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Framing Purity and Nature: A Multimodal Ecolinguistics Study of Packaged Milk Advertising

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Abstract
This study looks at how packaged milk advertisements in Pakistan create meaning through their visuals and language, and examines the environmental ideas hidden within them. Using Kress and van Leeuwen's (2006) multimodal framework and Stibbe's (2015) ecolinguistics framework, the study analyses advertisements from three leading Pakistani milk brands, including Olper's, Nestlé Milkpak, and Haleeb. The findings show that all three brands use similar strategies: the product is shown much larger than the natural elements around it, cattle or nature are used to make viewers feel like passive observers, and the layout places the "ideal" branded product above the "real" natural origins of milk. In terms of ecolinguistics, all three ads use greenwashing and treat nature as existing only to serve human needs. They also repeat a "Drink = Life" metaphor and leave out any mention of labour, factory processing, or carbon emissions. The main difference between brands is in how they engage the viewer: Haleeb uses a person looking directly at the camera to build a personal, identity-based appeal, while Olper's and Milkpak rely more on nature imagery to build trust. The study concludes that this kind of greenwashing is not unique to one brand but is a shared pattern across the industry, and shows that combining multimodal and ecolinguistic analysis is an effective way to reveal how food advertising makes industrial products look natural while hiding their real environmental and labour costs.

Keywords: Ecolinguistics; Multimodal Discourse Analysis; Greenwashing; Packaged Milk Advertising, Pakistan, Kress and van Leeuwen, Arran Stibbe.

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1. Introduction

Advertising is all around. It is one of the most influential tools for promoting ideas to consumers. Each advertisement is meticulously crafted, utilising a blend of images, language, and subliminal messages that influence perceptions of health, identity, and contemporary life. The decision to choose between tap water and a bottled drink is influenced not only by thirst but also by marketing strategies (Muktadir, 2022). Advertisements do more than just market products; they create a constructed reality that defines what is deemed good, healthy, and credible (Farooq & Maqbool, 2024).

Language and visuals are central to the advertising process. They collaborate to elevate a fundamental human necessity into an appealing lifestyle choice. Language is significant in advertising, as noted by Stibbe (2024), because the words and narratives presented in advertisements can sway opinions, shape perspectives, and create realities. The language we encounter, and use can influence our perceptions of what is important, authentic, and customary. In essence, language shapes meaning and influences our worldview.

In addition to language, visual components such as images, colors, sounds, gestures, fonts, and layouts are critical in advertising. When these elements are harmoniously integrated, they shape a distinct version of reality. Consumers do not merely purchase a product; they also invest in a narrative that reflects their own lives (Yahya et al., 2024). Thus, advertising is a multisensory experience, intricately designed to evoke emotions, provoke thought, and inspire action.

This research paper explores how packaged milk advertising employs multimodal strategies to frame concepts of purity and nature. By analyzing the interplay of language, imagery, and design, the study reveals how these elements influence consumer perceptions, reflecting broader societal attitudes toward health, sustainability, and the natural environment in dairy consumption**.**

1.1. Statement of the Problem

The increasing promotion of packaged milk in Pakistan has led to widespread consumption, yet little research has critically examined how these products are represented in advertising from a multimodal ecolinguistic perspective. Packaged milk advertisements often use visual and linguistic elements to construct images of purity, naturalness, and health, frequently drawing on pastoral and family-oriented imagery. However, such representations may obscure the environmental impacts associated with industrial dairy production, including resource use and packaging waste. By emphasizing idealized notions of nature, these advertisements can promote pro-consumption and anthropocentric ideologies while erasing ecological concerns.

Moreover, there is a lack of context-specific studies in Pakistan that explore how multimodal resources work together to shape these narratives. Therefore, this study aims to examine how packaged milk advertisements frame purity and nature, and to reveal the underlying ecological ideologies embedded in their discourse.

1.2. Research Objectives

- To analyse how packaged milk advertisements employ multimodal elements to construct and represent ideas of purity and nature.
- To identify and examine the ecolinguistics narratives embedded in these advertisements

1.3. Research Questions

1) How do packaged milk advertisements use multimodal elements to frame ideas of purity and nature?
2) What ecolinguistics narratives are constructed in these advertisements?

1.4. Significance of the Study

This study is significant as it contributes to the growing field of ecolinguistics by examining how packaged milk advertisements construct meanings of purity and

nature through multimodal resources. By integrating multimodal discourse analysis with ecolinguistics perspectives, the research offers deeper insights into how visual and linguistic elements shape consumer perceptions and normalize environmental narratives. It highlights how advertising discourse may promote idealized images of naturalness while potentially masking ecological realities such as industrial production and environmental impact. Furthermore, this study is important in the Pakistani context, where limited research has been conducted on the intersection of advertising, language, and environmental representation. The findings can enhance critical awareness among consumers, educators, and researchers about the implicit ideologies embedded in everyday media texts. It also provides valuable implications for policymakers and advertisers to encourage more responsible and transparent communication practices that align with ecological sustainability.

