

*A Semiotic and Transitivity
Analysis of Car Advertisements
Targeting Saudi Arabian
Women*

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ABSTRACT

The systemic functional linguistics (SFL) approach to multimodal discourse analysis (MDA) focused on the theory and practice of analyzing meaning arising from the use of multiple semiotic resources in discourses which range from written, printed, and electronic texts to material lived-in reality. The SF-MDA approach in this article explored the meaning arising through the use of language and visual imagery in printed texts. This involved analysis of linguistic and visual forms of semiotics. Resources such as images, colors, sounds and actions have already been regarded as different types of modes which fulfill meaning-making. Multimodal discourse referred to two or more modes working together for the meaning-making of the whole discourse. This study used Halliday's (2014) approach of Systemic functional Linguistics and Kress and Van Leeuwen's (2006) theory of visual grammar to carry out Transitivity and Visual analyses. This study aimed to reveal the intended meanings by car advertisers in KSA and the message they want to convey to the Saudi Arabian women and how some transitivity tools and visual tools are used in order to convey a certain message to the audience. The study demonstrated that car producers use certain strategies and techniques to persuade Saudi Arabian women to purchase their cars. Hence, the study showed how the verbal and visual techniques are employed by car producers to target Saudi women and convince them to purchase a certain car brand so that their lives would be better.

Keywords: *Car advertisements targeting Saudi Arabian women, Verbal representation, Visual presentation, Persuasion, Multimodality, Social reality*

1.0 Introduction

Images were one of the oldest forms of giving information, in order to reflect and communicate a certain message. Verbal expression was about 7000 years old, while visual expression dates back to 30000 years ago (Hietala, 1996). Images combined with texts facilitate communicating the message. In other words, images could never be straightforward. The visual elements that came with written texts play other roles than just complementing the verbal messages; they could affect the viewers emotionally more than words alone do and could have a detrimental lifelong effect on the viewers' minds (Lester, 2000).

Commercial ads were very effective in selling products. Companies, both big and small, use certain tools to attract and convince people to buy their goods. They didn't just talk about why their product is the best; they also influenced trends in fashion, technology, food, and sports. They created attractive advertisements that connect with people's dreams and desires, grabbing their attention and encouraging them to buy. As a result, these ads became a powerful way for companies to make money by getting closer to the consumer market.

Advertising was very important in the business world, especially for marketing. These days, almost no business could survive without it. Ads helped companies get the attention of current and potential customers and attract them to the products and services. Ads also convinced people to buy things or use services they might not even need. This made advertising a creative and powerful tool that was used to manipulate consumers' emotions, to persuade consumers and to increase sales.

It was essential for companies to attract the audience and sometimes they wanted to keep the older customers and urged them in all linguistic and non-linguistic ways to buy their product. This study focused on the implemented tools and how these tools were used to target specific audience and how they were used as means of communication between advertisers or car companies and the targeted audience which are the Saudi Arabian women. Advertising played an important role in the field of marketing and business. Business owners used certain strategies to attract customers' attention and persuade them to purchase a certain product.

As observed by Kannan and Tyagi (2013), advertising was a form of art that exerts a profound influence on human actions by awakening desires and aspirations related to the possession of products and services. It reached diverse audiences and played a pivotal role in shaping consumer perceptions, preferences, and choices.

Thus, advertising was a dynamic and indispensable aspect of modern business strategies. It went beyond being a mere promotional tool, functioning as an art form that strategically combines information, persuasion, and emotional appeal to influence consumer behavior and drive sales. Advertisers created ads to build a connection with their audience.

1.1 Context and rationale of the study:

The fundamental goal of all advertisements was to communicate a message for a specific aim, typically to motivate human behavior with respect to a commercial offering and hence, language was central to its domain. However, advertising was a multimodal concept and was not exclusively limited to words. Visual content held equal weight in communicating intended messages. Generally, it was the meaning behind the

communication that had an implied objective, something that could be communicated via colors, pictures and other semiotic features that were used.

It was well known that women in Saudi Arabia were prevented from driving cars until 2018. The official announcement on 27 September by King Salman that the country's ban on women drivers ended in June 2018 has been a decision that has immediately created a potential new market of several million, very wealthy and potential car buyers. Hence, car companies started to launch their advertisements targeting Saudi Arabian women.

This research focused on the car advertisements that targeted Saudi Arabian women, exploring the linguistic and non-linguistic tools within the broader context of societal values and trends. The study applied Halliday's (2014) approach of Systemic functional Linguistics and Kress and Van Leeuwen's (2006) theory of visual grammar, the study endeavored to provide a comprehensive understanding of the impact and effectiveness of these advertising strategies in shaping consumer behavior and perceptions in this evolving market sector.

1.2 Purpose and research questions:

The purpose of this study has been to explore how do car companies target the Saudi Arabian women to convince them to purchase certain car brands The study employs Halliday's (2014) approach of systemic Functional Linguistics and Kress & van Leeuwen's (2006) theory of Visual Grammar as the theoretical framework.

Hence, the present study has attempted to answer the following questions:

1. How do visual images and verbal components in media discourses interact together to reach a certain goal?
2. What are the verbal and visual communicative strategies used by advertisement producers to target Saudi Arabian Women?

