

Social Media and Beauty Ideals: A Multimodal Discourse Analysis of Advertisements in Pakistani Context

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Abstract

This study investigates the role of multimodal features of Instagram—captions, visuals, hashtags, and interactive tools—in shaping influencer strategies and marketing campaigns. Employing a qualitative approach grounded in discourse analysis (DA) and multimodal analysis, the research explores how these elements combine to construct brand identity, engage audiences and influence consumer behaviour. The study focuses on selected Instagram accounts from the fitness, fashion and skincare industries in Pakistan, analyzing posts shared between June and November 2024. Findings reveal that the interplay of linguistic and visual elements such as captions, hashtags, and interactive tools like polls and quizzes enhances audience’ engagement and communicative effectiveness. Key messages, including empowerment and self-expression, are reinforced through strategically crafted visuals and captions, while hashtags significantly contribute to expanding reach. This research addresses a critical gap in understanding Instagram’s role in marketing within the Pakistani context, providing practical insights for businesses, influencers, and organizations seeking to optimize their digital strategies. The study concludes by emphasizing the potential of multimodal communication in fostering digital society, shaping societal attitudes, and increasing brand visibility in the evolving digital landscape.

Keywords: Instagram, multi-modal communication, digital marketing, social media, Pakistani context, brand identity, visuals.

1. Introduction

Instagram has emerged as a dominant social media platform, characterized by its multi-modal features and visually oriented content. It allows users to communicate through posts, stories, reels, and comments, integrating visuals, hashtags, captions, and interactive elements. These multi-modal features make Instagram a compelling platform for understanding how messages are written, shared, and interpreted in a digital environment. In discourse analysis of advertisements,

analysts find out how the use of language and visuals help to persuade, inform, influence, or change the opinions of the viewers of these ads (Cook, 2001).

Advertisements have the power to construct the identities of the individuals. According to Williamson (1978), “Advertisements are selling us something else besides consumer goods: in providing us with a structure in which we, and those goods, are interchangeable, they are selling us ourselves.” Therefore, ideology is connected to the use of language, so it is important to find how the text of such advertisements portrays specific ideologies. Mangold and Faulds (2009) state in their research on social media: The New Hybrid Element of the Promotion mix said that with the emergence of internet-based social media has made. It is easy for individuals to communicate online with hundreds of brands and companies. It has also enabled the companies to reach their customers directly. The researchers have suggested to organizations to shape conversation with costumers in a manner. They should build networking platforms such as blogs, social media tools as promotional tools to engage larger customers. Tuten (2008) has defined advertising as promotional mix requires to reach maximum audience to promote the brand or product so, the trend and philosophy of advertising is getting changed not wholly but partially because consumers are available easily online. This is the reason advertisers prefer to reach them online rather than knocking at the doors or visiting markets. Owing to the number of customers and increase in the demand for the products, the advertisers use several linguistic choices, i.e., specific adjectives, adverbs, and phrase structures. They try to present their products as the best choice for the consumers with the help of effective textual and image designing that will be analysed through a multimodal analysis (Singh, Abhishek & Azad 2024). Beauty is nothing more than a myth created as a means to subjugate women and deny the evolutionary meaning of beauty (Danylova, 2020). Today, beauty myths are associated with social constructions where beauty is not only interpreted as beauty itself but has become a necessity. These needs include appreciation, self-recognition, and self-actualization. Indirectly, this phenomenon creates anxiety in some women who feel far from what is defined as beautiful (Melliana, 2006).

