
Marketing of Education: Semiotic Analysis of Allied School and The Educators Paid Advertisements on Pakistani Television Channels

————— Ayesha Ashfaq
===== Savera Shami
===== Saba Ijaz

This paper is an attempt to study the relationship between signs used in the promotional ads and their connotation differences on the basis of age and gender factor. The rudimentary goal of the study is to analyze the main theme that is depicted by the Allied school and The Educators advertisements by employing images and objects. This study also examines the effects that these advertisement produce on the males and females of Wazirabad by conducting experimental studies. The respondents of experimental studies comprise of equal ratio of males and females with 6 recently metric pass students and 2 pair of parents. According to the findings, Allied school focused on the facilities while Educators focused on theme based on the availability of its campuses. Allied school takes realistic approach while The Educators advertisement goes for the emotional appeal. The experimental result designates that females like the emotional theme while males are attracted towards realistic theme. It is also examined from the findings that Educators' advertisement has ability to influence the admission choice as compared to the Allied school advertisement.

Introduction

“Creativity without strategy is art. Creativity with strategy is advertising” (Richards, 1998).

Starting from the word of mouth to current online advertisements, creativity and advertisement are associated with each other. Creativity enhances and develops the ground of advertising. The advertising is not a new phenomenon. In fact advertisement became the component of society with the start of

civilization. In the early days people used to communicate about their products to others through face to face communication or by sending town criers. Later advertising was done through clay tablets, papyrus posters, wall or rock advertisement and other sources as reported by archaeologists. But at that time the impact of advertisements was at small level and very minimal (Naveed, 2016).

The real era of impactful advertising began with the invention of printing press and it continues to develop with progression in media forms. But amusingly, after observing the history, the fact is clear that advertising has constantly been sluggish to make use of novel medium. As first advertisement published on a newspaper after 100 years of its publication. And it took five and 13 years by advertisements to reach radio and television medium respectively after their inventions. Advertisements also become part and parcel of new media which are introducing new forms of advertisements and bringing revolutionary changes in advertising industry. (PAS, 2013).

Moving from print advertising to cinema advertising, from TV advertising to online advertising, Pakistan advertising industry is gradually mounting. Although past of the industry was gloomy but the present state of the industry is pointing towards bright future. In current scenario all forms of media depend on advertising for their survival. As in one hour of drama, talk show, news or any other program, almost more than 15 minutes are allocated to advertisements which are increasing day by day. Even in the print media the news and advertising ratio is competing with each other. The Mobilink Nargis Fakhri's and Ufone Faisal Qureshi's ads on the front page of leading newspapers are some examples that point toward prominences of ads in print media.

The investments on advertising is also escalating as in 2010, 30 Billion Pakistani Rupees spend for the purpose of advertisements. Out of which 58 % are spending on TV ads which make television as popular advertising medium in Pakistan. Although telecommunication ads are leading the industry according to reports but television advertising includes almost every type of products. From food to clothing and from real estate to education institution everything is advertised on television (Siddiqui, 2011).

Education is the most significant foundation of any society. Education made a society civilized. It is the important duty of state to provide education to its citizens as it is also mentioned in the constitution of Pakistan that government should endow with free of charge and obligatory education to all children between 5-16 years of age and also augment literacy rate of the country. The country of 180 million people, world 7th nuclear power "Pakistan" ranks at 160th country with low literacy rate and that is 55 % which is not enough for the development of the country (Pakistan literacy rate, 2015). In 2015 according to a survey, Pakistan education system includes 260,903 institutions with 1,535,461 teachers and they

are teaching 41,018,384 students. There are 180,846 public institutions and 80,057 private institutions in Pakistan. (Hussain, 2015).

Private institutions are part of Pakistan education system from the day of its independence. But in 1972 due to nationalization policy introduced by Zulfiqar Ali Bhutto, the progress of private sector stop for the few years. After the denationalization in late 1980's the private institution started growing rapidly. Firstly private schools and colleges were only meant for upper class but now they also attract the middle class of the society and have become the symbol of quality education. Teachers and education facilities of private institution are far better than public schools and colleges (I-SAPS 2010). The growing competition among private institutions leads them towards advertisement.

Education institution and advertising in term of their function are similar to each other as both the fields by the virtue of information try to modify individual belief and attitudes. Another similarity in the recent days between both the terms is their affiliation with the word "sell". As advertising try to sell the products while education institution try to sell education on the cost of money. Importance of advertising in the current era, its relation with education makes this topic interesting to research on. This paper talks about the strategy through which school and colleges sell their education facilities to the students as well as their parents.

There are many studies conducted on the effectiveness of educational promotional ads on the popularity of the institution. As Khan and Qureshi (2010) highlighted that there is a strong relationship between promotion and enrollments. They analyzed institutes' point of view regarding the effects of promotional activities on students. To analyze this, the study used in-depth qualitative method in which sixteen schools headmasters belong to Islamabad and Rawalpindi were selected for interviews. The findings concluded that four variables played very important role in the enrollments of students in schools. These 4 elements were appearance of the school, its public relations, publicity and advertisements.