Deviating from the idea that language, only, played the central role in interaction, “without denying that it often does” (Norris, 2004, p.3), a multimodal analysis had acknowledged both linguistic and visual meaning as significant contributors to the theme of personalization. Taking personalized to mean both the act of attributing human or personal qualities to inanimate objects, as well as, to render something individual, the verbal and visual modes through which social meanings of advertisements were coded and analyzed. The study focused explicitly on how these meta functions communicate meaning and aim to distinguish the verbal and visual representative tactics that were employed by the car advertisements which target Saudi Arabian women. The analysis showed why the verbal and semiotic resources imply a hidden meaning and had a specific connotation. Subsequently, this study had aimed to discuss the effects of these connotations and how they were conveyed to customers.

1.3 Scope of the study:

The representation of women in the advertisement was analyzed by looking at a group of car companies’ advertisements that were produced between 2018 and 2020. The advertisements were analyzed. It also aimed to get insight on how these companies are targeting Saudi Arabian women in their commercials.

1.4 Significance of the study:

Just as Lim said that “we live in a multimodal society, which made meaning through the co-employment of semiotic resources” (2004, p.52) Nowadays, multimodal communication has become the mainstream of communication of human beings. Most newspapers and magazines add visual images related to the textual content of newspaper and magazine articles with the aim of helping readers have a thorough understanding of topics and to attract the

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readers' attention. These visual images such as pictures, photos, and caricatures, etc. were adopted to transmit the information of newspaper and magazine articles. Transitivity and Multimodality were one of characteristics embedded in these discourses.

Advertising was a means of communication with the audience or users of the product. In more detail, advertisement was a message paid for by those who send them and is intended to influence people who received them. In today's world, advertising used every possible media to get its message. It also showed the relation between the producer and the targeted audience and how those producers used variable verbal and semiotic modes to persuade the Saudi Arabian women to buy the product.

2.0 Review of literature:

2.0 The power of Media Discourse:

Media referred to the press, radio, and television broadcasting. It has become a wide spreading phenomenon in our culture. The World Wide Web could also be included as a communication medium. Audience understanding of the world is influenced by the press and broadcasting institutions, and how the analysis of language can shed light on the impact of this influence on the portrayal of individuals, places, and events. The mass media has become a primary source of information and entertainment for a significant portion of society. As a result, they played a crucial role in shaping social meanings. In other words, the media largely determined the significance of events for a given culture, society, or social group. The language used by the media to represent specific social and political groups, as well as to describe newsworthy events, tended to establish the dominant ways in

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which we discuss those groups and events. We would examine some examples of this phenomenon. Furthermore, as access to television and radio discourse expanded, there was a growing number of programs, such as talk shows and phone-ins, that gave voice to the general public rather than being limited to journalists, politicians, and media experts. Additionally, with the rise of the Internet, a vast amount of information is now accessible from various sources.

Fairclough (1989) and van Dijk (2008;2009) call common-sense knowledge as ‘members’ resources’ and ‘mental models’ respectively. They clarified what kinds of common-sense knowledge were stored in people’s minds and how they were deployed in discourse to manipulate people to accept a specific perspective without challenge.

In explaining how mental models are stored in people’s memory, van Dijk (1991;2005 ;2008;2009) divided memory into two kinds: personal episodic memory and social memory. On the one hand, personal episodic memory included personal knowledge that is acquired from everyday experiences and is stored in the form of personal models. Personal episodic memory has two kinds: short-term and long-term personal episodic memory.

According to most of linguistics pioneers, like Fairclough, vanDijk and Wodak, the social constitutive role of discourse occurred where language was considered as a social practice. According to Fairclough (1995), discourse referred to any semiotic activity that could produce meaning, including verbal communication, spoken and written, and non-verbal communication, such as visuals and gestures were a concept that was used by both linguists and social theorists. Here, Fairclough (1995) reinforced the power of discourse, as a tool for action, by focusing on the social nature of language and its function in contemporary societies. Fairclough (2001) was concerned with

specific with the significant role of language in either maintaining or changing social relations of power, by contributing to the domination of some people by others.

Fairclough (1995), suggested that while media discourse was primarily about entertaining people, it also served other important functions. For instance, he discussed how media acts as a mirror reflecting and indicating societal and cultural shifts. This meant that changes in society and culture are visible through the ways media communicates. Fairclough (1995) recommended analyzing communication events to understand how societal and cultural changes are reflected in media discourse practices. Additionally, Fairclough (1995) highlighted media as a platform where complex ideological processes occur. Media has the ability to both shape and perpetuate certain social ideologies, making it a significant cultural influence. As society and culture evolve, media practices adapted and contributed to broader processes of change.

2.1 Systemic Functional Linguistics:

Systemic Functional Linguistics (SFL), introduced by M.A.K. Halliday (2014), was a branch of linguistics focused on how meaning was conveyed through grammatical structures and linguistic features. Figueiredo (1998) described it as the "way meaning was represented in a clause" (p. 100). In SFL, language was viewed as a system of choices. Halliday proposed that language simultaneously conveyed three types of meanings: ideational, textual, and interpersonal meanings.

2.1.2 Ideational meaning (Experiential meaning):

Ideational meaning, also known as the experiential meaning, was concerned with how experiences were represented through language, particularly in clauses. Experiences were of most worth in this type of meaning. The participants, processes and circumstances present in the clauses were to be taken into consideration. This process was known as 'Transitivity'.

In Halliday's theory of transitivity (1975), three significant components namely the participants, processes and circumstances are to be taken into consideration. Participants are usually represented by nouns [that could be animate or natural forces or pronouns]. The processes, on the other hand, are represented by verbs. These verbs, functioning as processes, dictate the process type of a clause. Moreover, these verbs as processes also assign the function of the participants and circumstances in a particular clause.