In fact, there is a widespread use of Instagram but there is limited research on exploring how the multi-modal nature of Instagram influences communication. Questions remain about how visuals, hashtags and captions work together to convey meaning, shape behaviour and influence attitudes. Furthermore, while Instagram plays a crucial role in marketing, activism, and self-expression, there is a little knowledge that is known about how these themes are communicated effectively through multi-modal elements. This study focuses on how the concept of beauty is employed in beauty promotional materials to control and dictate its consumers through language as well as visuals. For the majority of women around the world, the biggest spending is on beauty supplies. Advertisers for beauty goods create images that sway women’s perception of the products and entice them to purchase more. By encouraging women to feel self-conscious about their physical appearance, many advertisers attempt to sway this perspective. Advertisements for beauty products are displayed to consumers regularly in a variety of media formats, including print, online, and television. Beauty commercials also portray the bleak reality of society, where women are evaluated more based on their skin tones and physical attributes than on their abilities and knowledge (Delin, 2000). These commercials, therefore, put pressure on females to utilize the products to improve their appearance to fit in with society.

1.1 Statement of the Problem

Despite the growing influence of Instagram as a dominant platform for influencer communication and marketing, there is limited research on how its multimodal features such as visuals, hashtags, captions and interactive tools interact to engage audiences, shape brand

identities, and influence consumers' behaviour within the Pakistani context. Pakistan remains unexplored in this domain while global studies have examined the role of multimodal communication in marketing. The lack of comprehensive analysis which leaves a gap in understanding how these multimodal elements function together to engage consumers, to create persuasive marketing content, and contribute to the construction of brand identity in the digital space. Furthermore, there is insufficient knowledge about how Instagram's diverse content types (posts, reels, stories, and comments) influence social attitudes, trends and behaviour particularly in relation to local consumer culture, self-expression and beauty standards.

This study aims to conduct a comprehensive multi-modal analysis of Instagram communication to examine how specific content types (posts, stories, reels, and comments) convey meaning through the interplay of visuals, hashtags and captions. By analysing communication strategies of different user groups, including brands, influencers, and everyday users. We can explore how Instagram is used for specific themes such as marketing, activism, and social expression. Assess content from specific timeframes, like posts shared during significant events (e.g., elections) or recent trends from the past year. The study hypothesizes that Instagram's multi-modal communication and discourse analysis through the integration of visuals, captions, and hashtags significantly enhances users' ability to interpret and construct messages, drive engagement, and influence attitudes. Fairclough (2003) believes discourse involves writing and speaking; thus, it is a part of social action that reflects action and interaction. It implies that the language used in any discourse becomes a mode of interaction between the actor and the audience. In the Critical Discourse Analysis (CDA) of the beauty product advertisements, the language creates a bridge between the advertisers and the consumers. The words used in these advertisements create a persuasive impact on the women that convinces them about the marginalisation of a woman based on beauty standards; women are forced to buy such products. Thus, CDA presents an in-depth analysis and criticizes the power of language used by advertising companies in reflecting the idea of social oppression among women based on beauty ideals. Women today are constructed by the discourse of 'women are not beautiful without beauty products' (Astuti Fadli et al., 2023). The study focuses specifically on Instagram, which may limit the generalizability of findings to other platforms. It also examines specific themes like influencing and marketing, potentially overlooking other forms of communication. Additionally, the analysis is restricted to a particular timeframe, which might not capture shifts in Instagram's communication landscape or long-term trends.

1.2 Research Objective

To examine how Instagram's multi-modal shift linguistic features (visuals, hashtags, captions and interactive tools) in utilizing influencer strategies and marketing campaigns to promote brands and engage audience.

1.3 Research Questions

1. What are the linguistic strategies (e.g., persuasive appeals, code-switching) that are dominant and are used in the captions of beauty brand advertisements on Instagram in Pakistan?
2. Why do beauty advertisements on Instagram employ storytelling techniques through multimodal elements to engage audiences?