In another study marketing tactics and its relation with student's admission in private secondary schools of Nigeria was analyzed. By using survey method researcher distributed thirty two questionnaires to secondary school managers. The results of the study argued that there is a strong relationship between marketing schemes and increasing enrollments of students (Uchendu, Nwafor and Nwaneri, 2015). Bamfo and Atara (2013) analyzed relationship between marketing communication and student's enrollment at university level of Ghana. Results revealed that the most important element that universities uses for increasing the number of students in their institutions are the mode of advertisements.

Similarly Messah and Immaculate (2011) also investigated the effects of marketing tools on the rate of enrollments at university level of Kenya. Four variables was selected on which students enrollments were depended these are; PR, direct marketing, advertising, and personal selling. 125 respondents from Twenty-five

universities were selected. The results revealed that print media (pamphlets, brochures, leaflets and newspapers) was the main source of providing information to students about the institutions Gauatm (2011) also advocated that the promotional ads influence on students to get admissions in private institutions. Nels (2011) also highlighted the positive relationship between online advertising and private university admissions.

Other studies about the impact of advertising on students have also been a significant part of academic researches. Like Ashok, Apoorva and Suganthi (2015) found out the impact of advertisements on the students who belong from urban and rural areas. There are different types of mediated messages that can influence people to register in schools. The main objective of their study was to check which ones are persistent and which are temporary. Four types of advertisements were analyzed in this research TV, text messaging, internet and handbills. The result showed that students from the rural areas had persistent effects of TV and handbills ads while in urban areas TV, internet and websites had unremitting effects.

Reddy (2014) conducted a research on how international students influenced by social media with respect to selection of the courses and universities. The researcher selected survey methodology to obtain the data. The results indicated that international students was very active on social sites. They observe things online and are very much influenced by the social media. They select their courses and universities by utilizing social media.

Semiotics is the method that is mostly used for analyzing the content of advertisement. A lot of studies regarding semiotic analysis of advertisements are part of research. Mick (1986) in its article on semiotics (a study of signs and symbols) with the relation with consumer's research explains that semiotics is the cornerstone for the consumer behavior. Yi (2007) also presented a study on visual symbols used in ads, their meanings and oratory. This study revealed that the ad is a mixture of these main aspects: its text, its presentation, rhetoric figures and semiotics.

Rifa'i (2010) also applied the semiotic analysis on Coca-Cola's advertisements. The study based on connotative and denotative meaning of 5 Coca-Cola ads images. The study concluded that a sign in commercials plays a very important role. The study also make known that the commercials of Coca-Cola support capital system, ethical and cultural terms in connotation sense. Another research on semiotics investigation of connotative and denotative meaning of ads indicated the same result (Dzanic, 2013).

Uraida (2014) conducted a research on how McDonald's printed ads persuade people to buy their food. These advertisements were analyzed by doing semiotic studies. The results revealed that connotation meanings of the printed ads reflect messages associated to the theme that is endorsed and the logo of McDonald's have sturdiest mythical significance. Bulut and Yurdaisik (2005) presented a study on TV ads interpretation in reference with visual semiotics. The result shows that

the viewers noted iconic messages more than the signs or symbols, though signs and symbols are more effective than iconic context.

Hence, this paper is different from above all studies as the early studies are related to the student admission but ignored the signs and symbols of advertisements. Some studies discussed about connotative and denotative meaning but are not related to the student and parents choices of collages and schools. This paper is about the semiotic analysis of signs and symbols used in educational ads running on the television channels and also includes the analysis of the impact of those sign and symbols on students and parents of Wazirabad. The intention of this study is to examine the signs and symbols that are used in promotional ads of Allied school and The Educators School. Both of these being the leading education institutions of Wazirabad have larger audience and greater appeal factors to offer. Another purpose of the study is to evaluate the impact of specified signs and symbols in both ads on male and female of Wazirabad. Reason being alteration found within cognitive process of male and female part of audience. This article also considers the effects induced through use of these signs and symbols in promotional ads of education institutions on the institutional choice of students and parents.

The time span is critical for this study as recently results of matriculation boards of Pakistan are out and students are making their decision to get admission in a collage to continue their studies. On contrary since summer vacations are ended so parents are taking decision on pre-schooling institutions for their child's. Both Allied group and Educators have not only schooling ring but also run college wings too and have shown academic strong results in different exams. Particularly in Wazirabad, these both institutions have good reputation in both results and facilitations which make them significant for this study. So this research answers the following questions.

1. What are the sign and symbols used in promotional ad of Allied School and the Educators to attract audience?
2. Which promotional ads of Allied school and the Educators are making more impact on males and females choices to get admissions?