The process types are classified as to what they represent. Some of what these processes represent were actions, speech, and state of being or mind. The three main processes according to Halliday were called Material, Mental and Relational processes. However, between two of the main classification of the processes lie the secondary ones. In between Material and Mental came the Behavioral process; between Mental and Relational was Verbal process; and lastly, between Relational and Material was the Existential process.

According to Halliday (2014), the ideational function showed how the speakers encode in language their experience of the real world. The interpersonal function expressed the speaker's intrusion in the speech, his attitudes, evaluations and judgment. Textual function showed how the speaker structures the meaning based on the context. Transitivity came under what was called ideational function of language. According to Fowler (1979), transitivity was "an essential tool in the analysis of representation,

which has already proved extremely illuminating in critical linguistics” (p.70). The transitivity system was composed of three elements: process, participants and circumstances. Processes were expressed by verbal groups, participants by nominal groups and circumstances. Processes were expressed by verbal groups, participants by nominal groups and circumstance by adverbial groups Halliday(2014, p.191). Material, mental and relational were the main types of process. Each process type had participants involved in the process. The material process was the process of doing and its participants were the actor and the goal. The mental process was the process of perception, reaction and cognition and its participants were the sener and the phenomenon. The relational process was the process of saying and its participants were the sayer, the verbiage, the target and the receiver. The behavioral process was the process of psychological behavior and its participants was the behavior. The last process was the existential process and its participants was the existent. According to fowler (1979,p.71), newspapers provided abundant examples of the ideological significance of transitivity .

2.1.3 Material processes:

Material process involved bodily or tangible actions. There were two participants that were involved in this process. The first was the ‘Actor’ or the one doing the action; and ‘Goal’ or the one that was affected by the action. How ever in the case of the sentence “Peter gave Hannah a letter”, Hannah was not certainly affected by the process but she rather received something from the Actor. Thus, it was safe to label one as a ‘Receiver’ rather than a Goal. In this sentence, then, the letter became the goal since it is what was given; thus, affected by the action. Another example that should be taken into consideration is this kind of sentence, “Joseph built Mary a house” wherein Mary did not receive nor she was affected by the

process but rather, she benefited from it. In this sentence, the one affected by the action of building was the house; hence, it was the goal. Thus, Mary was considered as the ‘Beneficiary’ – the one who benefited from the action. Moreover, we should take note that these participants, especially the Actors, were not always persons. They could be things or natural forces. This process could be prodded by asking the question “What did x do?”

2.1.4 Relational processes

Relational processes establish connections or relationships between two terms in various ways. These processes were similar to how the verb "to be" was used in English. Relational processes convey the relationships of being and having between two participants.

Relational processes involved the expression of possession, equivalence and attributes. This process was classified into two: the Identifying Relational which defined the participants; and the Attributive Relational which described the participants. Under Identifying Relational was the Token-Value relationship. In this type of process, the Token was the entity being equated with the other and the value was the other description. On the other hand, under the Attributive Relational was the Carrier-Attribute relationship. In this type of process, the ‘Carrier’ was the entity being described and the ‘Attribute’ was the description of it. In between Identifying and Attributive lied the Possessor-Possessed relationship. In this process, the Possessor was the one owning or containing something and the Possessed was the entity owned or contained.

2.1.5 Mental processes:

Mental process involves perception (of the five sense), thoughts and feelings. This process caters to the conscious mental processes. It had two participants namely the 'Senser' or the one who perceived, thought and felt and the 'Phenomenon' or what is felt, thought or perceived. It could be prodded by asking "What do you think/ feel/ know about x?"

Mental processes refer to verbs indicating perception, cognition, affection, and desire Halliday (1994), Saragih(2010,p.7). It enabled language users to express opinion, thoughts and tastes that helped to identify their definitions of reality. This process type tended to be realized through the use of verbs like think, know, feel, smell, hear, see, want, like, hate, please, repel, admire, enjoy, fear.

The use of mental processes allows individuals to convey their subjective experiences and inner states. Verbs such as think, know, feel, smell, hear, see, want, like, hate, please, repel, admire, enjoy, and fear are commonly employed to express mental processes. These verbs provide a means for individuals to articulate their thoughts, emotions, and desires, thereby facilitating communication and understanding.

By utilizing mental processes, language users could express their cognitive abilities, such as thinking and knowing, which are fundamental to human perception and understanding of the world. Additionally, mental processes enable individuals to convey their emotional states, preferences, and reactions to various stimuli. For instance, like, hate, admire, and fear allow individuals to express their affections and aversions towards certain objects or situations.

2.1.6 Verbal processes:

Verbal processes involve a communication between a Sayer and an Addressee, where some message, the Verbiage, is communicated. Saragih (2010, p.8) states that verbal processes

showed activities related to information. Specifically, the process includes that of saying, commanding, asking, and offering.

Between Mental and Relational is the Verbal process. This process involves what is said and who said it. This process is composed of the 'Sayer' who is the entity that says something; 'Verbiage', what is said; and the 'Receiver' who is the interlocutor or to whom the Verbiage is intended to.

2.1.7 Behavioral process:

There are secondary processes in between two of the main classifications. Between Mental and Material is the Behavioral process. It involves the expression of the paraverbal, physiological and psychological activities such as coughing, breathing, sneezing, smiling and frowning. It only has one participant – the 'Behaver' which is also known as the conscious one.

