and analyzed in depth. These ads were saved as screenshots to ensure the preservation of original visual and textual elements. The data was analyzed manually, focusing on language, imagery, layout, and branding elements to seek out ideological patterns.

Theoretical Framework

This research uses Fairclough, (2006) *Three-Dimensional Model of Critical Discourse Analysis (CDA)*, which provides analytical looking glass for uncovering the ideological dimensions embedded in discourse. Fairclough's framework is particularly useful for understanding how language and semiotic resources function as instruments of social power, ideological reinforcement, and cultural reproduction, especially in commercial media such as advertising.

Fairclough's CDA model views discourse as a form of social practice and proposes that every communicative event should be analyzed at three interconnected levels: (1) textual analysis, (2) discursive practice, and (3) social practice.

Textual Analysis: This study focuses on the lexical choices, grammatical structures, metaphors, slogans, imperatives, hashtags, and visual elements present in the text. Through this layer, the research uncovers how the text functions linguistically and symbolically to mold consumer desires, normalize capitalist values (e.g.,

convenience, instant gratification), and champion consumption. In the case of visual content, semiotic resources such as color, composition, imagery, camera angles, and spatial organization are also examined to understand how meaning is visually encoded. Discursive Practice: This layer involves analyzing how the Instagram ads are produced, distributed, and consumed by both the corporation (KFC) and its digital audience. Here, attention is paid to the branding strategies, linguistic hybridity (e.g., mixing of English and Urdu), and the recontextualization of global capitalist narratives into the Pakistani socio-cultural landscape. For example, a promotional ad during Ramadan may join Islamic values of sharing with Western capitalist logic of consumption and promotional urgency an intersection that illustrates discursive hybridity previously mentioned.

Social Practice: CDA investigates how the advertising discourse reinforces or challenges existing power relations, social norms, and ideologies. In this study, the focus is on how capitalist ideologies are reproduced in the Pakistani context through the KFC advertisements. Capitalism, in this context, is not merely an economic system but a cultural logic characterized by consumerism, and brand loyalty. Fairclough's model enables the researcher to link linguistic and visual features in the ad to larger societal transformations such as the rise of young consumer culture, the globalization of food brands, and the commodification of daily life.

Delimitations of the Study: This study is limited to analyzing KFC Pakistan's Instagram advertisements posted specifically in March 2025. It does not include KFC campaigns from other months, other fast food chains, or other platforms such as television, YouTube, or print media. The focus is restricted to linguistic and visual elements within the framework of Critical Discourse Analysis and does not extend to audience reception or marketing effectiveness.

Discussion and Analysis: This sections presents a critical analysis of selected KFC Pakistan Instagram advertisements from 1st March 2025, using Fairclough's framework of Critical Discourse Analysis. It explores how linguistic and visual strategies are employed to construct consumer identities and promote capitalist ideologies. The analysis highlights the interplay between language, imagery, and power in shaping consumer perceptions within a digital marketing context.

Data Analysis



Fig. 1 This advertisement is taken from Instagram. It is deeply analyzing through the lens of Capitalist Ideology by applying Fairclough's Critical Discourse Analysis (CDA) model.

Fairclough model is typically composed of the following:

- Linguistic Features/Textual Analysis
- Discursive practice analysis
- Social practice analysis

Linguistic Analysis

The primary focus is on the new KFC product. The advertisement showcases products which are popular in South Asia like "Zingeratha" (composed of KFC's zinger chicken), a South Asian breakfast item "Paratha" and the beloved "Karak Chai" which is immensely popular in Pakistan. By displaying such items there is an obvious signal that KFC seeks to satisfy local tastes.

Key Phrases: FLAVOR THAT DESERVES THE SPOTLIGHT! The given statement is declarative which creates a sense of desire. The word "spotlight" indicates importance, fame and strong recognition. This word directly attracts the customer to taste their product.

Mention of Price: This advert vividly highlights the price of the product, making it

accessible. Price is the key element of any product. Anyone who looks at the price can make the decision which is the prerogative of the consumer - to buy or not to buy. On the advertisement RS.275 is displayed.

“App Pick up only 10AM to 4AM” this specific statement mentions the logistics of the purchase. Similarly, it pushes consumers towards the digital platforms, thereby lessening the need for human interaction, thereby opening up the prospect of cost saving by reducing man-power.

