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Digital Resistance and Language Ideologies in Pakistani Newspapers: A Multimodal Discourse Analysis of “Israeli Products” Boycott

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Abstract

This study aims to examine how Pakistani newspapers present the boycott of Israeli products, identify the language ideologies in this coverage, and explore how text and visuals work together to construct meanings of digital resistance. This research uses a qualitative multimodal discourse analysis approach. It combines Systemic Functional Linguistics (Halliday & Matthiessen, 2014) with the visual analysis framework of Kress and van Leeuwen (2006). A selection of English-language Pakistani newspaper articles was analyzed. The study focuses on linguistic features such as transitivity, lexicalization, modality, and nominalization, along with visual elements like images, layout, and design. The findings show that newspapers present boycott through different perspectives, including economic, moral, religion and political viewpoints. Language is used to assign responsibility, express opinions, and influence readers understanding. At the same time, images support and strengthen these meanings by showing protests, products, and everyday consumer practices. The study also finds that different ideas such as moral responsibility, religion obligations and economic concerns exist together in the same discourse. The study concludes that Pakistani newspapers play an important role in shaping digital resistance by presenting boycott as a social, moral and political act. It also shows that meaning is created through the combination of language and visuals. This research contributes to the fields of discourse analysis and media studies by explaining how media influences public opinion and turns everyday consumer choices into forms of resistance.

Keywords: Multimodal Discourse Analysis, Digital Resistance, Boycott Discourse, Language Ideologies, Pakistani Newspapers, Social Semiotics, Palestine–Israel Conflict.

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Introduction

This chapter provides the background of the study, describing broader context and key concepts related to the research. Furthermore, the problem statement is explained that highlights the specific issue the study seeks to address. It also states the significance of the research, showing why it is important. In addition, the chapter clearly defines the aims of the study and the research questions that guide the investigation.

Background of Study

Media has a great influence in creating public opinion, building social realities, and molding ideology. In media studies and applied linguistics, however, language is not considered a neutral medium of communication but a social practice that mirrors and mirrors relations between power, belief and identity (Fairclough, 1995). News media not only serves as a source of information but is also a potent institution that frames and symbolizes events and events' meanings, which shapes the public perception of social and political issues (van Dijk, 1998). Consequently, through a study of media discourse, it is possible to gain insight into the process of meaning and ideologies construction and dissemination.

The meaning is created in the context of language from a discourse perspective. Discourse is the language used in social situations in which meanings, identities and social realities are negotiated and constructed (Fairclough, 1995; van Dijk, 1998). Framing is one of the main ways that ideology is manifested in media texts. From Entman's perspective (1993), framing entails "selecting and making salient aspects of reality more salient to promote interpretations and evaluations" (p. 22). Media framing affects the nature of audience's perceptions of complex social and political situations such as conflicts, protests and resistance movements.