Behavioral Processes are processes of physiological and psychological behavior, like breathing, dreaming, snoring, smiling, hiccupping, watching, listening, and pondering Gerot and Wignel (1994, p.60). These processes were often a source of confusion, because they border on other processes: they are similar to material processes in that they could include physical manifestation (e.g., cough, dance); they usually include the physical manifestation of verbal processes (e.g., talk, yell); and the physical manifestation of mental processes (look, listen, worry, etc.) and mental states (cry, laugh, smile).

2.1.8 Existential processes

Existential processes are processes of existence. These represent that something existed or happened. According to Hancock (2005:240), existential process is a clause that presented an entity as existing without predicating anything additional about it. It involved existential constructions which were introduced by

an empty 'there' in subject position (this is sometimes called an expletive 'there').

In linguistic terms, existential processes often involved specific constructions known as existential constructions. These constructions typically incorporated an empty 'there' in the subject position, which was sometimes referred to as an expletive 'there.' The use of 'there' in this manner served as a placeholder, signaling the existence of something without providing additional details about the nature of that existence. It establishes a neutral and objective tone, directing attention to the mere fact of being rather than delving into specific attributes or actions.

The last subsidiary process lied between Relational and Material is the Existential Process. This process shows existence which is dictated by the word 'there' or its other synonyms such as arise, occur or exist. There is only on participant in this process called the 'Existent' which is usually found after the process which was usually the variation of the be-verbs. According to Halliday's theory, ideational or Experiential function referes to the different patterns of experience as constructed by people and reflected in their language. It shows how speaker writers encoded in language their mental reflection of the world.

2.2 Interpersonal Function

The second metafunction of language is the Interpersonal function, which revolves around using language to communicate and interact with others, allowing speakers to perform their speech roles and establish relationships with each other. This is achieved through structural elements such as Mood and Modality, which reflects the speaker's attitude towards their speech. In the Interpersonal function, language served as a means of social action, facilitating the exchange of information, directing the behavior of

others, and expressing attitudes. The systems of Mood and Modality play a crucial role in determining various interpersonal dimensions, including the power dynamics or solidarity of the relationship, the level of intimacy, and the speaker's attitude and judgments. When applying Functional Grammar to Arabic, similar patterns of exchange between participants can be observed.

2.3 Textual Function

The textual function concerns the structure of a text, which is what makes it a coherent piece of language. It is responsible for integrating the other two functions, the Experiential and Interpersonal, together. Barlett (2014,p.131) emphasizes the importance of the Textual function, linking it to the weaving of threads to create a patterned information that organizes given and new information into coherent pieces. The thematic structure of the clause plays a significant role in this process by organizing information into a point of departure (Theme)and the remainder of the message (Rheme). Different patterns and meanings can be created by the choice of Theme, allowing text producers to convey their perspective or viewpoint. According to Halliday, the Theme represents what a clause about, which its initial position granting it special significance within the clause. The Rhema, on the other hand, elaborates on the Theme and presents new information. The Theme can be realized by various linguistic elements such as normal groups, verbal groups, adverbial groups, prepositional phrases ,or dependent/independent clauses. In Arabic ,which has a relatively free word order compared to English, different constituents like the Predicator, Subject, Complement and Adjunct can occupy various positions within the clause .This flexibility in

word order allows for different thematic patterns and markedness, impacting the overall structure and meaning of the sentence. Studies have applied Halliday's Theme-Rheme theory to analyze Arabic texts, demonstrating its effectiveness in revealing underlying ideologies and thematic patterns in both English and Arabic languages. These studies highlight the importance of considering not only nominal phrases but also verbal phrases in the analysis due to Arabic's free-word order nature.

2.10 Multimodality

Manufacturers innovated while creating an advertisement in order to sell their products at all costs and they employed different linguistic strategies. Kanan&Tyagi (2013) have stated also that advertising aimed at promoting and selling not only tangible and physical goods, but ideas and services which are seen in banking and insurance.

2.11 Kress and van Leeuwen's Visual Grammar

In recent years, Kress and Van Leeuwen have employed Halliday's systemic-functional grammar to study visual images. They considered Halliday's three meta functions as a main tool to analyze any human communication system. The three meta functions were applied to study language, they did not only focus on language signs. Kress and van Leeuwen also extended their study on discourse including visual images. Kress & van Leeuwen also suggested that "the visual, like all semiotic modes, had to serve several communicational (and representational) requirements, in order to function as a full system of communication" (1996, p.40). They developed Visual Grammar for further study. Kress and Van Leeuwen's Reading Images: The Grammar of Visual Design (2006) introduced Visual Grammar, which was a clear multimodal approach to visual communication and gave a thorough and