1.4 Significance of the Study

This study is significant as it addresses the critical gap in research by focusing on the role of multimodal communication on Instagram in Pakistan. With social media platforms, especially

Instagram, gaining widespread popularity, this research will provide essential insights for influencers, businesses, and marketers looking to effectively engage their target audience. This research contributes to the understanding of modern digital communication by highlighting the role of Instagram in shaping societal attitudes and behaviours. It demonstrates how multimodal elements promote digital literacy, influence brand identity, and enable effective communication strategies. The findings will provide valuable insights for businesses, organizations and influencers seeking to optimize their use of Instagram for activism, marketing, and audience engagement. By examining how linguistic and visual strategies work together in brand promotion and influencer marketing, the study will offer practical recommendations for optimizing content creation and digital strategies. Additionally, the research will enhance the understanding of how Instagram's multimodal features impact consumer behaviour, identity construction and societal attitudes, with a particular focus on the fashion, fitness, and skincare industries. The study will contribute to the growing body of knowledge on communication and digital marketing, helping individuals and organization better navigate the evolving digital landscape in Pakistan and beyond.

2.Literature Review

Venti and Dr Romel (2021) analysed the Pantene Indonesian advertisement. They looked into how commercials verbally and visually influence the users by showing beautiful women with strong hair. The data are taken from Pantene Indonesian ads, focusing on the ads that show their brand ambassadors. The results show that Pantene Indonesian ads describe women with strong hair as something that is wished for by women in Indonesia. Similarly, in Pantene international ads, the figure of a woman with strong and beautiful hair is described as a beautiful woman. Ad makers use implicit persuasive methods in Pantene Indonesian ads, whereas in the international Pantene, the method is explicitly declarative. These differences verify the stereotypes attached to the Indonesian and international markets, namely being communal and individual, respectively.

Kittima and Sumittra (2022) from Mahidol University conducted a multimodal discourse analysis of the popular online selling posts purposively selected from a university's online marketplace in Thailand. By using five modes of communication, this study aims to reveal sellers' preferred characteristics of the online selling posts, that is, verbal and nonverbal communicative strategies in an online trading platform in the disruption era. The data set consisted of 120 online selling postings by visual storytellers that included multimodal components. The findings indicate that six moves and ten primary author tones are used to generate selling captions in a textual manner. In a visual mode, the features and types of objects, symbols, icons, colours, and sizes are diverse, as is their spatial organisation. Gestures and facial expressions are used to present products in a gestural form. Background music is frequently noticed in the auditory modality. The findings unveil practical advice and tools for developing online selling material in terms of online marketing and the online linguistic patterns preferred by successful sellers.

Danica (2023) from Portland University analyzed NASA's Instagram account posts to understand how it communicates with its "ambient audience" about its Artemis 1 mission. The data includes every post that mentions this mission between January and December 2022 (51 posts, 949 clauses), of which 10 were selected for image analysis (27 photos). The captions and image content are analysed using a multimodal approach. The results demonstrate that linguistic material processes and visual narrative structures are the most common, implying that NASA's Instagram posts convey an action- and transformation-orientated message focused on storytelling about the agency's goals and operations.

Büşra and Dr.Hüseyin (2023) MACIT analyzed that the concept of advertising has taken a new dimension. With the arrival of radio and television into our lives, media tools that were previously just composed of texts and pictures were expanded to include moving visuals and music. This study evaluates global and Turkish social media consumption data published in 2023, as well as advertising techniques on Instagram, Turkey's most popular social media network.

Melvia and Riswanto (2024) from Indonesian universities investigated how advertising evolved in the social media Instagram era, as well as the impact of increasing technological developments on advertising saturation and how photos and other Instagram features create a positive image in the process of marketing products. Researchers collected data using literature review methods to gain a full understanding of past investigations. The results reveal that advertising is a type of non-personal communication activity delivered through the media by employing space to send persuasive messages to customers by firms, non-commercial institutions, and interested individuals (Widyatama, 2007:15).