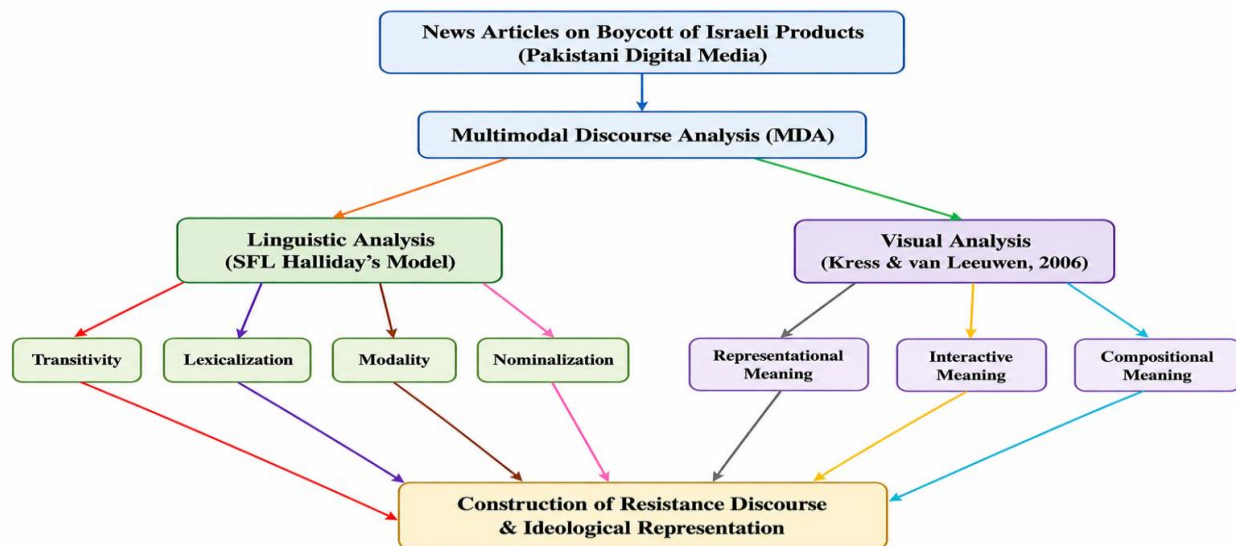
The field of communication studies has undergone recent developments that have broadened the definition of meaning making to include more than language. Those scholars who have investigated multimodality view communication as the construction of meaning from multiple semiotic resources: words, images, layout, typography and design (Kress & van Leeuwen, 2006). This viewpoint has resulted in the creation of Multimodal Discourse Analysis (MDA) that examines the interdependence of various communicative modes in the production of text meaning. MDA is strongly influenced by the theory of Systemic Functional Linguistics (SFL) that considers language as a tool to create meaning in particular social, cultural and language context (Halliday & Matthiessen, 2014). In this context, the language aspect of transitivity, of modality, of lexicalization, and of nominalization offer information about the representation of social actors, events and ideological stances in discourse. Visual elements, meanwhile, play their parts in meaning, including through composition, perspective, salience and symbolism (Kress & van Leeuwen, 2006). These linguistic and visual resources constitute a system that allows us to read and understand the messages that are being sent in media texts.

The importance of multimodal analysis shines spotlight particularly when representing international conflicts. The Palestine-Israel conflict is one of the most widely covered geopolitical events in recent history, and a highly polarized topic in journalism today. Media coverage of the conflict may be politically, culturally and religiously driven and this influences the audience's perception of the conflict and the people associated with it (Philo & Berry, 2011).

In Pakistan, where sympathy for Palestine has pervaded the nation, the newspapers often have articles of solidarity, morality and political commitment. These representations are not only textual, but also include visual and structural properties that help to build meaning.

In addition to this media coverage of the conflict, boycott movements have also been an important form of resistance. Boycott may be defined as a concerted opposition to the buying of goods or products from a specific political or ideological viewpoint (Friedman, 1999). Newspapers not only report boycott campaigns, but they also try to determine the context in which the campaigns are interpreted by their readers, by using headlines, images, captions and layout. Thus, it is a significant place to consider the relationship between media discourse, ideology, and resistance when considering the representation of boycott movements in newspapers.

Figure 1: *Multimodal Discourse Analysis Framework Integrating SFL and Visual Analysis.*



Problem Statement

Although research on media discourse has increased in number and the significance of multimodality as a vital aspect of communication has been acknowledged, there is a limited number of studies addressing the Pakistani newspaper discourse on boycott movements. Current work has tended to concentrate on a textual analysis of the representation in the media, on the framing of ideology or on digital activism. This kind of approaches provide valuable insights, but do not consider how the meaning is also built in the interaction between linguistic, visual, and compositional resources. Consequently, the scholarship we can offer here is incomplete in that it only offers a partial view of how newspapers are used to represent boycott movements and how they are used to transform digital resistance into a publicly visible narrative.