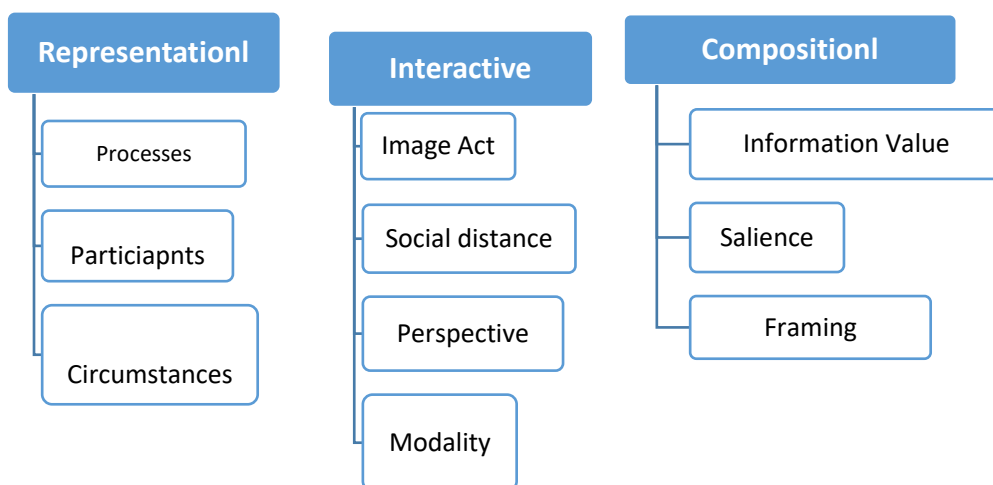
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systematic illustration of the grammar of visual design. They offered valuable insights into how visual elements communicate meaning across various dimensions in the realm of visual communication. They named them representational meaning, interactive meaning, and compositional meaning in correspondence with Halliday's ideational, interpersonal, and textual metafunctions. Kress and van Leeuwen's work (2006) correlates Halliday's trimodal system of language functions with visuals.

They systematically illustrated the grammar of visual design, categorizing it into representational meaning, interactive meaning, and compositional meaning in alignment with Halliday's ideational, interpersonal, and textual metafunctions.

In Kress and Van Leeuwen's (2006) Visual semiotics model, each of the previous metafunctions further realized via the following tools:



2.1: Kress and Van Leeuwen's (2006) Visual semiotics model

Any semiotic mode had to be able to represent aspects of the world as it was experienced by humans. "It has to be able to represent objects and their relation in a world outside the representational system"(Kress & Van Leeuwen 2006, p.42); corresponding to Halliday's ideational meta function, visual grammar introduced representation meaning which was applied on visual mode. Objects that were in the visual images were called "participants" which is composed of people, place and things of various kinds represented in and by images. There were two types of participants, one was an interactive participant and the other was a represented participant. Interactive participants were those in the act of communication.

According to Kress & Van Leeuwen, "who speak and listen or write and read, make images or view them" (2006, p.48). Represented participants mentioned those "who constitute the subject matter of the communication; that was, the people, places and things (including abstract 'things') represented in and by the speech or writing or image, the participants about whom or which we were speaking or writing or producing images" Kress & Van Leeuwen (2006, p.48).

The Representational dimension entailed two structures: Narrative and Conceptual. The Narrative pattern was dynamic because it introduced actions and events showing processes of change and transitory spatial arrangements (Kress & van Leeuwen, 2006). It depicted participants connected by a vector which was a line formed by the elements in the image; it pointed to a certain direction in the form of eye lines or gestures. The vectors could be formed by bodies, limbs, or tools when the participants were doing something to or for each other. Kress & Van Leeuwen believes that "when participants were connected by a vector, they were represented as doing something to or for each other" (2006, p.59). Kress & Van Leeuwen illustrated that "unfolding actions and events, processes of change, transitory spatial arrangements"(2006, p.59) as the distinctive feature of narrative processes, was usually

realized by elements appearing in pictures that form. "an oblique line, often a quite strong, diagonal line" (Kress & Van Leeuwen 2006, p.59). Concerning the Arabic language, scholars from Eastern regions have also focused on understanding its communicative function and exploring the functional aspects of Arabic grammar. For instance, Al-Mwtoukel (1986) observes that Material Processes in Arabic are typically conveyed through verbs denoting action; such as *غرس* (planted), *رمى* (threw), *ضرب* (hit), and are classified into two groups: those produced by animate participants and those produced by inanimate ones. Meanwhile, the Mental Processes relate to inner feelings. According to Hassan (2005), the Mental Processes are referred to in Arabic as 'verbs of heart' which include Cognition: *ظن* (thought), *علم* (knew), *رأى* (believed), Affection *جبن* (feared), *فرح* (joyed), *ورغب* (wanted), and Perception *رأى* (saw), *سمع* (heard). Verbs of affection have Senser only while Phenomenon is covert. Those of perception have Senser and Phenomenon. Finally, those of cognition have Senser, Phenomenon and Circumstance. As for the Behavioral Processes, they are expressed by verbs such as *حلم* (dreamed), *ضحك* (laughed). Although Barakat (2007) states that they may have a Phenomenon as a 'cognate object'. For instance: *الطفل بكى* (The baby cried) versus *بكى الطفل بكاء شديدا* (The baby cried hard). As for the Verbal Processes, they can be expressed by verbs such as *أبلغ* (said), *قال* (informed). Concerning the Relational processes, Al-Samara'ee (2000) highlights that in Arabic, both attributive and identifying types of relational processes exist, similar to English, and they even have similar subtypes such as intensive, circumstantial, and possessive. Additionally, Al-Samara'ee notes that Arabic intensive relational processes are primarily conveyed through nominal sentences rather than verbal ones.