1.5. Scope of the study

The data is limited to selected advertisements from Pakistan, collected from television and digital media within a specific time frame. Key elements such as imagery, color, layout, slogans, and language use are analyzed to understand meaning-making processes. The study employs a qualitative approach, utilising multimodal discourse analysis and ecolinguistic frameworks, specifically Kress and van Leeuwen's visual grammar and Stibbe's ecolinguistics. It does not include audience reception or quantitative analysis. Although the findings are based on a limited sample, the study provides focused insights into how ecological narratives and representations of naturalness are constructed in packaged milk advertising.

1.6. Delimitation of the study

This study is delimited to the analysis of only three selected packaged milk advertisements, which serve as the primary data for investigation. The selection is purposive and focuses on advertisements that prominently represent themes of

purity and nature. The study is further limited to a qualitative multimodal and ecolinguistic analysis, excluding quantitative methods and audience reception. It does not cover other dairy products or broader beverage categories, nor does it examine production processes or industry perspectives. Therefore, the findings are specific to the selected advertisements and are not intended to be generalized to all packaged milk advertising.

2. Literature Review

Language is fundamental in shaping how we perceive the environment, actively constructing our ecological realities and guiding our responses to nature (Yousaf, 2024). While this highlights the power of discourse, it also raises a critical question about whether consumers can resist dominant linguistic narratives, a question that becomes particularly relevant when examining everyday products like packed milk. Providing a more critical lens on consumerism, Stibbe (2024) argues that advertising discourse is inherently ideological, designed to normalise unsustainable practices and hide their environmental consequences. This is a powerful argument for exposing the hidden ecological costs in the language of milk cartons, yet it may overgeneralise by not fully accounting for the rise of green marketing, where milk brands now prominently feature "organic," "grass-fed," or "sustainable farming" claims. Empirical work in multimodal discourse analysis demonstrates how these theoretical concerns function in practice. For instance, a study of energy drink commercials by Ullah, Arslan, and Fatima (2023) reveals how visuals of power and speed work with language to prioritise consumption over ecological responsibility. This insight is valuable, but its focus on a single product limits its application; a similar analysis of packed milk would need to examine a broader range of brands to compare how different market segments use nature imagery.

The persuasive power of language is further magnified by metaphor, which acts as a cognitive tool to make products more appealing, often by masking environmental harm with positive natural imagery (Jabeen & Janjua, 2024). In the context of packed milk, this is a critical mechanism where metaphors of "purity," "freshness," and "nature" can symbolically erase the industrial processes and waste behind production. However, such metaphor analysis would be strengthened by a deeper, explicit link to ecolinguistic consequences. These linguistic strategies do not work in isolation; they are part of a broader multimodal system. Foundational work in multimodal discourse analysis (MDA) establishes that meaning is constructed through the co-deployment of language, images, and design (Kress & van Leeuwen, 2006). While this framework is influential, its application often assumes a Western visual literacy, raising questions about its suitability for analysing the specific cultural context of milk packaging in a market like Pakistan. This packaging is a carefully calibrated persuasive artifact (Percy & Elliott, 2020), where visual presentation can fundamentally distort a product's attributes, such as making highly processed, long-life milk appear farm-fresh and natural (De Mooij, 2019). A critical gap emerges here, as these cross-cultural theories often treat culture as static, overlooking how global and local milk brands might localise their multimodal strategies using specific imagery, colors, and typography to resonate with values of family, purity, and trust.

In conclusion, the literature underscores that the language and imagery on packed milk are far from neutral; they are a powerful, ideological toolkit. Stibbe’s (2024) theory reveals how these packages can systematically promote a consumerist worldview that obscures the dairy industry's ecological footprint, from water use to packaging waste. While Kress and van Leeuwen's (2006) multimodal framework provides the analytical grammar to deconstruct these visual-linguistic texts, its cultural limitations and the need for a product-specific

focus, as highlighted by the narrow scope of studies like Ullah et al.'s (2023), point to a clear research gap. Furthermore, the insights of Jabeen and Janjua (2024) on metaphor become critical for unpacking how terms like "fresh farm milk" are cognitively weaponised to mask industrial reality. A multimodal ecolinguistic analysis of packed milk is therefore essential to bridge this gap, integrating these critical perspectives to reveal how a mundane daily purchase is loaded with environmental storylines that actively shape unsustainable consumer choices.

3. Research Methodology

This study adopts a qualitative research design to investigate the packaging of packed milk brands in Pakistan through an integrated multimodal ecolinguistic lens. The qualitative approach is appropriate as the research aims to explore underlying meanings, ideologies, and ecological implications embedded in the visual and linguistic discourse of milk packaging, rather than to measure variables quantitatively. The data consists of three packed milk cartons selected from the official websites of three different dairy manufacturing companies, chosen to represent a cross-section of the market.