Significance of the Study

The present study takes a multimodal approach by employing Multimodal Discourse Analysis to examine the visual and verbal representation of boycott of Israeli products in the Pakistani newspapers to address this gap. The study combines linguistic and visual analysis, considers how newspapers represent boycott discourse, what language ideologies are conveyed in the representation of boycotts in newspapers, and how multimodal processes help to produce digital resistance. The study also brings a new contribution to the developing area of multimodal media studies, as it provides a holistic view of the interaction between language, images and layout in shaping ideological meaning in newspaper discourse. Moreover, it offers information about the function of traditional media in the formation of public perception of the resistance movements in the context of the Palestine–Israel conflict.

Research Objectives

- To examine how Pakistani newspapers visually and textually frame the boycott of Israeli products.
- To analyze the language ideologies reflected in newspaper coverage of boycott campaigns.
- To investigate how multimodal strategies (visuals and texts) construct meanings of digital resistance in the context of the Palestine–Israel conflict.

Research Questions

1. How do Pakistani newspapers visually and textually frame the boycott of Israeli products?
2. What language ideologies are reflected in newspaper coverage of boycott campaigns?
3. In what ways do multimodal strategies (visuals and texts) contribute to constructing meanings of digital resistance in this discourse?

Literature Review

The studies conducted that have been the main inspiration for the current research are discussed in the present chapter. The studies (to be discussed later) focus on various aspects of media studies, language ideology and the visual modes. The research papers are chosen to answer the particular problem of boycotting Israeli products in Pakistani newspapers. It also highlights different approaches such as SFL, VG and MDA used in these studies to analyze the textual representation, multimodality and ideologies.

Media discourse has been shown to influence public opinion on political conflicts and social problems in previous studies. Based on Critical Discourse Analysis, the researchers have found that the news media has ideological positions in the choice of language, framing and representation pattern (Fairclough, 1995; van Dijk, 1998). In the case of the Palestine-Israel conflict, the media often has been seen to be driven by political, cultural and religious agenda, and hence, different interpretations of actors, victims and responsibility (Philo & Berry, 2011).

Pakistani research has also found that media reports are ideologically driven. Singh and Manmeet (2024), for instance, discovered that the Pakistani newspapers presented the Palestine–Israel conflict in terms of humanism and religious bonhomie.

The work of discourse studies over the last few years has focused on how meaning is created not just through language, but also through the use of a range of semiotic resources such as images, layouts, typography and design (Kress & van Leeuwen, 2006). Multimodal Discourse Analysis (MDA) provides a way of analysing the interaction between these resources and how they are used to create meaning.

There are several studies that have employed multimodal strategies with media texts that have been successful. Bashir and Yasmin (2023) analysed the news coverage of the Covid-19 pandemic in newspapers through SFMDA with a focus on the ways in which the ideological messages in the article were conveyed by both visual and textual resources. Likewise, Abbas (2023) examined Pakistani ads using Halliday's Systemic Functional Linguistics (SFL) and Kress and van Leeuwen's Visual Grammar (VG) to reveal the interplay between the linguistic and visual resources in the construction of persuasive meanings in ads. The findings of these studies support the value of the multimodal approaches in uncovering rhetorical implications. But they're not about boycott discourse and digital resistance, but health communication or political cartoons.

Boycotts are becoming digital resistance and a way for people to voice their political and moral position by boycotting together. According to Castells (2012), digital activism can be defined as citizens challenging the dominant power structures via networked communication and mobilization in the internet. Boycott movements, in the framework of the Palestine-Israel conflict, have become internationally visible by means of social media campaigns and grassroots activities. In an analogous manner, Hitchcock (2020) analysed the rhetorical strategies of the Boycott, Divestment and Sanctions (BDS) movement, revealing the rhetorical construction of boycott discourse as a moral and human-rights issue.