The most significant point of this study is to buildup of relationship it holds. It's the relation that certain sign and symbols hold with the effect of educational ads on people's choice of institutions. This relationship between them is the key of this research that adds some more to its significance. The main concern of this article is to find out what major patterns of sign and symbols used in educational advertising of different institutions and do they put on desired impact on public if so then how. This study is not only add knowledge to existing academic studies but also help advertiser to know what are the important sign and symbols they should use and how to get more desired impact.

Both Private and public institutions can also get the idea about how they can attract students and parents towards their institution by designing appropriate enough and creative much promotional ads. This study would be helpful for the

media as well as education research students as they can conduct semiotic analyses on educational promotions with different dimensions, area and approaches. Lastly this research holds great public interest not only because of its uniqueness but also its sensitivity for being the first study on the semiotics analysis of educational ads as they could be able to get meaning of these signs and its effect and relate it to real conditions.

2.0.Semiotics and Educational Ads

The basic theory that is related to the current research is semiotics. Semiotics is a theory that sees the world as system of sign and symbols. Semiotics deals with the construction and construal of meaning. In reference to this theory meaning is interpreted by the consumption of actions and objects which function as "signs" in relation to other signs. It is an old theory its early origin is based on work off F. de Saussure and C.S. Peirce. Later on Ronald Barthes introduced new concept in the theory which are related to the current research. In 1972, he wrote a book named as *Mythologies* in which he gave the concept of connotation and denotation (Berger, 2011). He argued that people construe the meaning from sign and symbols according to their cultural values. But the current research argue that the elucidation is not only refined to the culture values but the gender and age feature also play important role in interpretations. Garbner concept of mainstreaming suggests that media content cultivation ratio is different among males and females (Spark, 2006).

3.0. Methodology

This research follows the triangulation method. Triangulation is the sort of method in which results reliability is checked by using a combination of research methods (Triangulation, 2008). The following study is based on both qualitative and quantitative research method because it not only tried to comprehend the factor of semiotics used in advertisements but also look into the variation in its choices, appeals and values among consumers. Semiotics is a qualitative method, used in the study to deduce the sign and symbols that are used in promotional ads. Universe of this methodology are advertisements while population include educational promotional ads. Sample of study consists of Allied school and The Educators ads that are currently running on television channels.

The other methodology that is used in the current research is experimental method which is a quantitative method. Experimental research points out how participants reacted to the diverse conditions in controlled environment (McLeod, 2007). The present study used pre-test and post-test techniques of experiment method to evaluate the impact of signs and symbols on selected audience. The respondents for this study are recent metric pass students and parents of 3 years of child in Wazirbad. Sample size of the experimental research is 10 respondents including 6 students and 2 pairs of parents.

3.1. Conceptualization and Operationalization

The conceptualization and Operationalization of major concepts of the study are given below

3.1.1.Symbols. Merriam Webster dictionary define symbol as action, entity and occasion that articulate or represents an exacting thought or quality. Symbols are the main aspect on which the whole current study depends. In this study objects and images that are used in promotional ads of Allied school and the educator are observed to identify the hidden meaning in both the ads. The role of those objects and icon on the perception of students and parents of Wazirabad are analyzed by asking different questions.

3.1.2.Colors. In the words of Merriam Webster dictionary the term color is defined as" A quality such as red blue green etc. that you see when you look at something".In this study color is being operationalized as the color themes like indoor or outdoor location used in concerned ads to enhance their attractiveness and its impact on public.

3.1.3.Message of advertisement. The word language refers to expressions of particular sort but in the current study language mean the message, copy and the voice over that are used in the advertisements of selected institutional ads. It is operationalized in this study as how the language and message of ad made impact on audience choices..

3.1.4.Advertisement type. Type of advertisement by the literal meaning is a particular kind of advertisement. In this study the concept of type of ad pass on to the peculiarity between male and female oriented approach of theses educational ads and its impact on the viewers.

3.1.5.Emotions in advertisements. Emotions are generally known as strong feelings. This study takes this concept to look at the sentiments those are attached in both the ads to exert a pull on students and parents such as pleasure, patriotism, sadness and unity etc. This category also deals with the cultural aspects used in theads.

3.1.6.Institution building. Institutions means established organization while a work organization with large roofs and wall is known as building. In this research the concept institution building is operationalized as buildings and education facilities of Allied school and the educators those are depicted in the advertisements of both the ads.

3.1.7.Students. Student is a person who attends a school, college, or university. In this study, both male and females of Wazirabad who are high school graduates (metric) and are ready to take admission in collages are considered as students.

3.1.8. Parents. The person with a child comes under the umbrella term parents. In this study, a couple is considered as parents if they have child of three year.