3.1. Theoretical Framework

This study is grounded in a combined theoretical framework that integrates Arran Stibbe's (2015) ecolinguistics with Kress and van Leeuwen's (2006) multimodal discourse analysis, as presented in *Reading Images: The Grammar of Visual Design*. This dual-framework approach is essential because the meaning of a milk carton is not constructed through language alone; rather, it emerges from the interplay of text, images, colours, and layout. Kress and van Leeuwen (2006) provide a systematic grammar for analysing how these visual components interact to create meaning, positing three major aspects: representational, interactional, and compositional meaning. Representational meaning focuses on *what* is depicted such as a farm landscape, grazing cows, or a glass of milk—and whether these

elements form a narrative (an action) or a conceptual symbol (an identity like "purity"). Interactional meaning explains *how* the image connects with the viewer through gaze, angle, and distance, for instance, whether a cow's direct gaze creates a sense of pastoral honesty. Compositional meaning concerns the *arrangement* of these elements, examining how information value, salience, and framing guide the consumer's interpretation. However, while this multimodal framework is powerful for decoding *how* meaning is structured, it requires an ecolinguistic framework to critically evaluate *what ideologies* these structures serve.

To provide this critical ecological lens, the study draws on Stibbe's (2015) ecolinguistics framework, particularly the concept of the "stories we live by." According to Stibbe, discourse shapes human relationships with the natural world through cognitive and cultural narratives. This study specifically applies the following dimensions of Stibbe's framework to the multimodal analysis. The dimension of ideology is used to uncover the hidden beliefs embedded in the packaging, such as consumerism and the normalisation of industrial dairy production, which influence how consumers understand their relationship with the environment. Framing guides the analysis of how specific visual-textual presentations frame nature, for example, as a clean, idyllic resource for human use rather than a site of intensive industrial processes with significant ecological footprints. Finally, evaluation is applied to examine how positive or negative language and imagery shape attitudes toward the product, masking unsustainable practices through the use of appraisal terms like "fresh," "natural," and "pure" alongside lush green landscapes. This integration of frameworks is a critical step, as Kress and van Leeuwen's system alone can remain purely descriptive, merely cataloguing visual elements without interrogating their ecological consequences. By fusing it with Stibbe's critical ecolinguistic tools, this methodology enables a

deeper analysis of how the multimodal design of packed milk actively constructs and perpetuates stories that may be ecologically destructive.

4. Data Presentation and Analysis

4.1. OLPER'S Milk by Engro Pakistan Limited.

Figure 1

Table 1: An Analysis of Olper's Milk Advertisement Using the Multimodal Framework of Kress and van Leeuwen (2006)

Main Category	Sub-Category & Code	Application in Ad
Representational Meaning	Conceptual Hierarchical CR-H	The enlarged carton and glass are centred to show dominance over the landscape.
	Conceptual Symbolism CR-S	Grass and cows symbolise nature. The Full Cream droplet signals richness.
	Conceptual Colour CR-C	Red evokes passion. Blue and Green signal freshness and health.

Main Category	Sub-Category & Code	Application in Ad
Interactional Meaning	Distance: Intimate DIS-I	The close-up of the milk glass emphasises the sensory feeling of the product.
Compositional Meaning	Information Value IV	The top sky is the Ideal brand image. The bottom grass is the Real origin.
	Salience SAL	The bright white milk and red carton grab immediate focus through colour contrast.

Olper's Milk is one of the top most selling packed milk in Pakistan. Based on the multimodal framework of Kress & van Leeuwen (2006) in representational meaning, the visual structure highlights the carton containing Olper's milk and the large glass of milk as the focal points of the image. Their dominance is emphasised by their relative sizes compared to the other components, such as the small cows in the background, it gives importance to the product. Symbolically, the green grass and cows signify the connection of the product with nature. The milk splash and droplet indicate life and decadence. The colour scheme utilised also helps in creating meaning; for example, the use of bold red represents passion, the green pasture is a symbol of health and serenity, and the blue sky represents freshness. Overall, the product has been given a lot of significance. It is shown that it is purely natural and alternative to natural milk.

In interactional meaning, the commercial creates a position for the viewer as an outside observer. The cattle do not make eye contact and instead gaze at the grass and elsewhere. This is an offer gaze, which invites the viewers to analyse the scenario from the outside. The proximity of the shot of the milk in the glass is an

invitation to create a relationship based on sensations. In this case, one gets to feel the creamy quality of the product. Moreover, the use of a slightly lower camera angle gives power to the image of the milk carton. The advertisement here creates a connection between viewers and the product.

Finally, in compositional meaning, the message conveyed by the advertisement is purity, nature and freshness. The composition breaks down the whole image into two segments, one ideal and one real. The ideal part includes the sky and the top part of the carton, signifying aspiration and purity, while the realistic part includes grass and cows. The salience in this composition can be attributed to the strong contrast created by the white milk and the red colour of the carton, which draws the viewer's immediate attention. The framing used in this advertisement is done using the green grass, which acts as an island for this scene. Thus, all segments work together to make the product one hundred and one per cent natural and healthy.

Table 2: An Analysis of Olper's Milk Advertisement Using Ecolinguistics Framework of Arran Stibbe (2015)

Main Category	Sub-Category & Code	Application in Ad
Ideology	Green Washing GWS	Uses lush grass and blue-sky imagery to suggest eco-friendliness for a processed product.
	Anthropocentrism ANTHRO	Nature is depicted solely as a backdrop to serve human consumption.
	Extractivism EXTRACT	Represents the natural landscape as a standing reserve for mass milk production.