The subject of the sentences is Carrier while the predicate stands for Attribute which is a description or quality of the Carrier, like: *محمد نشيط*, Circumstantial relational processes reflect meanings of time, place, cause, etc. Arabic language exploits

nominal sentences to indicate circumstantial processes where prepositional phrases and adverbials can be used in the attribute like : الولد الحجرة (The boy is in the room). Possessive relational processes are usually predicated by means of preposition or semi-preposition , and it often is the first element of the sentence, like لديهم القدرة (They have the capacity). They can also be expressed by the verb 'ملك بيتا': ملك (He owns a house). Finally ,Arabic Existential Processes can be expressed by verbs such as 'يوجد' and adverbs such as 'ثمة, هناك' , like: الباب على يوجد رجل (There is a man at the

Hence, recent research has shown a consensus that Halliday's Transitivity framework is applicable to the Arabic language structure. For instance, Al-Janabi (2013) conducted a comparative analysis of English and Arabic literary texts using the Transitivity theory. The findings from the Transitivity analysis of both texts indicated that Halliday's Transitivity processes are equally relevant to Arabic as they are to English, and both languages exhibit similarities in their use of these processes. Al-Janabi concluded that the Transitivity system is valuable in assisting readers to understand the intended message of the write

Similarly, Al-Hindawi and Al-Ebadi (2016), in their "Systemic Functional Analysis of English and Arabic" conclude that Halliday's SFG is a successful approach in analyzing the Arabic system. In summary, there are some similarities between English and Arabi at the three Hallidayan Metafunctions where the main systems are quite identical with minor differences. The current study applies Transitivity while analyzing English and Arabic Texts in the car advertisements that target Saudi women.

Methodology:

3.1 Data Collection:

The researcher applies a qualitative method and collects the data by downloading five advertisements of some of the brand cars that target Saudi Arabian women. The ads were released between 2016 to 2019.

3.2 Procedures of Data Analysis:

The research methodology employed in this study was qualitative, utilizing the Kress and Van Leeuwen Visual Semiotics model. This approach embraced multimodal analysis, which considered communication and representation to extend beyond language, placing emphasis on various modes of communication including visual elements like images, gestures, gaze, posture, and color. The analysis was conducted using three main aspects of visual semiotics: representational meaning, interactive meaning, and compositional meaning. Firstly, the representational meaning was employed to scrutinize the portrayal of action and reactional processes in the advertisement, revealing how participants were depicted and their relationships with objects within the image. Secondly, the interactive meaning was applied to explore elements such as colors, social distance, image acts, and perspective, shedding light on the dynamics between the producers (car companies' owners) and the viewers (Saudi Arabian women). Lastly, the compositional meaning would be utilized to examine information value and salience, aiming to understand the communication strategies employed by producers to connect with viewers and how participants were related to both the image and the viewers. Through these analyses, the research sought to uncover how car companies' owners' endeavor to persuade Saudi

women to purchase their cars following the lift on the car ban implemented by the king in 2016.

The current study is qualitative research as it analysed the techniques and strategies that were used by car companies in their advertisements to target the Saudi women to reach a certain goal and the analysis conducted to reveal the implied message. The procedure followed two steps of analysis. The first step was to analyze the verbal discourse. The second step was to analyze the visual discourse. The analysis of each ad is conducted and the verbal and visual discourse is analyzed in each ad. Each analysis included the processes applied by car advertisers.

Data Analysis:

This section presents a verbal and visual analysis of car advertisements that target Saudi women. The analysis focuses on how transitivity and semiotic modes are used in order to attract more customers and offer Saudi women with better life. It shows how the message is communicated and how cultural ideas were depicted to encourage Saudi women to purchase a certain car.

Advertisement 1

Analysis of the Transitivity Processes in Ford's Company

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Mental Process

Ford	welcomes	Two Saudi female journalists
sensor	Mental:Emotive	Phenomenon

The **mental process** is used here in the emotive type. The Ford company welcomes and is happy to have Saudi women in the world of car driving. This reflects the social culture and cultural change. Thus, by purchasing the Ford's car Saudi women are welcomed to participate in other fields in life like journalism. The Phenomenon here is the Saudi women and this shows the connection between car producers and the targeted audience.

Advertisement 2

Analysis of the Transitivity Processes in Ford's Company



Material Process

Saudi women	welcome	Driver's seat
Sensor	Material	Goal

To

all Saudi women welcome to the driver's seat.

We	are here to support	you
Sensor	Material	Goal

We are here to support you.

The process here implies a sense of partnership or association encouraging the audience to consider aligning themselves with car company. The phrase (معنا) establishes a

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connection or relationship, possibly emphasizing the benefits or shared experience of choosing the company's product. Hence, the car advertisement holds a clear message to the Saudi Arabian woman that the future beholds a lot if she chooses to buy this certain car.

Advertisement 3

Analysis of the transitivity Processes in Ford's Company.



Welcome to the driver's seat.

Advertisement3

Welcome	to the driver's seat	Saudi Arabian women
Sensor	Mental :Emotive	Participants

The **transitivity** tools emphasize the empowerment and inclusion of Saudi women in driving. The use of "welcome" is as an invitation, implying a positive change. The circumstance 'driver's seat' signifies control and independence, aligning with the social shift allowing Saudi women to legally drive. The phrase

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subtly communicates a sense of liberation and autonomy, appealing to the target audience and reflecting the change in car driving law.

Advertisement 4

Analysis of the Narrative Presentation in Lexus advertisement.

Visual representation.



Narrative Process

Actor	Vector	Goal
Saudi woman	Finger	The start engine/car

This is an **action image** that portrays the Saudi woman in the act of starting the engine, inviting the targeted audience (Saudi women) into a narrative of luxurious living. The Saudi woman serves as the **actor** portraying aspiration. Her painted finger poised above the start engine implies readiness for action, symbolizing the

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desire to engage with the luxurious experience offered by the car. The connection **vector** lies between the Saudi woman's finger and the start engine. The picture shows the woman who initiates the action. This implies a connection between the viewer, the woman and the luxurious lifestyle. The **goal** is driving Lexus car and the implied goal in this ad is the aspiration towards a luxurious lifestyle. The woman's action of starting the engine represents a symbolic initiation into this desired lifestyle and creates a narrative process that persuades the audience to choose this car to live that life.