4.0. Findings & Interpretations

This paper is about the semiotic analysis of promotional ads of two prominent educational institutions of Wazirabad. It deals with the impact *i.e.* How these advertisements draw influence on public choices for institutional selection. In this section of paper, findings drawn through both methods are discussed in detail with the help of graphs and images. Firstly the findings from the semiotic analysis of the advertisements are discussed under the specific categories.

4.1. Symbols

The Educators advertisement used a number of objects to develop their ad story. They use rising sun, swinging trees, school bag, huge mountain, old bricks wall, boats with flowing river, moving bicycle on hilly roads, umbrella, bridge, coast, school building and Pakistan flag. Some of these are shown in the following pictures.



Picture 01 sun rise depicted in The Educators advertisement



Picture 02 Boy coming out of Wooden door



Picture 03 Boys passing by old brick walls



Picture 04 girls coming to school on boat



Picture 05 Boys coming to school on bicycles



Picture 06 Boys covering their head with shoppers to save themselves from rain



Picture 07 boys sharing umbrella to save from rain



Picture 08 children's running on the beach



Picture 09 depiction of Pakistan flag

They start with sun rise to depict the time of the day as morning as shown in the *picture 01*. Boys wearing Dark blue shirts with light and dark green tie and yellow brown (Khaki) pants with school bags coming out from the wooden door, tin roof houses and passing by the old brick walls are showing that children from backward areas of Pakistan are also the students of educators (*Picture 02 & 03*). The next scene of the ad illustrates boys from the different age groups running towards school as two of them wearing above mentioned uniform while a small kid wearing uniform of red and pink combination that is pointing towards the preschool section of educators.

In *picture 04* girls on the boat wearing white trousers (shalwar) and dark blue shirt with white dupatta screening the female students of the institution from the areas where there is no facility of transport and roads. They also depict the girls with same uniform and bags on their shoulders from green fields happily going to the school. *Picture 05* illustrates teenage boys from hilly areas riding bicycles are also part of the institution. Through their ad, the educators institution indicate that they trained their students to share things and help each other as in one scene of the ad it is depicted that boys with umbrella share their umbrella with boys who do not have umbrella and they both cover their heads with shopping bag to save themselves from rain (*Picture 6 & 7*).

In *Picture 8* children wearing uniform of The Educators are running on the coast represent the presences of the Educator's students and campuses in Karachi. At the end of advertisement they show the happy students with The Educator bag running towards school depict the happy and friendly environment of school. While in the last scene where boys raise the flag of Pakistan illustrates the passion of the Educators' students to take part in the development of Pakistan (*Picture 09*). Over all The Educator school brings the factor of affordable fees, no class distinction, presences of their campuses in backward areas of Pakistan, male and female students from all age group, friendly environment, moral values and patriotic feelings through their used objects in the advertisement.

The usage of objects and images in Allied school advertisement is greater than the Educator's advertisement. Badshahi Mosque, rising sun, tree, bag, school building, Pakistan flag, ac, white board, chair, desk, books, clock, fan, notice board, blocks, building raw structure, chart, scale, pen, microscope, skeleton, body structure pictures, lab coat, X-ray, multimedia, computers, basketball, painting wall, paint brush and book shelf's are all the objects that are part of Allied school ads. Some of the glimpse of the ad is given bellow



Picture 10 depiction of sun rising from Badshahi mosque



Picture 11 Allied school building



Picture 12 depiction of class rooms



Picture 13 depiction of preschool of allied school



Picture 14 depiction of engineer



Picture 15 depiction of science lab



Picture 16 depiction of doctor



Picture 17 Depiction of computer lab



Picture 18 depiction of playground



Picture 19 Depiction of library



Picture 20 depiction of extracurricular activities

Allied school promotional ads start with the image of sun rising above the Badashmosque which points out that the major focus of the ad is on Lahore city (picture 10). In the next scene two girls holding each other hands are coming out of the house represent that allied school promote unity. Boys wearing grey pant with light blue shirt and girls wearing light blue check shirt with dark blue dupatta and white trouser (shalwar) entering in the school happily. Allied school in their ad focused on the facilities that they provide to the students during their stay at the institution. They show their building, well-furnished and decorated classrooms, friendly teachers, and intelligent students by the use of objects (Picture 11 & 12).

The promotional ad also shows the indication of bright future after getting admission into their institution. As it relate the kid wearing allied preschool uniform playing with blocks to the engineer who is making the structure of building (picture 13 & 14). They also narrate a school girl looking into the microscope to the lady doctor (picture 15 & 16). Allied school also shows the use of modern method of teaching in their school as they depict the use of computers and multimedia in one of the scene of advertisement (picture 17). Picture 18 and 20 represent the soft image of school and show that how students not only do curricular activities but also involve in extra and co-curricular activities while their stay in the school by playing basketball and by doing paintings on walls.