Main Category	Sub-Category & Code	Application in Ad
Metaphor	Drink Life DLF	The beverage is framed as a source of full cream energy and natural vitality.
	Hidden Waste HWT	The pristine, beautiful carton design completely ignores the reality of future packaging trash.
Identity	Social Identity SID	Targets consumers who value "purity" and a connection to a wholesome, natural lifestyle.
	Carbon Emissions CEM	Focuses on freshness to disconnect the product from the footprint of industrial farming.
Salience	Product Visibility PV	The white milk in the glass is the highest point of salience against the sky.
	Logo Focus LF	The Olper's brand name is large and easy to see.

From an ecolinguistics perspective by Stibbe (2015), there are various ways in which one could interpret Opler's Milk advertisement. Some of these include ideology, metaphor, evaluation, identity, conviction, erasure, and salience. In terms of ideology, the advertisement promotes greenwashing in that it depicts an idyllic image of the milk production environment, namely, green grass, blue skies, and all, to give an impression of environmental sustainability. The actual product is produced in a factory and packed into containers, with environmental impacts. All the environmental impacts are removed. This is strongly related to anthropocentrism since nature is portrayed in such a way that it seems to exist

solely to serve humanity's needs, as illustrated by the portrayal of the cows and the meadow in relation to the large bottle and glass of milk.

Regarding the metaphorical and evaluative representation of the product, the milk is described via the metaphor Drink Life, which associates the drink with vitality and nourishment and ensures health and fitness. This is achieved through the use of the Full Cream Richness droplet along with the healthy environment surrounding the advertisement. However, there is also the problem of hidden waste because the clean, highly detailed picture of the carton and the pouring milk does not address any of the negative environmental issues that come from the waste produced by packaging and everything related to environmental problems is completely removed.

The advertisement of packaged milk also constructs a specific identity and level of persuasion. Through social identity, it appeals to consumers who value purity, tradition, and family-oriented lifestyles by depicting a wholesome rural origin. Brand dominance of Olper's Milk is clearly established through the large, central placement of the Olper's carton, which visually overpowers the surrounding natural elements. This is reinforced by strong evaluative emphasis, where bright, high-contrast colours and exaggerated scale, such as the oversized glass of milk, create an attention-grabbing and persuasive visual effect.

Finally, the advertisement of packaged milk relies heavily on erasure and salience to shape perception. Further, labour erasure is present, as the production process is completely hidden; there are no farmers or workers, making the milk appear as if it emerges effortlessly from nature. Similarly, carbon emissions erasure disconnects the product from the environmental costs of dairy farming and transportation by emphasising freshness and open landscapes. In contrast, product visibility is maximised through the clear and prominent display of the milk itself. Together, these strategies create a carefully controlled narrative that highlights

purity and quality. It conceals the environmental and industrial realities behind the product, which is a lot of waste and environmental hazardous.

Integrated Synthesis

By combining both frameworks, it is clear that the Olper's Milk advertisement uses multimodal techniques to present an idealised image of nature while concealing the realities of industrial dairy production. Through appealing visuals and symbolic elements, it creates a sense of purity and perfection that aligns with consumer expectations but masks the complex processes behind the packed milk. This results in a psychological disconnect. The milk appears natural and simple despite being industrially produced. From an environmental perspective, the ad relies on different forms of erasure to shape perception. The focus on clean and attractive packaging hides its long-term waste impact, especially its presence in landfills. At the same time, nature is portrayed as endlessly available, normalising extractivism and ignoring the carbon emissions and ecological strain of dairy farming. The absence of workers further removes the human effort involved, making the product seem as if it comes directly from nature. The advertisement of packaged milk creates a false sense of environmental safety by excluding all negative aspects of production. Issues like methane emissions, water use, and environmental damage are omitted and replaced with green imagery. Overall, these strategies successfully build a strong and trustworthy brand image. They rely on selective visibility that promotes consumption and hides the product's ecological costs. The message is clear that packed milk is healthier than natural milk. The advertisements clearly mislead the people.

4.2. Nestlé Milk Pack by Nestlé Pakistan Limited

Figure 2

Table 3: An Analysis Nestle Milk Pak Advertisement Using the Multimodal Framework of Kress and van Leeuwen (2006)

Main Category	Sub-Category & Code	Application in Ad
Representational Meaning	Conceptual Hierarchical CR-H	The Milkpak carton is the largest. Central element shows its importance over the landscape.
	Conceptual Colour CR-C	The green packaging symbolises nature and calmness. The yellow sunlight conveys freshness.
	Conceptual Identity CR-I	The rural, pastoral background defines a lifestyle of farm-fresh quality and purity.

Main Category	Sub-Category & Code	Application in Ad
Interactional Meaning	Gaze Offer GAZ-O	The cows look away. It positions the viewer as an observer of a natural scene rather than a direct participant.
	Distance: Intimate DIS-I	A close-up of the milk splash emphasizes the texture and feeling of the product.
Compositional Meaning	Information Value IV	The top sky represents the ideal brand .
	Salience SAL	The bright white milk splash and high-contrast green carton are the most immediate points of focus.
	Framing FRA	The wooden table creates a border that separates the product from the background, making it look iconic.