Visual Elements Used: In KFC’s brand advertisements red color is dominantly used. Red can denote excitement, appetite and urgency. Similarly, the color black is used which shows sophistication. Furthermore, white is used which portrays cleanliness, and product prominence.

Imagery: In the advertisement specific imagery has been utilized like fried chicken, sauce and a cup of Karak Chai. No doubt hoping such images will make those who seem them hungry.

Branding: Kentucky Fried Chicken has its own logo which helps in the recognition of the brand.

Text Size: The statement “FLAVOR THAT DESERVES THE SPOTLIGHT!” has the largest size easily grabbing the attention of people. It is a succinct message which is easy to read in a few seconds.

Discursive Practice Analysis: It is well-known fact that the second stage of Fairclough’s model deals with the interpretation of the discourse. This strategy is based on production, reception and interpretation of discourse.

Production: This advertisement is produced by KFC, a fast food firm. Their productions are widely used throughout the world. They offer different types of food for their customers. Like fusion food, local beverages like Karak chai, and utilize zesty branding strategies to enhance the quality of their products. The word “Zingeratha” specifically targets the Pakistani food in their markets. Also it acknowledges the popularity of the local food of Pakistan.

Distribution: The given image file is highly designed for rapid distribution all over the world. The attractive appearance of the image further increased product awareness in Pakistan. The image file also gives a physical touch points where in different digital platforms people interact with the brand. The phrase “APP PICK-UP ONLY” clearly

indicates the easy access to their products. The customer can receive the products just one step away from their home by just a click or a tap.

Social Practice: The advertisement clearly highlights the social practice of globalization of food. Just like KFC expand their market all over the world. These chains help KFC to gain fame throughout the world. However, it also highlights the equally important counter-practice of localization.

Ideology: This advertisement further reflects the ideology of market expansion. To gain maximum profit in the society they adapt aspects which helps them enhance their product value. The word “Zingeratha” is a key example of this: where a global product is attached to a Pakistani local product. This not just help in recognizing foreign products but will also give popularity to local products as well. It evokes a sense of similarity, which increasing the consumer acceptance and consumption.

CAPITALIST IDEOLOGY WITHIN THIS KFC ADVERTISEMENT: The advertisement of KFC’s “Zingeratha” and “Karak Chai” is a well-known text in Pakistan which dissects capitalist ideology. It is not just about selling their food products; it is also about shaping desires, and integrating global brands into local cultures for profit.

Commodity Fetishism and the Creation of Desire: The metaphor of “Spotlight”, which is the prominent slogan, is considered to be a key instance of commodity fetishism. The word does not highlight the laborer who toils hard making “Zingeratha”, instead it elevates the product itself to celebrity status. The actual value becomes the secondary one. They product has been given inherently special value rather than the result of mass-produced process. The phrase “FLAVOR THAT DESERVES THE SPOTLIGHT” not only says that “this food is tasty”, it says that this food is so special it needs a “spotlight” like a famous movie star. This meal is clearly as much about taste as it is atmosphere.

Why it is capitalist: Capitalism always looking for opportunity by creating desires. The aim of large Food and Beverage corporations in not just to sell any food, rather they want consumers to crave their specific fare.

Enrichment By Selling Local Culture: “Zingeratha” and “Karak Chai”: The Kentucky Fried Chicken, one of the famous global companies, has mixed its own products with the local Pakistani food like “Paratha” a local Pakistani food product

alongside Karak Chai (a very famous local tea in Pakistan).

Why it is Capitalist: This shows how an international company appropriates the gastronomical culture of a country and molds it to enhance their profit. Similarly, the KFC brand mixes Pakistani food products with their own to make these familiar things available under their brand. They make money from the local people while still maintaining their own brand quality.

They offer time-saving convenience: “APP PICK-UP ONLY” this phrase underscores KFC’s commitment to provide ease-of-access for their customers. Helping them easily purchase their products in a convenient way by using minimal time.

Why it is Capitalist: “Time is Money” is a quote that sums up capitalist mentality. They prefer time more than anything. From their perspective time is often seen as money. The advertisement promotes this, a substantial meal in second no time consumption just calorie consumption. Large organizations know their consumer base is often busy, so they market accordingly.

Making You Feel Like You Got a Good Deal: In the given ads the “RS.275” is mentioned, which helps people buy things without asking for price. It is also clearly mentioned just to make person feel like it’s a good deal to enjoy.