With extracurricular activities, the Allied school also shows how they enhance book reading habit among their students by adding scene of library in their advertisement (*Picture 19*). Overall unlike The Educators, Allied school ads are totally focused on the education point of view. They illuminate their facilities, building, campus life and bright imminent of their students through the use of objects to entice audience toward their institution.

4.2. Colors

Color patterns used in both ads are different, based on type of appeal both institutes apply in their advertisements. Allied group adopts the approach of using institutional facilities with direct message so they use actual tangible subject which have their own established colors with bright and clear color patterns. Graphics used in the ads are also light so that people could clearly see what they are showing and do not get distracted by affects and color patterns and almost all the scenes of ad shoots were in indoor setting.

While in The Educators group' shoots, all their scenes were in outdoor setting and use indirect ways of delivering message. In the construction of reality intangible subjects were used with natural colors and transitions of shades from dim to bright. Heavy graphics were implied for the reason being a reality is being constructed.

4.3. Message of Advertisements

It is observed from the semiotic analysis of Allied and The Educator schools advertisement that both the ads used national language but their usage is totally different from each other. Allied school used poetic expression with little musical support which represents it as an education institution that solely focused on education while the Educator's advertisement is totally musical style which gave the look of educators as institute with reach to commoners and social roots. The Allied school used famous poetry to add historic and traditional touch while the educators used lyrical support and added emotional touch in ads to attract audience.

4.4. Type of advertisements

Both ads contain more male ratio than females but comparatively Allied school used more females in their ads than The Educators. In the Educators persuasive ad female students were shown in only 2-3 scenes while Allied school advertisement depicted female students in many scenes. Educators illustrate females as happily going to school even in tough situation. Allied school screen female students as more interested in study activities than males. They depict male playing basketball in one of their scene but throughout the advertisement the female students are shown busy in studies.

4.5. Emotions in Advertisements

The Educators advertisement used happiness, togetherness, patriotism and passion related themes as shown in some of the above illustrated pictures. On the other side, Allied school utilized unity and passion for study feeling in their

advertisement. Comparatively Educators used more cultural values and aspects in their ads than Allied advertisement.

4.6. Institutions' Buildings

In the promotional advertisements Allied school used established shots of the institution building. There are 2 scenes where they showed their building. Whereas in the further scenes they focused on their facilities like well-furnished class rooms, computer lab, science lab, library, art place and playground. Allied school represents their building as well furnished, air conditioned and decorated with flower pots. Contrary to this educators depicted their building in only one scene and that is blurred and the camera focused on the children's that are hosting flags.

To analyze the impact of above mentioned factors on the opinion of males and females from the same culture experiment is carried out result of which are as follow.

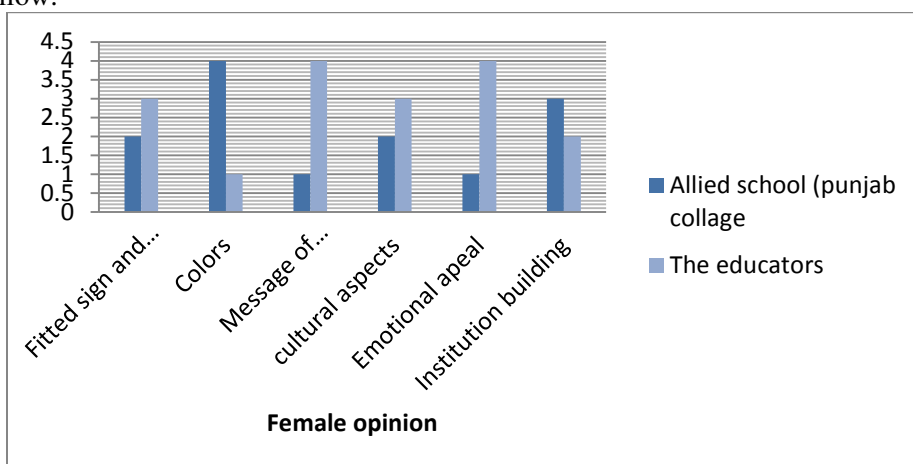


Fig 01. Female opinion about advertisement

According to Experimental result most of the females are attracted toward the Educators advertisement as compared to Allied school. Fig 01 indicated that out of 5 females three voted the Educator advertisement as the ad with most fitted sign and symbols while 2 females voted for Allied school. Out of 5, four females adored the message of the Educators advertisement and only one inspired from the Allied school message. The cultural aspects and emotional appeal of Educators attract the majority of females as shown in the fig 01. Only two aspects of Allied school advertisement inspired the females and that are color theme and building of allied school. As 4 females liked the color scheme of allied school and only one female thinks the Educators used the better color theme. The building of Allied school is liked by 3 female respondents while 2 females choose educators edifice.