Nestle Milkpak is the most-selling packaged milk in Pakistan. In accordance with the multimodal theory by Kress & van Leeuwen in (2006), meaning within the Nestle Milkpak advertisement is achieved using representational features which highlight the superiority of the product and the presence of natural appeal. These include the hierarchical design. The Milkpak packaging dominates the picture, appearing to be far larger than other items, including the landscape and cows, thus making it unmistakably clear that it is the focus. Symbolic features reinforce the idea further with the green landscape and cows indicating naturalness. The milk splash denotes freshness and appeal. Finally, the colour scheme used in the design supports the above symbolism, with the green representing nature, health, and freshness, while the yellow represents vitality and sunshine.

In interactional meaning, Nestel Milk Pack advertisement places the viewer as an uninvolved spectator to an idealised natural setting. This is because there is no direct eye contact since the cows seem to be gazing elsewhere. Thus, create an image that offers the viewer something to consider without actually engaging them. The intimacy that is created by using a close-up shot of the milk splash gives the viewer a feel of the milk. The fact that the shot is from below, where the camera captures the milk packet from a low angle, makes it appear authoritative and powerful.

In compositional meaning, the information value structure can be represented in two parts. The first one includes the top part of the advertisement, where a bright sky is shown together with the top part of the carton, which symbolises the ideal aspects of the company. The second one, the bottom part of the image, where the wooden table can be found, presents the real-life aspect of the consumption of this product. The left part of the advertisement includes information people already know about Pakistan's Dairy Expert, whereas the right part includes something new for consumers in the form of an emotional approach through the Urdu language. Salience is provided with the help of the contrast between the white colour of the milk splash and the carton. All the elements make the product natural and fresh.

Table 4: An Analysis of Nestle Milk Pak Advertisement Using the Ecolinguistics Framework of Arran Stibbe (2015)

Main Category	**Sub-Category & Code**	**Application in Ad**
Ideology	Green Washing GWS	Uses vast green pastures and bright sun to misleadingly eco-friendliness for a processed product.

Main Category	Sub-Category & Code	Application in Ad
	Anthropocentrism ANTHRO	Nature is depicted as a backdrop existing primarily to serve human needs.
	Extractivism EXTRACT	Represents the natural field as a standing reserve of resources for mass production.
Metaphor	Drink Life DLF	The milk splash symbolises energy, youth, and vitality.
	Hidden Waste HWT	The carton is shown as a pristine, beautiful object, ignoring the reality of future landfill.
Identity	Social Identity SID	Targets popular or traditional groups by framing the brand as Pakistan's Dairy Expert.
Erasure	Labor Erasure LBE	Shows the finished product in a vacuum, erasing the factory workers and farmers involved.
	Plastic Erasure PLE	Focuses on the clean liquid while ignoring the lifecycle of the packaging.
	Carbon Emissions CEM	Focuses on freshness to disconnect the product from its contribution to climate change.
Salience	Logo Focus LF	The brand name and 35-year seal are large and easy to see, making brand identity the priority.

Main Category	Sub-Category & Code	Application in Ad
	Product Visibility PV	The white milk splash is displayed with extreme clarity to stand out against the background.

According to the framework by Stibbe (2015) for ecolinguistics, the Nestlé Milkpak advertisement can be interpreted in relation to the interdependent issues of ideology, metaphor and evaluation. Identity and conviction, and erasure and salience. In terms of ideology, the advertisement is an example of greenwashing because it features wide green pastures and sun, representing a fresh and natural product. The reality is that the product is packaged in the shelf-stable carton and is not entirely fresh and natural. Nestlé Milkpak. Anthropocentrism can be seen here, when nature is depicted primarily as the background that meets the interests of people. Extractivism is represented here as well, since the fields and cattle seem to be readily available to provide milk.

On matters of metaphor and evaluation, the advert portrays milk as necessary for life by using the Drink Life metaphor. Splashing of the milk symbolises vitality. On the other hand, there are concealed wastes, with the packaging depicted as something clean and desired, ignoring the fact that the milk carton will end up polluting the environment. The lack of negative elements makes the advertisements of Nestle Milk Pack more ideal, with richness and expertise highlighted while avoiding discussion of processing or the environmental issues associated with it.

The advertisement of the milk pack also creates an effective identity and persuasion. Social identity is created via the use of Urdu text, emphasising that Pakistanis trust their milk, connecting the brand with family values. Brand

dominance is created through the positioning and size of the milk carton, as it is placed centrally and appears large enough to catch one's attention. Persuasion is done effectively in the advertisement of Nestle Milk pack, considering that bright colours such as green and an appealing sun have been used.

The advertisement also uses strategies of erasure and salience in forming an image that favours its target market. Labour erasure is one because there are no labourers depicted in the advertisement, and therefore, the production of the product seems effortless. Waste erasure is seen through ignoring the consequences of environmental waste resulting from packing. Branding salience is witnessed through the emphasis placed on the logo and the celebration seal. At the same time, there is an emphasis on the product, and hence, milk is clearly highlighted to create a lasting impression among the viewers. The processed packaged milk is presented as something natural and healthy. All environmental implications are omitted and completely removed.