Amna (2022) from Sharjah, UAE, examined the Instagram posts of young Emirati social media influencers. It sought to examine how Instagram's visual discourse enables the aforementioned influencers to create their personas and spread a reality through textual and visual content. By using multistage purposive sampling, a sample of 25 posts from 10 influencers was selected. Discourse analysis was the method used to examine these posts. Bell P.'s visual content analysis and Machin and Mar.'s multimodal discourse analysis are the methods employed for analysis. The results show two main themes: traditional versus global, where the researcher discovered that both sexes utilise fashion to establish traditional and modern identities. The second theme is using travel to promote oneself. The results also show that social media influencers exploit foreign locations to market themselves as tourists and create entertaining personas.

Muhamad (2024) investigated the persuasive strategies used in English course advertisements on Instagram. Philip Kotler's theory, which explains the persuasive strategies used in advertisements, and descriptive qualitative research were used to gather the data. Kotler's philosophy consists of four techniques: action, desire, interest, and attention. Every piece of information selected from the advertising was linguistically described. Three English course accounts—English First, LIA Official, and English Today—were used to gather data. The data selected consist of 12 photos and captions taken from three Instagram accounts for English courses. There are four strategies, according to the data, and the majority of them are attention and interest persuasive techniques since they are the two that make the product more appealing to consumers.

Faria (2024) looked into the language used by Bangladeshi influencers as well as the motivations behind it. Data from Instagram videos was gathered using a qualitative research approach. Fairclough's three-dimensional model is used to critically analyze discourse and transcribed videos. The three influencers' videos were captured according to certain standards and shown in front of the camera to review, promote, or clarify a point.

Hence, by studying the previous literature, it is seen that there is a lack of research in this area in Pakistan. Research is done in other countries across the world, and articles are written on it, but Pakistan is lagging behind. It is crucial to fill this gap at this point, as Pakistan needs to keep pace with the growing world, as this paper can help a lot of people to start their businesses online, to know the critical situation going on and to cope up with the fast-growing world.

3. Research Methodology

3.1 Research Design

This study adopts a qualitative research approach with a focus on multi-modal discourse analysis (MDA) to examine how linguistic and non-linguistic elements (text, visuals, hashtags, and interactive tools) are used in beauty advertisements on Instagram in Pakistan. The research integrates Critical Discourse Analysis (CDA) using Fairclough's three-dimensional model (text, discursive practice, and social practice) to analyze the power dynamics, cultural context, and societal implications of these advertisements. The multi-modal approach allows for a comprehensive analysis of how different modes of communication interact to create meaning and engage audiences.

3.2 Research Population and Sample

The study focuses on beauty advertisements posted by influencers and brands on Instagram in Pakistan. The sample includes:

3.2.1 Influencers: Five prominent influencers in the beauty and lifestyle niche (e.g., HiraAttire, Trendy by Tuba).

3.2.2 Brands: Ten beauty and fashion brands (e.g., Khaadi, L'Oreal Pakistan, Huda Beauty).

3.2.3 Timeframe: Posts published between June 2024 and November 2024 to ensure relevance and timeliness.

3.2.4 Selection Criteria: Posts with high engagement (likes, comments, shares) and those that effectively utilize multi-modal elements (text, visuals, hashtags, and interactive tools).

3.3 Sampling Technique

A purposive sampling technique was used to select posts that align with the research objectives. The criteria for selection included:

- High engagement metrics (likes, comments, shares).
- Effective use of multi-modal elements (captions, visuals, hashtags, interactive tools).
- Representation of diverse beauty standards and marketing strategies.

3.4 Research Instrument

- The study employs Fairclough's three-dimensional CDA model combined with multi-modal discourse analysis to examine:
- **Textual Analysis:** Captions, hashtags, and language use.
- **Visual Analysis:** Imagery, color schemes, and symbolism.
- **Social Practice Analysis:** Cultural and societal implications of the advertisements.

3.5 Data Collection Procedures

Data were collected from publicly available Instagram posts of the selected influencers and brands. The process included:

- Screenshots of posts, captions, and comments.
- Recording engagement metrics (likes, comments, shares).
- Categorizing posts based on their multi-modal features (text, visuals, hashtags, interactive tools).