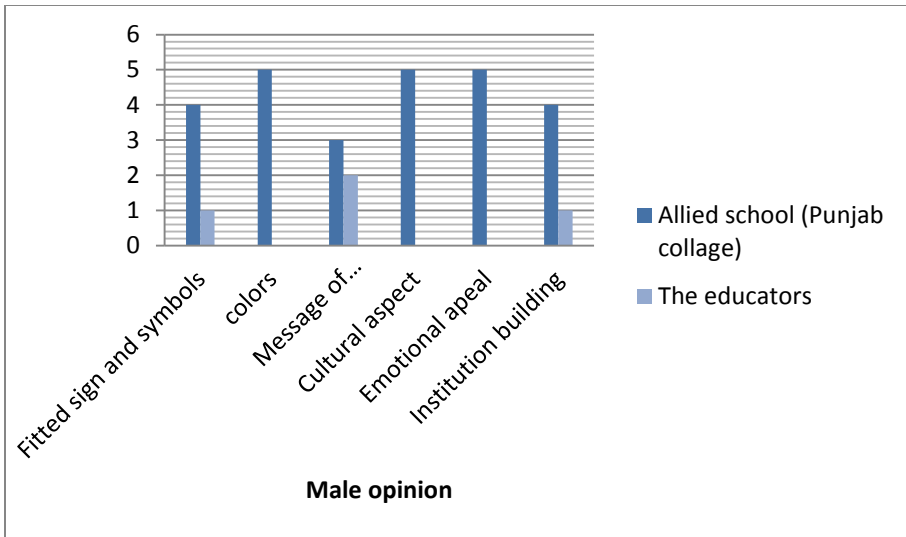


Fig 02. Male opinion about the advertisement

Unlike females, males are fully inspired by Allied school advertisement as all of the male respondents agreed on the point that Allied school used better color themes, accurate cultural aspects and emotional appeal. 4 out of 5 males voted the Allied school advertisement for using the accurate objects and institution with better building structure and facilities while only one male voted for the educators. Majority of males inspired from the Allied school message whereas two of the males like the educators missive (Fig 02).

Lastly there is a small discussion of findings relating to pre-test and post-test result regarding institution selection for admission. The pre-test is designed to check the popularity and credibility of both the institution among respondent's without the influence of advertisements.

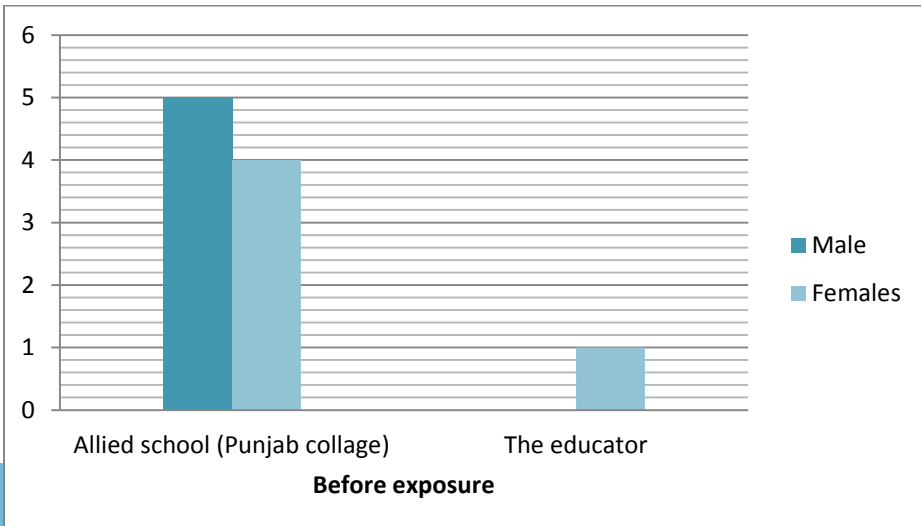


Fig 03. Institution selection before exposure

According to *fig 03* before the exposure of advertisements only 1 female respondent who is a recently metric pass student selected the Educators as her choice of institution. While all other nine respondents selected Allied school (Punjab collage) as their first option after exposing to ads. Reason of this selection is the good result and reputation of Punjab Collage and Allied school while they consider that the Educators are inferior to the Punjab group of colleges.

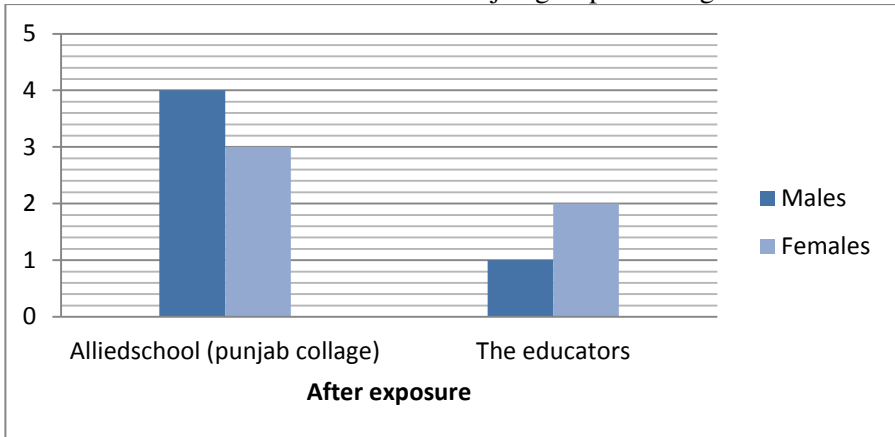


Fig 04. Institution choice after exposure

After the experiment few respondents' choice of institution changed. As one male and 3 females selected The Educators as their preferred institution after their exposure while rest of them stick with allied school.