In summary, this narrative ad suggests a connection with the Saudi women (targeted audience) for viewers to picture how their lives will change into a luxurious life when purchasing this certain car.

Advertisement5

Analysis of the Narrative Presentation in Cadillac advertisement.



Narrative Process

Actor	Vector	Goal
Saudi woman	Woman's gaze (eye line)	The viewer

This ad is a narrative action image which shows a Saudi woman looking at the targeted audience. The fact that the Saudi woman is actively engaging with the Cadillac car by looking directly at the viewer through the open window suggests a deliberate and purposeful interaction. This portrayal positions the woman as a decision-maker who is in control her choices and lifestyle, thereby conveying a sense of empowerment. This portrayal appeals to Saudi women who value independence, self-determination and the ability to make their own decisions, thereby influencing them to consider purchasing the Cadillac car as a symbol of their success.

4.0 Summary of Results and Findings

The present study has analyzed car advertisements that target Saudi Arabian women. It demonstrates that car producers use certain strategies and techniques to persuade Saudi Arabian women to purchase their cars. Hence, the study shows how the verbal and visual techniques are employed by car producers to target Saudi women and convince them with a certain car to be purchased. In order to show these techniques, the study has conducted a detailed analysis on the verbal and the visual discourse using Halliday's (2014) Systemic Functional Linguistics and Kress and van Leeuwen's (2006) Visual Grammar. The samples chosen are between 2016 and 2020 as mentioned in the methodology chapter (Section 3.1)

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Having analyzed the data of the study, answers for the research questions can now be provided. The first question discusses how visual image, verbal and visual components in media discourse interact together to reach a certain goal. It can be concluded that these car advertisements employ a combination of visual and verbal elements to create a persuasive message that appeals to the target audience.

Multimodality is used in the ads along with other processes. The car advertisements utilize various modes of communication, such as visuals, text, to convey their intended message. Visuals are particularly crucial in car advertisements, as they showcase the design, features, and performance of the vehicle. High-quality images or videos of the car in action, accompanied by visually appealing backgrounds or settings, are commonly used to create a sense of desirability and aspiration.

The paper explores the phenomenon of multimodality in car advertisements targeting Saudi women, specifically focusing on how verbal and visual strategies are employed to persuade them to purchase the advertised cars. Multimodality refers to the use of multiple modes of communication, such as verbal language, visual images, and other non-verbal elements, to convey meaning and influence audience perception. In the context of car advertisements, multimodality plays a crucial role in engaging Saudi women and shaping their attitudes towards the advertised vehicles.

The study examines how car advertisers utilize verbal and visual components in media discourse to achieve specific persuasive goals. Verbal strategies encompass linguistic elements are used in the ads that are analyzed using Halliday's (2014)

Systemic Functional Linguistics and Kress and van Leeuwen's (2006) Visual Grammar.

First, Transitivity analysis shows how car producers employ such strategy to persuade the Saudi women to purchase a certain car. Mental, material, verbal and relational processes are used to persuade the Saudi women with ideas related to independence and success and such aspirations or dreams can be achieved once this certain car is purchased. The verbal text in the analyzed ads reflect ideas of encouraging Saudi women to drive or take the wheel or look forward and these ideas are employed via the mentioned above processes in order to create an appeal towards the advertised car. Hence, the Saudi women are persuaded to select it and purchase it because they can achieve their dreams only by purchasing this certain car.

Second, Visual analysis is conducted and shows that by using certain semiotic modes via narrative, or interactive or compositional meanings; car producers send an intended message to the Saudi women and persuade them that purchasing this certain car in the ad is the right decision. Using narrative meaning in some ads like folded hands and how she is taking decisions shows power and confidence. Hence, car producers use such processes and strategies to persuade Saudi women that their dreams can be fulfilled by choosing and buying this certain car. On the other hand, using interactive or compositional meaning highlights the intended message of car producers and their dedicated steps in using such strategies to persuade Saudi women to purchase their advertised car.

The integration between verbal and visual modes create a powerful message and impact on the targeted audience and reflect

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the message that is intended by car producers .Both discourses complement each other and are eye catching and also reflect the social culture and aspirations of Saudi women and their feelings towards driving .Hence ,car producers take their side and convince them by using these visual and verbal strategies to buy this certain car and show them that all dreams are achieved once they take such decision .According to these processes, car producers encourage the Saudi women to take the chance and purchase a certain car and persuade them via the verbal and visual discourse .The analyzed car advertisements employ a combination of visual and verbal elements to create a persuasive message that appeals to the target audience (the Saudi Arabian women).

The second question discusses what visual communicative strategies are used by advertisement producers to target Saudi Arabian women and how the modes and strategies are employed in order to persuade the targeted audience. Through careful analysis, it becomes evident that these advertisements aim to offer more than just a means of transportation; they offer confidence, power, and the fulfillment of dreams, all linked to the act of driving a specific car. The visual and verbal analysis reveals using narrative, interactive and compositional meanings and on the other hand transitivity. Each one serves a certain message and idea, hence, together; eventually persuade Saudi women to purchase the advertised car.