3.6 Data Analysis Procedures

The data were analysed using the following steps:

3.6.1 Textual Analysis: Captions and hashtags were examined for tone, language use, and thematic patterns.

3.6.2 Visual Analysis: Images and reels were analysed for aesthetic appeal, symbolism, and alignment with brand messaging.

3.6.3 Interactive Analysis: Polls, quizzes, and call-to-action tools were evaluated for their role in audience engagement.

3.6.4 Social Practice Analysis: The cultural and societal context of the advertisements was interpreted to understand their broader implications.

3.7 Ethical Considerations: Only public posts were analysed, and personal information of users was excluded. The study adhered to ethical guidelines by:

- Using only publicly available data.
- Avoiding the use of personal information or private content.
- Ensuring anonymity of users in the analysis.

4. Results and Findings

This chapter involves the findings and an elaborate discussion of the study while drawing from the three dimensions of Fairclough's CDA and multimodal analysis. Each of these facets is reflected in the organizational and analytical analysis of Instagram's multiple modes; visuals, captions, hashtags, and interactive tools in influencer marketing and branding using data collected from selected active Instagram accounts in 2024. The findings presented in this research highlight how these modes interact with each other, combining linguistic and non-linguistic features to define user interaction and communication processes.

The results are organized and discussed according to the three dimensions of CDA: that is, analyzing the texts (the language of the posts, captions, and hashtags), discursive practices (creating and consuming content on Instagram), and social practices (societal and cultural context of Instagram communication). These are further enriched by the visual and interactive aspects which have been identified in the multi-modal analysis framework.

5. Findings

5.1 Brand: L'Oreal



The plugs likewise utilized genuinely charged language to make a feeling of private association between the brand and the clients. Words like "rich", "taking care of oneself", "confidence", and "self-esteem" were routinely utilized, especially in brands like Pigeon and L'Oreal, wherein the focal point becomes on magnificence and private appropriate being. These genuinely reminiscent terms are intended to charm a supporter's vibe of character, prompting extended symbolic faithfulness. Bird's #Real Beauty crusade, for example, took advantage of profound narrating to

reverberate with young ladies' mental self-portrait inconveniences, situating magnificence as something private, genuine, and convenient.

5.2 Brand: Fenty Beauty



One noticeable not entirely set-in-stone portion of the advertisements becomes the accentuation on strengthening and inclusivity. Brands like Nike and Fenty Magnificence utilized language that advanced young lady strengthening and body energy. For instance, Nike's promotional efforts #Just Do It and #Empower Women featured the power and freedom of young ladies, which lines up with a more extensive cultural pattern of empowering women to break hindrances and seek after non-public objectives. Also, Fenty Magnificence's #Beauty for All and # Fenty Beauty crusades utilized comprehensive language, praising various complexions and excellence norms. The utilization of terms comprehensive of "strengthening" and "comprehensive magnificence" cultivates an encounter of local area and fearlessness, empowering women to embrace their strong point.

5.3 Sapphire



The essential utilization of hashtags and call-to-development phrases was clear across both Instagram and Facebook-characterized advertisements. Brands like Sphere and Tiffany & Co. utilized hashtags alongside #Beauty for All and #Tiffany Style to create a brought-together brand character across online entertainment stages. These hashtags go about as phonetic devices for both selling commitment and making logo gatherings. Moreover, the source of inspiration looking like expressions like "shop presently", "find out more prominent", or "join the development" had been usually used to drive prompt benefactor movement. This technique increments client commitment by utilizing empowering preferences, stocks, and criticism and is phenomenally successful in selling on-the-spot associations with the symbol.