5.0. Analysis and Discussion

Barthes model of connotation and denotation is used to identify the theme of the advertisement while the impact of those themes on respondents is analyzed by conducting experiment on 10 respondents. From the semiotic analysis of the Educators' ad, it was observed that in 1 minute and 4 second advertisement they used indirect techniques like natural colors, different locations, transport, weather changes and patriotic feelings to attract audience (*Pictures 01-09*). Their theme indicated that students of the Educators belong to different economic class come happily to campus from every corner of Pakistan even in the tough situations. The students of institution are taught with moral lesson and love for Pakistan (*picture09*). But the Educators' advertisement repeats number of locations which weaken its theme and depict only people from hilly areas and Karachi as their target audience. Also this promotional ad ignores the depiction of its building and education facilities.

On the other hand 45 second ad of Allied school used direct approach; they only exhibited objects that are exclusively linked to the education institution. Their theme illustrates that how students come to the Allied school in the morning and spend their day in involving different activities by showing class rooms, friendly teachers, library, labs and other objects. The only flaw in the theme of this advertisement is its focus on Lahore city. So the answer of first question is achieved

by the semiotic analysis of ads that objects in both promotional advertisements are depicting themes that are entirely diverse from each other.

The experiment is also conducted in Wazirabad to analyze the impact of promotional ad on males and females. It was observed that promotional ad of Allied school inspired males more as compared to females while the Educators is vice versa (*Fig 01 & 02*). Majority of females appreciated The Educator advertisement as an ad with accurate symbols and signs, good message, perfect cultural aspects and values. But majority of females also liked the color themes and building of Allied school. Contrary to this majority of males liked every facet of Allied school advertisement. It was also observed from the pre-test and post-test procedure that before the exposure of advertisement only one female student wanted to take admission in the Educator College (*fig 03*). But after the exposure of advertisement one male along with three females attracted from the Educators advertisement and wanted to take admission in the institution (*fig 04*). So from the finding, it was concluded that The Educators advertisement are more inspiring than Allied school advertisement as it alters three people's attitude.

This study derives under the canopy of semiotic theory. Barthes' model argues that connotation of sign and symbols used in any form of media are based on the cultural values. But from the result of this study it is clear that males and females of the same culture interpret things differently as according to males, Allied school uses more exact feelings and cultural values while from a female point of view the Educators ad consists of real values and emotions. Even the object interpretations by both genders are different from each other (*Fig 01 & 02*). It is also observed during the experiment that age factor is also important in symbol interpretation as in some places parents' responses are matching with each other. In short, it's not only culture that helps people to understand signs but gender and age factor also play their role in elucidation and adoptions.

6.0. Conclusion

This article examines the depiction of symbols and objects in the advertisement and their influence on the choices of students and parents belonging to the same culture. On the basis of semiotic analysis, it is concluded that Allied school advertisement utilized more objects than the Educators advertisement. Objects in Allied school advertisement are directly related to education while the Educators used objects which are indirectly pointing towards school policy. From the experimental result it was observed that females are influenced by the Educators advertisement while males are attracted towards Allied school advertisement. In last it is suggested that education is an imperative tool for the growth of the country and Pakistan's literacy rate is very low as compared to other countries of the world. So educational advertisements should use such objects which depict the importance of education and hearten people to propel their child's to school and colleges.