Why it’s Capitalist: Profit is key aspect of capitalism. A capitalist seeks to give a reasonable price to their own customer to buy their products on regular basis due to their reasonable price. They market their products attractively which is why they often sell a large amount of products at a reasonable price and make hefty profits.

KFC Brand Logo on their Products: Every brand has its own logo which fosters recognition. Similarly, KFC has own logo which is famous all over the world. The clear repetition of the KFC brand logo at the background attracts more customers.

Why it’s Capitalist: In capitalist system, many companies have similarity in their products. Same as KFC which has strong brand logo and have recognizable food products all over the world, and people trust it, and also choose it over another brand.

This brand logo crucial to making big profits.



Fig. 2 This advertisement is a special KFC design for Iftar meal. Here is the analysis of this advertisement by applying Fairclough model.

Linguistic Analysis

The linguistic analysis or textual analysis looks at the words and phrases given in the advertisement.

Everything You Need For a Fulfilling Iftar

EVERYTHING YOU NEED: This is the largest bold text used in the advert. It makes a promise that customers need not seek other food for their important mean, all will be provided for them. This statement suggests a clear solution; it means you do not worry about adding anything to your meal. You can just rely on what we are providing.

FULFILLING IFTAR: It's not only means that it will fill your stomach but it will give you day long satisfaction, happiness after eating and satisfaction throughout the day. This phrase makes a connection of Iftar meal with human emotional and cultural needs.

Iftar: This word is self-explanatory. This product is specifically for Muslims in the

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

month of Ramadan. The word “Iftar” targeting specific religious occasion.

The visuals: In this advertisement a lot of food items have been mentioned in the form of Pictures. Like Zinger burgers, and four Pepsi drinks. This visual picture depicts that it’s a substantial meal for a whole family or group. Secondly, the food products in the picture are ready to enjoy now, creating that sense of urgency.

Discursive Practice Analysis: This analysis looks at the language that KFC uses, looking at the way they are using their language convince potential customers, and the kind of vocabulary they are using to attract the customer in the most strategic way.

Solving a “Problem”: KFC designs their advertisements in such a way to convince people and helps them solve their food problems. During the Holy month of Ramadan, a lot of people become tired from fasting and any other related activities, KFC says,

“We’ve got everything you need,” this sentence clearly solves the problem of fasting people. It means they are taking away the effort of cooking food. This is one of the key sentences which easily convince people to buy their products.

Encouraging Group Consumption: Usually KFC shares a picture of food in the form of a group portion including, four drinks, a bucket of chicken, three burgers. It suggests that this deal is for five or six-member family breakfast. These items fit with the daily group family members as they need a lot of food items at one time.

Social Practice Analysis: These adverts can affect behaviour and form habits. It also reflects how people change the way they live, what are their priorities are, and how society works under their influence. It also reflects how bigger companies play their role in a tradition and culture of any society.

Buying Your Tradition: Traditionally, the Iftar meal was to be prepared at home. It was a collective family effort in which the entire family was busy in cooking different types of food at home. This tradition stood the test of time. And now, the new concept is related to buying products from fast-food companies.

What It Means For Society: This suggests that nowadays that buying food from fast-food vendors has become slightly more palatable than in the past, when meals from important religious and cultural events were always cooked in the home. This clearly depicts how big food firms have cashed in on such religious events.

Understanding Capitalism with in these KFC Iftar Ads: A Capitalist works hard to gain maximum profit as much as possible. They use different means to increase their

overall profit. They usually do this by selling more things people want in their daily life. Similarly, this KFC ad lists an extensive amount of products that are essential or at the very least tasty and desired.

The Main Goal: Maximum Profit: Every item in this ad is self-descriptive. The word “Fulfilling Iftar”, gives a promise to every customer to fulfill their Iftar needs. They designed their advertisements in such a way that markets their products in the best way. The clear price is also mentioned which helps in decreases the hesitation about the cost.

Why it is Capitalist: Capitalist usually has one goal to gain profit as much as possible. Their businesses exist just for the purpose to make good profits.

They invest their overall income. They pay staff; they make ads with clear expectation to get back something in return when people buy their products. The given ad is a key tool for KFC to attract customers and gain more profit.