5.4 Brand Name: H&M



Another fundamental discourse decided to turned into the vertical push of supportability in publicising language. Brands like H&M, Lavish, and Allbirds utilised terms like "eco-accommodating", "manageability", and "moral utilization" to fall in line with the developing natural concentration among buyers. H&M's #Sustainability and #FashionRevolution crusades, for example, accentuated the meaning of supportable style and the utilization of language that prescribed clients to make responsible determinations. Essentially, Rich's #LushLife and #EcoBeauty crusade advanced natural skincare items, underlining the ethical practices toward the rear of the brand. This shows the creating pattern of socially mindful admission, wherein clients progressively more expect brands to be responsible for their natural impact.

6.Overview of Findings

The research shows that the different modes of the posts – captions, hashtags, visuals, and use of interactive tools – interconnect and intertwine to achieve communication goals on Instagram.

1. Textual Analysis: The tone, the reliability, and the visibility were discovered to be set effectively by captions and hashtags. They helped to support what was being depicted and expand the audience for the images.

2. Visual Analysis: Instagram communication was based on imagery and reels, while high-quality visuals caused much attention and active interaction with users. This is true whereby, relative to content appeal, layouts and colouring possessed decreased importance, while symbolism played a major role.

3. Interactive Tools: These included polls and quizzes which made the viewers participate in one way or the other; call-to-action icons added an interaction to the discourse.

4. Audience Engagement: Specifically, likes, comments, shares, and the number of views of stories conveyed how users understood and engaged with the material. The research found that posts with coherent multi-modal components fared significantly better when compared with others.

7. Textual Analysis

7.1 Captions and Hashtags

7.1.1 Language in Captions

Captions are a linguistic feature that makes CDA's textual aspect manifest. They perform the roles of delivering messages, setting the context and inviting engagement. Observations made on the field highlighted the fact that captions that contained familiar modes of speaking, including motivation and aspiration, were best received by the audience.

For instance, a fitness influencer's caption reading, "Your only limit is you—what are you doing today to break it?" elicited an active response from followers, who engaged by sharing personal achievements in the comments. Many of such captions were entreated audience to get involved in active response either emotionally or intellectually.

They also explored power relations and hierarchies that were somehow concealed within captions. Influencers often used inclusive language ("we," "our") to foster a sense of community while maintaining their authority as experts in their niche. Such dynamics conform to CDA because it centres on understanding how language establishes and maintains social relations.

7.1.2 Role of Hashtags

Hashtags, as the linguistic as well as functional unit, mediated the connections between text and discourse. They improve accessibility and position posts with reference to other topics. Branded hashtags, such as #BrandNameCampaign, reinforced brand identity, while generic and trending hashtags like #OOTD (Outfit of the Day) expanded the audience reach.

We found that the placement of hashtags (either within captions or within comments) affects the appearance of posts as well as user interactions. Too many hashtags were relevant but caused low readability, while moderate and right 222 mixed hashtags by percentage of relevance and visibility into text. This fact illustrates the idea which is at the cornerstone of Fairclough's macro-political approach regarding the manipulation of language to make it reach particular communicative intentions.

7.1.3 Key Observation:

In Instagram communication, captions and hashtags complement each other and act as key players in the construction of the textual aspect of the channel. Captions set the mood and make content versatile, whereas hashtags expand the audience and orient text to other discussions. Individually, they build meaning and commonly co-operate in shaping user behaviour, consequently battling for post effectiveness.

7.2 Visual Analysis: Imagery and Reels

7.2.1 Aesthetic Elements in Visuals

The non-linguistic aspect of discourse is the visual aspect of the content of the information posted on Instagram. Notification of imagery was found to be key in constraining meaning as well as drawing the attention of the users. Three attributes proved to be excellent predictors of engagement: bright colour contrast, symmetry in post arrangement, and use of high-definition photos.

The use of symbolism in visuals became one of the main aspects in brand communication strategies. As sustainable brands do upstream, it depicted its eco-friendliness through greenish-grey colours, nature-inspired backgrounds, and simple graphics. Similarly, fashion influencers staged themselves as accessing luxury by the use of beautiful backgrounds and portraits that so much depicted glamour.