Integrated Synthesis

The Nestlé Milkpak ad follows a specific multimodal strategy of projecting expert purity, whose analysis in terms of ecolinguistics uncovers an intentional masking of the real industrial processes behind the production of the goods. The advertisement of processed packed milk establishes a visual connection between the product and an idyllic landscape, almost floating above reality, which makes the consumer perceive the industrial good as something pristine and untouched, thus enhancing authenticity. Moreover, the advertisement implies the normality of the anthropocentric attitude towards the environment, in which the landscape itself serves merely as a source of milk production. Finally, it hides the lifecycle of the product itself by creating a visually appealing and pure representation of a carton, making it impossible for the viewer to imagine the consequences of its future

existence in the environment. The ad presents processed milk as something natural and healthy and hides the environmental costs.

4.3. Haleeb Milk by Haleeb Foods Limited

Figure 3

Table 5: An Analysis of Haleeb Milk Advertisement Using Multimodal Framework of Kress and van Leeuwen (2006)

Main Category	Sub-Category & Code	Application in Ad
Representational Meaning	Symbolism CR-S	Daisies and the green field are used as symbols for nature, freshness, and vitality.
	Colour CR-C	The blue and white palette suggests purity. Green signifies health and calmness.
	Association CR-A	The woman acts as an authority figure embodying performance, youth, and health.
Interactional Meaning	GazeDemand GAZ-D	The woman looks directly at the camera to create a direct

		address or demand for a response.
	Distance: Intimate DIS-I	The close-up framing suggests a personal or social connection between the subject and the viewer.
Compositional Meaning	Information Value IV	The known product is Given Right. The health fit results New.
	Salience SAL	The oversized milk carton and the subject's face grab immediate attention through size and focus.
	Framing FRA	A vertical division uses space to connect the iconic product with the integrated lifestyle scene.

Using the multimodal by Kress & Van Leeuwen (2006), the Haleeb milk commercial can be analyzed in terms of the representational, interactional, and compositional levels as a unified piece of visual communication that aims at conveying the message of health and well-being. Representational aspects include such features as narrative and conceptual meanings. The woman in the advertisement is not looking at the product, but rather straight at the viewer; the way in which she holds the glass of milk implies that she interacts with the product. Conceptually, the imagery conveys the key concepts. For instance, daisies symbolise freshness, while green grass and the blue sky symbolise vitality and a good environment. Colours also contribute to these concepts, where blue colours

associated with both packaging and clothing convey reliability and calmness. Green grass and white milk symbolise health and purity.

In interactional meaning, the gaze of the woman in this advertisement from an interactional point of view creates a demand for the viewer's engagement through an established demand relationship, whereby she invites the viewer to participate in her healthy living. The medium close-up shot used here ensures an intimate social distance within the interaction, giving a sense of personal involvement in the ad. Overall, it creates a connection between the product and viewers.

In compositional meaning, all these features, through conscious visual composition, present Haleeb's packed milk as natural and healthy. On the one hand, positioning the product to the left and showing it as given information emphasises the already established brand image, whereas presenting the person on the right and the slogan Stay Healthy, Stay Fit serves to emphasis the newness of the information being conveyed in terms of benefits. The salience of these features is ensured through the prominence and clear visibility of the milk pack as well as the smiling face of the woman. Also, a subtle horizontal separation between the product-related blue background on one side and the natural landscape on the other side can be observed in the ad. However, the green field present on both sides provides visual unity for the message conveyed. All the elements work together to make Haleeb packed milk, which is processed, natural and healthy.

Table 6: An Analysis of Haleeb Milk Advertisement Using the Ecolinguistics Framework of Arran Stibbe (2015)

Main Category	Sub-Category &Code	Application in Ad

Ideology	Green Washing GWS	The use of daisies and a vast green field creates eco-friendly imagery
	Anthropocentrism ANTHRO	Nature is depicted as a backdrop serving the human desire for a healthy and fit lifestyle.
Metaphor	Drink Life DLF	The beverage is framed as the source of vitality, linked directly to the slogan Stay Healthy, Stay Fit.
	Hidden Waste HWT	The packaging is presented as pristine and beautiful within a nature scene. It ignores the reality of trash or landfill.
Evaluation	Positive Consumption POS-CONS	Drinking Haleeb is framed as a high-value activity essential for personal health and fitness.
	No Health Risk NHR	The ad focuses exclusively on Ultra High Cal benefits while ignoring potential additives or processed milk risks.
Identity	Active Identity AID	Targeted at on the move individuals seeking to stay fit and energetic.

	Youthful Identity YID	Features a young, vibrant subject to associate the brand with health and vitality.
Erasure	Health/Biological Impact HLT	Rebrands the milk as a holistic lifestyle choice while downplaying industrial processing.
Salience	Happy Faces EMH	The subject's smile and positive emotion are placed prominently to draw the eye.
	Product Visibility PV	The milk carton and the glass of milk are displayed very clearly as the central focus.