Creating a Desire: Instagram’s Strength: The visual ads with good and high quality images of food items (juicy burgers, golden fries, chicken crispy) make the customer crave it instantly. When these ads come during fasting, it creates a strong desire to eat. When hungry people look at these adverts their desire increases more than usual.

Why it’s Capitalist: The capitalist focuses on attraction. They create different types of food vlogs, recipe pictures, and their famous food items to attract the customer easily by making more profit. In Pakistan capitalism always focuses on the working class. They have they key to makee profits. They use different sources to influence the people’s perception.

Localizing for Maximum Profit: This explicitly targets the Muslims religious events (Ramadan and Iftar). This clearly depicts KFC a global brand. They are touting something related to local needs, and specifically about their events.

Symbols related to Ramadan: In this KFC advertisement there are a lot of symbols related to the religious events of the Holy Month of Ramadan. They localized their brand advertisements related to the specific religious events of Muslims. In the given picture Moon, Lanterns, Special Bag, makes a relationship with the Pakistani audience, they making a foreign brand relevant to an Islamic religious occasion. The Urdu phrase on the bag “Sajao Iftar Ki Baithak” directly addresses the local customs.

Why it’s Capitalist: Capitalist always fined the ways in which they gain maximum

profit. They embedded itself into the local traditions of Pakistan. KFC enhances the quality of their food products especially when it has an opportunity to make big profit. They get maximum profit during the high consumption period just like in the Holy month of Ramadan.

KFC Logo: Nowadays, food companies do hard work in the quality of food and in the accessible price rate to get fame throughout the market competition. That's why they use specific logo which helps them in the market competition. Logo plays a key role in the promotion any brand. It helps in the identification of the company products.

Why it is Capitalist: In market competition a strong and attractive brand logo is crucial. It helps the KFC brand to stand out from other entire local or international brands. The logo aims to build strong recognition and develop loyalty for the company. Capitalists use their brand logo to make them stand out from the rest. Their logo is their recognition; it helps them in maintaining their status in the market competition. Similarly, the brand logo helps to single out KFC directly from all their other competitors. Capitalists always come out with an entrepreneurial mindset

Conclusion

This study set out to explore how capitalist ideology is embedded in KFC Pakistan's Instagram advertisements, specifically those posted on 1st March 2025. Through the application of Fairclough's Critical Discourse Analysis (CDA) framework, it analyzed both linguistic and visual elements of selected advertisements. The analysis reveals that KFC's digital marketing strategies are carefully crafted to construct consumer identities, shape desires, and embed capitalist values within localized cultural contexts. Linguistically, the advertisements employ catchy phrases such as *"FLAVOR THAT DESERVES THE SPOTLIGHT"* to create a sense of exclusivity and urgency. The use of declarative, bold, and emotionally engaging language constructs a product image that transcends its material value, aligning with the capitalist strategy of commodity fetishism. Highlighting prices, such as *"Rs.275"*, and phrases like *"App Pick-up Only"* further contribute to the discourse of convenience, affordability, and efficiency core themes in capitalist consumer culture.

Visually, the advertisements are rich with strategic design elements including color symbolism, food imagery, and prominent brand logos. Red evokes appetite and urgency; black adds sophistication; white suggests cleanliness. Food is displayed in

ways that stimulate desire, especially in culturally important contexts like Ramadan. The presence of local symbols such as lanterns, the crescent moon, and Urdu phrases directly appeals to religious beliefs and cultural identity, reinforcing the localization strategy often employed by global brands seeking market expansion.

At the level of discursive and social practice, KFC advertisements showcase how global capitalist enterprises adapt to local traditions to maximize profit. The incorporation of culturally relevant products such as “Zingeratha” and “Karak Chai” is not just a marketing choice it is a deliberate act of cultural appropriation aimed at creating brand familiarity and loyalty. These practices monetize local values, religious events, and traditional food rituals, transforming them into tools for corporate profit. This aligns directly with the fundamental principles of capitalism, which seeks to turn every aspect of daily life including culture, tradition, and identity into opportunities for consumption and financial gain.

Overall, the findings demonstrate that KFC’s Instagram advertisements in Pakistan are not simply promoting food they are promoting a lifestyle, a set of consumer values, and a capitalist worldview. These ads subtly influence how people perceive not just products, but also tradition, convenience, and social belonging. They turn cultural symbols into commodities and reshape traditional practices into consumer-driven behaviors, highlighting the deep entrenchment of capitalist ideology in everyday social media.

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Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

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