Reels, an active content type, were especially versatile in their appeal. Influencers applied smooth transitions, popular sound inserts, and quick cuts to make the audience become a part of the action. These reels usually had the combination of videos together with captions, hashtags, and pointers, continuing the aspects of multi-modality.

7.2.2 Multiple layered Visual Narratives

Carousel posts gave brands and utilities the platform for telling stories and using many slides in succession. For instance, a tech brand might have used a carousel where they provide captions on what the new product is, and the visuals show how they can apply it. This format was an opportunity to give a more detailed and nuanced approach that does not require only an image but a video.

7.3 Interactive Tools: Vote, Questions, and Active Links

7.3.1 User Agency and Perceptions

Regarding the discursive practices dimension of CDA, interactive tools were the primary means to create a sense of user control. Marketing stories that included options to vote, coupled with polls, quizzes and call-to-action bars, made the users engage in archetype branding. For instance, a travel blogger employed polls to ask followers their desired vacations, which primarily helped increase story views and secondly guided future posting.

Such tools ensured two-way communication, making audiences move from being just “subjected to” messages to “engaging” meanings. Call-to-action elements like “Swipe Up” (now “Link Stickers”) directed users to external platforms, driving conversions and expanding the scope of interaction beyond Instagram.

7.4 Structuring the Discourse

Interactive tools also framed the information as well as user-interaction processes in a given discourse. Brands often posed binary questions (“Would you try this product—yes, or no?”) to simplify engagement and maximize participation. Such an approach provides a systematic way of analysis, which captures elements of Fairclough's ideas about discourse as a socially organized form of interaction with language being used in an intentional manner to accomplish particular communicative objectives.

The tools improve the discursive dimension by facilitating user participation and defining users' engagement. The proposition of visuals is that they effectively create a participatory rhetoric between the producers of content and the consumers.

7.5 Audience Engagement: Metrics and Feedback

This, in essence, measures audience interaction or more specifically, how well they respond to the multi-modal parts of the whole. Based on quantitative engagement data, likes, comments, shares and story views revealed patterns of interaction and interpretation

7.6 Emotional and Cognitive Engagement

Engagement was highest when all the multi-modal components inclusive of captions, visuals, hashtags and collaborative tools in the post were presented in moderation. When the post was

about motivational captions or mostly a reel that gained people's attention, they engaged more in writing elaborate commentaries.

7.7 Timing and Trends

Timing and trends are further important determinants of engagement level and indeed were critical for engagement achieved in this case. The data also revealed that, activity peak hour 9pm and weekends the posts shared had better engagement; the posts shared on the campaign topics well aligned to the trending topics or events such as New Year. This shows why there must be a proper coordination between discursive practices and the overall social practices for the best performance.

Interactivity of audience is a direct indicator of functioning of Instagram's Multiple Modes. Paradigmatic studies on elements of post engaging received emotions, visual aspect, and interactivity contribute to increased level of engagement as bundled and contextually relevant communication styles.

7.8 Summary of Key Findings

This research reveals that all the aspects of multimodal features of Instagram help to improve communication effectiveness and create engaging content for viewers of various age groups. Several key findings emerged from the analysis:

7.8.1 Interdependence of Multi-Modal Features: Caption, hashtags, visuals and other interaction tools work synchronously to build up messages within the cultural context that is appropriate and preferable to the audiences. Captions give additional information in textual form; hashtags make the post available to a wider audience; visuals attract the attention to the material; and active engagement tools encourage the observer to respond. This interplay guarantees concept or product comprehensiveness in its sense of usage, which is critical to mirror or to reflect Instagram as a chemical ring in the communication system.

7.8.2 Audience Engagement and Emotional Appeal: Overall, user engagement degrees, especially the emotional one, stood out as appropriate criteria for the work efficiency assessment of all the posts. Those post that shared quality pictures and appealing captions with the proper hashtags concerned and influenced individuals more due to reality issues. This result reveals the significance of sharing affective experiences within online interactions.