According to Stibbe's (2015) ecolinguistics model, Haleeb advertisement employs various ecolinguistics strategies in an attempt to create an ecological image that shapes consumers' perception about the relationship between the product and nature. First, through the process of greenwashing, the ad creates an image of environmental protection by portraying the presence of daisies and a big green field as indicators of nature and purity in the product; in reality, the packaged milk is processed. Second, the ad portrays an anthropocentric approach by portraying nature as an element that ensures human health and lifestyle. Third, a metaphorical strategy of connecting packed milk consumption with energy and vitality emphasises the message conveyed through the slogan stay health stay fit. On the other hand, the reality of the effects of the packaging is masked through the perfect depiction of the package in nature and all environmental costs of the product is omitted. From the perspective of evaluation and identity, the advertisement of

Haleeb packed milk shows that drinking Haleeb is a good and desirable activity. The target audience in the advertisement is made up of active and young individuals because they like being energetic, healthy, and fresh. There is no mention of any health risks associated with consuming this product in the ad, but only the benefits of having a highly nutritious product, ignoring anything else, such as the processing involved. Labour is ignored as well since there are no farm labourers featured in the ad. Finally, there is a powerful branding effect. The product becomes prominent in the picture, and the smiling woman draws attention and interest.

Integrated Synthesis

By combining both theories, in the Haleeb advertisement, the processed nature of the milk is shown in a positive manner by incorporating visuals of pure white daisies, green fields, and a blue sky to create the impression of something pure and fresh despite its industrial nature. It draws attention through direct eye contact and conveys the idea of health, energy, and fitness by associating the consumption of milk with a young, energetic life. However, it focuses only on positive aspects such as nutrition and ignores problems related to its processing and production, like environmental hazards due to packaging and labour exploitation and many more. Thus, Haleeb's packed milk is presented as natural and health. All the environmental cost is omitted and completely removed from the ad.

5. Results and Discussion

5.1. Results

The multimodal and ecolinguistic analysis of the three leading packed milk brands in Pakistan , Olper's, Nestlé Milkpak, and Haleeb, reveals a set of recurring visual and discursive strategies that construct packaged milk as a "natural," healthy, and environmentally benign product, while systematically erasing the industrial, ecological, and labour realities of its production.

5.1.1. Representational Meaning.

Across all three advertisements, the product itself (carton, glass, or splash of milk) is rendered as the dominant visual element through conceptual hierarchy, consistently larger than the cows, fields, or human figures that surround it. This inversion of scale (a carton exceeding the size of the cattle that notionally produced its contents) recurs in Olper's and Nestlé Milkpak in near-identical form, suggesting a shared industry convention rather than a brand-specific choice. Symbolic and colour-based meaning-making is also consistent: green consistently indexes nature, health, and calm; blue indexes purity and freshness; and red or yellow are used more selectively to signal passion, vitality, or energy. Haleeb departs from the other two by adding a human figure whose bodily performance (rather than the landscape alone) carries conceptual meaning, associating the product with youth, fitness, and self-discipline rather than with rural origin alone.

5.1.2. Interactional Meaning.

All three advertisements position the viewer as an external, largely passive observer of an idealised natural scene, achieved primarily through the offer gaze of cattle that look away from the camera. Haleeb is the exception: its use of a direct demand gaze from a human subject creates a more assertive address, soliciting behavioural compliance (drinking the product, adopting the lifestyle) rather than passive appreciation. Despite this difference, all three ads use intimate close-up framing of the milk itself (splash, pour, or glass) to manufacture a sensory, quasi-tactile relationship between viewer and product, a strategy that works independently of, and in addition to, the gaze structure.

5.1.3. Compositional Meaning.

All three advertisements organise the frame according to an Ideal–Real (top–bottom) structure in which the sky or brand imagery occupies the aspirational "Ideal" position and the grass, table, or human figure occupies the grounded "Real"

position. Salience is achieved in every case through high-contrast placement of white milk against a saturated background colour, and framing devices (grass as an "island," a wooden table as a border) are used to isolate the product from its surrounding context, granting it iconic, almost sacred status.

5.1.4. Ecolinguistics Patterns.

All three advertisements enact greenwashing through pastoral imagery (grass, sky, cattle) that has no necessary connection to the industrial processing the product actually undergoes, and all three exhibit anthropocentrism, in which nature functions only as a resource or backdrop for human consumption. Extractivism, the framing of land and animals as an inexhaustible "standing reserve" appears in Olper's and Nestlé Milkpak but is comparatively muted in Haleeb, where the ecological setting recedes in favour of the human lifestyle narrative. All three brands deploy a Drink = Life metaphor, and all three exhibit hidden waste, presenting packaging as pristine while omitting any reference to its post-consumption lifecycle. Labour erasure is total across all three ads: no farmers, factory workers, or processing infrastructure appear in any of the three, reinforcing the impression that milk arrives from nature to carton without human or mechanical mediation. Carbon-emissions erasure follows the same pattern, with freshness imagery substituting for any acknowledgement of the environmental footprint of industrial dairy farming, transport, and refrigeration. Salience strategies converge on product visibility and logo prominence in all three cases, with Haleeb adding a further layer the salience of a smiling human face that the other two brands do not use.

6. Discussion

Read together, the three advertisements demonstrate that the discursive construction of "natural" packaged milk in Pakistan is not idiosyncratic to a single brand but constitutes a shared industry ideology, reproduced through a limited and

highly conventionalised repertoire of visual and linguistic devices. This convergence across three competing brands is itself a finding: it suggests that greenwashing in this sector functions less as an isolated marketing tactic and more as an institutionalised genre convention, one that consumers are likely to read as generic "milk advertisement" cues rather than as brand-specific claims which may in turn make the ideological work of the imagery harder for viewers to consciously register or resist.