Notes and References

- Ashok, M. V., Apoorva, A., & Suganthi, G. (2015). Impact of Advertisements on Educational Institutions Admission using Classifier. *International Journal of Computer Applications*, 118(16). Available online at <http://search.proquest.com/openview/71a3ba5d961614b90730a0e4d5480643/1?pq-origsite=gscholar>
- Bamfo, A. B., & Atara, B. A. (2013). The role of marketing communications in student enrolment in private universities in Ghana. *Global Advanced Research Journal of Management and Business Studies*, 2(5), 268-278. Available online at <http://garj.org/garjmbs/index.html>
- Berger, A. A. (2011). *Media Analysis Techniques*. SAGE.
- Bulut, T., & Yurdaisik, A. (2005). Visual semiotics and interpretation in the television commercial. *AS/SA*, 6(16), 46-54. Available online at <http://french.chass.utoronto.ca/as-sa/ASSA-No16/Article3en.html>
- Džanić, M. (2013). The semiotics of contemporary advertising messages: Decoding visuals. *Jezikoslovlje*, 14(2), 475-485. Available online at <https://www.ceeol.com/search/article-detail?id=88218>
- Gautam, V. (2011, April). The impact of promotion on enrollment of students into private schools. *International Forum of Teaching and Studies* (Vol. 7, No. 2, p. 63). American Scholars Press, Inc. Available online at <http://search.proquest.com/openview/d8a88be108c80f6a38d99d5f08952c22/1?pq-origsite=gscholar>
- Hussain, A. (2015). Retrieved on August 20, 2016, from <http://www.ipripak.org/education-system-of-pakistan-issues-problems-and-solutions/>
- I-SAPS (2010). Private Sector Education in Pakistan: Mapping and Musing. Islamabad:

Institute of Social and Policy Sciences. Retrieved on August 19, 2016, from http://i-saps.org/upload/report_publications/docs/1401025704.pdf

Khan, S. N., & Qureshi, I. M. (2010). Impact of Promotion on Students' Enrollment: A Case of Private Schools in Pakistan. *International Journal of Marketing Studies*, 2(2), 267. DOI: 10.5539/ijms.v2n2p267

McLeod, S.A. (2007). Retrieved on August 4, 2016 from <http://www.simplypsychology.org/experimental-designs.html>

Merriam-Webster. (2004). *Merriam-Webster's collegiate dictionary*. Merriam-Webster.

Messah, O. B., & Immaculate, M. J. N. (2011). Effect of selected marketing communication tools on student enrolment in private universities in Kenya. Available online at <http://www.iiste.org/Journals/index.php/EJBM/article/viewFile/277/160>

Mick, D. G. (1986). Consumer research and semiotics: Exploring the morphology of signs, symbols, and significance. *Journal of consumer research*, 13(2), 196-213. DOI: <http://dx.doi.org/10.1086/209060>

Naveed, F. (2016). Retrieved on August 18, 2016, from <http://mass.pakgalaxy.com/capsule-history-of-advertising.html>

Nels, J. K. (2011). *Perceived reality depicted in media branding of higher Online education*. (Unpublished master thesis). Gonzaga University Available online at https://online.gonzaga.edu/wp-content/uploads/2014/03/Exemplary_Thesis_Nels_12-1-11.pdf

Pakistan literacy rate. (2015). Retrieved on August 18, 2016, from <http://www.archivistonline.pk/literacy-rate-in-pakistan/>

PAS (2013). Retrieved on August 20, 2016, from <http://www.pas.org.pk/the-evolution-of-media-advertising/>

Reddy, V. P. (2014) *The influence of social media on international students' choice of*

university and course. (Unpublished master thesis), Queensland University of Technology. Available online at

<http://eprints.qut.edu.au/79391/4/Vijay%20Paul%20Reddy%20Thesis.pdf>

Richards, J. (1998). In Sullivan, L, *Hey Whipple, Squeeze This*. New York: John Wiley & Sons, 28.

Rifa'i, B. (2010). *A Semiotic analysis on coca-cala's commercial advertisements.*

Available online at

<http://repository.uinjkt.ac.id/dspace/handle/123456789/836>

Siddiqui, D. K. (2011). History of Advertising in Pakistan. Retrieved on August 20, 2016,

from <http://saicon2011.ciitlahore.edu.pk/management/11-1083.pdf>

Spark, G. G. (2006). *Media effects research: A basic overview*. Ed. 2nd. Thomson

Wadsworth USA.

Triangulation (2008) Retrieved on August 18, 2016, from

<http://www.qualres.org/HomeTria-3692.html>

Uchendu, C. C., Nwafor, I. A., & Nwaneri, M. G. (2015). Marketing Strategies and

Students' Enrolment in Private Secondary Schools in Calabar

Municipality, Cross River State, Nigeria. *Online Submission*, 3(5),

212-223. DOI: 10.18488/journal.61/2015.3.5./61.5.212.223

Uraida, S. (2014). Semiotic Analysis of McDonald's Printed Advertisement. *Jurnal*

Ilmiah Mahasiswa FIB, 4(6). Available online at

<http://jimbastrafib.studentjournal.ub.ac.id/index.php/jimbastrafib/article/view/396>

Yi, C. (2007). On Visual Symbols in Ads: Meaning and Rhetoric. *Journal of Advertising*

Study, 3, 014. Available online at
http://en.cnki.com.cn/Article_en/CJFDTOTAL-GGDL200703014.htm

Zimmerman, F. J., & Shimoga, S. V. (2014). The effects of food advertising and cognitive load on food choices. *BMC Public Health*, 14(1), 1.

DOI: 10.1186/1471-2458-14-342

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.