The study shows that car ads go beyond selling a product; they sell a lifestyle, independence, success, and power. The action processes analysis shows how the act of driving these cars becomes symbolic, representing a pathway to achieving aspirations within the Saudi community. The advertisements tap into the aspirations of Saudi women, portraying a better life that can be attained through the ownership and driving of these cars. In essence, car

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advertisements targeting Saudi Arabian women employ multimodal strategies not only to showcase products but to weave narratives that resonate with the cultural and social context of their audience. The symbolic representation of driving in these ads becomes a powerful tool, reflecting the aspirations and desires of Saudi women within their community

The use of variable semiotic modes, implied messages, and a focus on cultural context collectively contribute to a narrative that transcends the conventional boundaries of car advertising. The study underscores the strategic importance of aligning marketing messages with cultural values and addressing the genuine needs of the target audience, thereby creating a persuasive discourse that goes beyond the surface of selling a product.

The car driving of Saudi Arabian women represents a significant shift in societal norms and a breaking of traditional gender roles. These images convey a sense of liberation, as women take control of their own mobility and challenge the previously established gender boundaries. By celebrating and examining car driving lifts, advertisers aim to highlight the changing social landscape and the empowerment of Saudi Arabian women.

In Saudi Arabian culture, the act of driving a car holds deep cultural significance. It signifies independence, freedom, and the ability to navigate through life's challenges. By associating car driving lifts with Saudi Arabian women, advertisers aim to tap into these cultural values and create a connection between their products (cars) and the aspirations of Saudi Arabian women. This strategic approach not only promotes their brand but also contributes to the ongoing societal transformation in Saudi Arabia.

The portrayal of car driving lifts in advertisements targeting Saudi Arabian women reflects the evolving social reality and cultural significance attached to women's empowerment in Saudi Arabia. These images symbolize the breaking of traditional gender roles and the celebration of independence and freedom. By examining and celebrating car driving lifts, advertisers contribute to the ongoing societal transformation and empower Saudi Arabian women to challenge societal norms. Further research in this area can provide valuable insights into the impact of these advertisements on women's empowerment and influence, shaping the narrative around the role of women and driving in the context of Saudi Arabia.

Furthermore, the study considers the implications of these multimodal persuasion techniques on societal attitudes and the evolving cultural landscape in Saudi Arabia. As the narratives crafted by car companies become intertwined with broader societal discussions, the study aims to contribute to discussions on social change, gender roles, and the evolving aspirations of Saudi Arabian women.

Thus, this study aims to contribute to the scholarly discourse on multimodality and marketing by offering valuable insights into the specific techniques employed by car companies to target Saudi Arabian women. By unraveling the complexities of visual and verbal elements in advertisements, the research seeks to illuminate the dynamics of persuasion, culture, and social reality in the context of promoting driving as a pathway to independence for women in Saudi Arabia. Through a nuanced exploration of these multimodal strategies, the study endeavors to paint a comprehensive picture of how car companies shape and reflect societal values through their persuasive campaigns.

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The primary objective of this study is to offer valuable insights into the multimodality techniques utilized by car companies in their efforts to specifically target Saudi Arabian women. The study aims to examine how these techniques are employed to persuade women about the significance of driving and its association with independence. By analyzing the visual and verbal elements present in advertisements, the study seeks to uncover the ways in which these elements contribute to shaping social reality, influencing cultural norms, and ultimately persuading the target audience. Through this research, a deeper understanding of the persuasive strategies employed by car companies in targeting Saudi Arabian women can be gained, providing valuable insights into the intersection of advertising, gender roles, and societal perceptions.

Furthermore, the research reveals that the advertisements were crafted in a way that suggested empowerment and assistance to Saudi women. The car producers positioned themselves as enablers, subtly implying that by choosing their cars, women were not merely making a purchase but actively participating in a significant life event. This narrative is strategically designed to resonate with the societal shifts and evolving aspirations of Saudi Arabian women.

In essence, the findings show a culturally attuned approach by car producers in their efforts to persuade Saudi Arabian women. The use of variable semiotic modes, implied messages, and a focus on cultural context collectively contribute to a narrative that transcends the conventional boundaries of car advertising. The study underscores the strategic importance of aligning marketing messages with cultural values and addressing the genuine needs of

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the target audience, thereby creating a persuasive discourse that goes beyond the surface of selling a product.

The analysis of the selected excerpts from the studied advertisements reveals the relation between the viewer and the producer of the advertisement. It also shows how participants are connected to the real world socially and culturally. It also examines how car ads' producers convince women to buy their cars by using multimodal strategies. By analyzing the advertisement, it is noticed that the car advertisements are using multimodality in order to convince the targeted audience to buy their cars. The car owners target the Saudi Arabian owned and hence they looked on to what these women needs. Thus, they offered these cars but in a way that transferred a message to these women from their social context. Accordingly, by this analysis it is noticed that these ads offer confidence, power and dream fulfilling but with one condition which is driving this specific car that offers these attributes. Variable semiotics are noticed while analyzing and by applying Kress and Van Leeuwen 's grammar of visual design, it is noticed that the images of these ads play a fundamental role in portraying the social and cultural context of the Saudi Arabian women.

In conclusion, it is evident that car producers used variable semiotic modes to persuade Saudi Arabian women to purchase the car. Implied and non-verbal messages were used to persuade them to buy the car without feeling that they are an advertisement for a car. The findings show that car producers used the cultural background and addressed closely what the Saudi women need and they showed themselves as if they are helping the Saudi women to participate in a life changing event by buying the car.

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