The consistent use of conceptual hierarchy (oversized product against undersized nature) is worth foregrounding, because it inverts the actual causal relationship the advertisements gesture toward: cattle and pasture are the ostensible source of the milk, yet they are visually subordinated to the manufactured object. This supports Stibbe's (2015) argument that anthropocentric framings do not merely describe nature as background but actively reorganise perceptual salience so that industrial output eclipses ecological process. The milk carton, not the cow, becomes the "natural" thing.

The Ideal Real compositional structure identified in all three ads is significant beyond its formal description. By consistently placing brand imagery in the Ideal (upper) position and grounding elements (grass, table) in the Real (lower) position, the adverts encode a implicit argument: that the branded, processed product is the aspirational endpoint of the natural material below it, rather than a transformation imposed upon it. This composition naturalises industrial processing by visually subordinating it to brand aspiration, which aligns with Stibbe's concept of "hidden waste" and with the broader ecolinguistic claim that erasure operates compositionally as well as lexically or thematically.

The comparative gaze structures are also analytically productive. Olper's and Nestlé Milkpak rely on an offer gaze mediated through non-human animals, positioning the viewer as a passive witness to an already-completed natural scene.

Haleeb's shift to a human demand gaze represents a different persuasive logic , one grounded in lifestyle aspiration and social identity rather than pastoral nostalgia. This suggests that while all three brands share an underlying greenwashing ideology, they pursue it through at least two distinguishable interactional strategies: nature-mediated trust (Olper's, Milkpak) versus identity-mediated aspiration (Haleeb). This distinction may reflect differing target demographics or brand positioning, and would be a productive direction for further research using audience-reception methods.

The near-total absence of labour across all three advertisements is perhaps the most consistent and, from an ecolinguistic standpoint, the most consequential finding. No farmers, factory technicians, transport workers, or processing infrastructure appear in any of the three campaigns. This uniform labour erasure does two things simultaneously: it reinforces the "product from nature" fiction identified in the representational analysis, and it forecloses any possibility of the viewer connecting the product to the human and industrial labour conditions underlying its production — a silence that is ideologically active rather than incidental, per Stibbe's framework.

Taken together, the results indicate that Kress and van Leeuwen's multimodal categories and Stibbe's ecolinguistic categories are not merely compatible but mutually reinforcing when applied to this corpus: representational hierarchy produces anthropocentrism, compositional Ideal–Real structuring produces hidden waste and greenwashing, and interactional intimacy (close-up, gaze) produces the erasure of production distance. The convergence of these two analytical layers around the same three advertisements suggests that visual grammar and ecological ideology are not separate levels of meaning-making in this genre, but two descriptions of the same underlying persuasive architecture,

one couched in the vocabulary of visual design, the other in the vocabulary of environmental discourse.

7. Conclusion

This study set out to examine how packaged milk advertisements in Pakistan construct meaning through visual and linguistic strategies, and to interrogate the environmental ideology embedded within that meaning-making. Using Kress and van Leeuwen's (2006) multimodal framework alongside Stibbe's (2015) ecolinguistic framework, the analysis of Olper's, Nestlé Milkpak, and Haleeb advertisements demonstrates that all three brands rely on a shared, highly conventionalised repertoire of representational, interactional, and compositional strategies to present an industrially processed product as natural, pure, and environmentally benign.

Across the three cases, oversized product imagery consistently dominates undersized natural elements, an offer or demand gaze positions viewers as passive observers or aspirational participants, and an Ideal–Real compositional structure subordinates the "real" material origins of milk to the "ideal" branded end-product. Ecolinguistically, all three advertisements enact greenwashing, anthropocentrism, and hidden waste, while uniformly erasing labour and carbon emissions from view. The Drink = Life metaphor recurs across all three brands as the central device linking consumption to vitality and wellbeing. Where the brands diverge — most notably in Haleeb's use of a human demand gaze and identity-based appeal, compared to the nature-mediated trust strategies of Olper's and Milkpak — this divergence appears to reflect differing target-audience strategies rather than a departure from the shared underlying ideology.

The central conclusion of this study is that greenwashing in Pakistan's packaged milk industry is not a marginal or brand-specific rhetorical choice but an institutionalised genre convention, reproduced with only minor variation by

competing market leaders. The consistency of these strategies across independently produced advertising campaigns suggests that the erasure of industrial and ecological realities is a structural feature of the product category itself, rather than an incidental characteristic of any single campaign.

Ultimately, the packaging of milk in Pakistan is inseparable from the packaging of nature itself. Across Olper's, Nestlé Milkpak, and Haleeb, the cow, the field, and the sky are not depicted for their own sake they are borrowed, staged, and scaled down to authenticate a product that owes little to them in its final industrial form. What emerges is not three separate advertisements but one shared visual argument, repeated with minor variation: that processed milk is nature, minus the inconvenient parts. Recognising this pattern is the first step toward asking a harder question the advertisements themselves are designed to foreclose, not whether the milk is pure, but what its purity is being used to hide**.**

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