7.8.3 Role of Interactivity in Structuring Discourse: On the basis of this analysis, it was established that instruments like the poll, quiz, and call-to-action had been critical in the construction of participatory discourses among the users. These tools make users be more active when using content hence increases their feeling of control and relatedness with the influencers or brands.

7.8.4 Cultural and Social Implications: This study aims at establishing how the societal practices of communication are influenced or are exhibited through the uses of Instagram. They sell cultures: influencers reap cultural norms and beliefs from their subjects while brands incorporate cultural norms from around the world like sustainability and rainbow inclusiveness from their posts. These two functions put Instagram in between as a reflection and an agent of social transformation.

7.8.5 Strategic Use of Time and Trends: Therefore, available evidence pointed to the fact that timing of posts and relevance to trending topics had a considerable impact on levels of engagement. In general, posts that were published during periods of high activity or associated with mainstream events were more visible and received more interaction which underlines the relevance of the research in terms of studying discursive practices in relation to their temporal contexts.

7.9 Discussion

The findings of this study reveal the intricate ways in which multi-modal discourse is employed in beauty advertisements on Instagram in Pakistan. By analysing the interplay of textual, visual, and interactive elements, this research sheds light on how brands and influencers construct persuasive messages, engage audiences, and reflect cultural and societal norms. The discussion is structured around the three dimensions of Fairclough's Critical Discourse Analysis (CDA)—text, discursive practice, and social practice—and enriched by the multi-modal analysis framework.

The textual dimension of Instagram posts, particularly captions and hashtags, plays a pivotal role in shaping the discourse around beauty advertisements. Captions are not merely descriptive; they are carefully crafted to evoke emotional responses and create a sense of connection with the audience. For instance, brands like L'Oreal Pakistan and Huda Beauty use aspirational language such as "You deserve to glow" and "Glow naturally" to promote self-love and natural beauty. These captions align with broader societal trends that emphasize empowerment and self-confidence, particularly among women. The use of inclusive pronouns like "we" and "you" fosters a sense of community, making the audience feel personally addressed and valued.

Hashtags, on the other hand, serve as linguistic tools that extend the reach of posts and align them with broader cultural and marketing discourses. For example, hashtags like #GlowUp (L'Oreal) and #BeautyForAll (Fenty Beauty) not only reinforce brand identity but also tap into trending conversations about self-empowerment and inclusivity.

Informed by CDA and multi-modal analysis, this chapter has thus explored this three-part relationship in detail and exposed how Instagram's multi-modal affordances shape influencer marketing and branding. In this way, the research work shows how captions, hashtags, visuals, and interactive tools make up meaning, modulate user participation, and embody social practice. The results suggest the importance of a comprehensive media ecology perspective on Instagram communication, which provides a worthwhile road map for practitioners and scholars from marketing, media influence, and other fields.

8 Conclusion

This study highlights the significant role of multi modal features of Instagram's visuals, captions, hashtags, and interactive tools in building brand identity, enhancing audience engagement and influencing consumer behavior. Through a qualitative analysis of selected Instagram accounts in the Pakistani context, the research demonstrates how these elements interact to create effective brand identities and compelling marketing campaigns. Captions and Visuals work to convey key messages, while interactive tools and hashtags foster community engagement.

The findings underscore the power of multi-modal communication in shaping digital literacy and societal attitudes, offering valuable insights for influencers, brands, and businesses aiming to optimize their presence on Instagram. By focusing on a specific population and timeframe, the study contributes to the growing body of research on addressing gaps in digital communication, understanding how Instagram is utilized in branding and marketing within a developing country context.

Despite its focus on Instagram, the research provides a framework that can inspire further studies on other broader themes and social media platforms. Future research could explore additional industries, long-term trends and cross-platform comparisons to deepen the understanding of digital marketing strategies of social media in the evolving digital landscape.

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