Theoretical Framework

This study is situated in Halliday's Systemic Functional Linguistic (SFL) and Kress and van Leeuwen's Visual Grammar (VG) in the larger social semiotic perspective. For SFL, language is a means of creating meaning, and they offer analytical tools to explore meaning through the analysis of transitivity, modality, lexicalization, and nominalization, which can be used to examine ideological representation (Halliday & Matthiessen, 2014). These tools allow for the investigation of the construction of agency, responsibility and evaluation in newspaper discourse.

The study recognizes the need for the linguistic analysis and is supplemented by the Visual Grammar of Kress and van Leeuwen (2006) which deals with visual meaning in three metafunctions, namely representational meaning, interactive and compositional meaning. SFL and VG complement each other in an integrated way that sheds light on the ways the linguistic and visual elements work together to create meanings of boycott, solidarity, and digital resistance.

Research Gap

Recent scholarship on media discourse, multimodality and digital activism is shifting the focus to new aspects, but there is a lack of literature on these aspects. Previous research has focused on textual ideology, visual persuasion and/or internet activism, but not all of these elements have been studied together. There have been few studies that have investigated the use of linguistic and visual tools in the Pakistani newspapers to create boycott movements as a form of digital resistance. Moreover, the relationship between traditional journalism and digitally facilitated protest movements has yet to be explored. The current study is designed to examine how Pakistani newspapers build ideological meanings related to boycott of Israeli products on the basis of multimodal discourse analysis (MDA), which is based on combination of language, images and layout.

Conclusion

The literature on the topic of media discourse, media ideology, multimodality, and digital resistance was reviewed, specifically regarding the Palestine-Israel conflict and boycott movements. There are a number of previous studies that have shown the effect of language in creating ideological meanings and in influencing the public perception has been observed primarily from the perspective of text analysis. The review also pointed out the significance of multimodal approaches, such as Systemic Functional Linguistics and Visual Grammar, in comprehending the interaction between the linguistic and visual resources to produce meaning.

Research Methodology

This chapter details the methodologies that inform this study of Digital Resistance and Language Ideologies in Pakistani Newspapers: A Multimodal Discourse Analysis of Israeli Products

Boycott, along with an explanation of research design, delimitations, limitations, and data collection.

Research Nature

The study takes a qualitative research approach to investigate the process of meaning making in the Pakistani newspapers' discourse on digital resistance and language ideologies in the boycott of Israeli products in Pakistan. Because qualitative research concentrates on interpreting rather than measuring a media text numerically, it is suitable for the investigation of meaning, representation, and ideology (Denzin & Lincoln, 2011). Qualitative study will enable the depth and flexibility needed to answer the research questions, as the study focuses on the two aspects of meaning making: linguistic and visual.

Research Design

The study is using research design Multimodal Discourse Analysis (MDA) based on Halliday's Systemic Functional Linguistics (SFL) and Kress and van Leeuwen's Visual Grammar (VG). This is a framework that provides an analysis of the visual and textual aspects of newspapers. Linguistic analysis emphasizes transitivity, modality, lexicalization and nominalization, whereas the visual analysis emphasizes representational, interactive, and compositional meanings.

Population

The newspapers used in the study include English-language Dawn, The News International, and The Express Tribune newspapers etc. These newspapers were chosen because of their broad circulation, trustworthiness, and coverage of foreign political events, such as Palestine-Israel events.

Sampling Technique

Purposive sampling was used to identify information-rich cases for the purposes of the study (Patton, 2015). This non-probability sampling method allowed for the selection of newspaper articles that dealt with the boycott of Israeli products directly and that included a textual and visual element.

Selection Criteria

The following were the criteria used to select the articles:

- Featured in English language Pakistani newspapers.
- Targeted at boycotting Israeli goods.
- Used text and visuals.
- Represented ideology or resistance-related speech.
- Published at the time when Palestine-Israel situation was getting tense.
- Ten newspaper articles were chosen for the analysis.

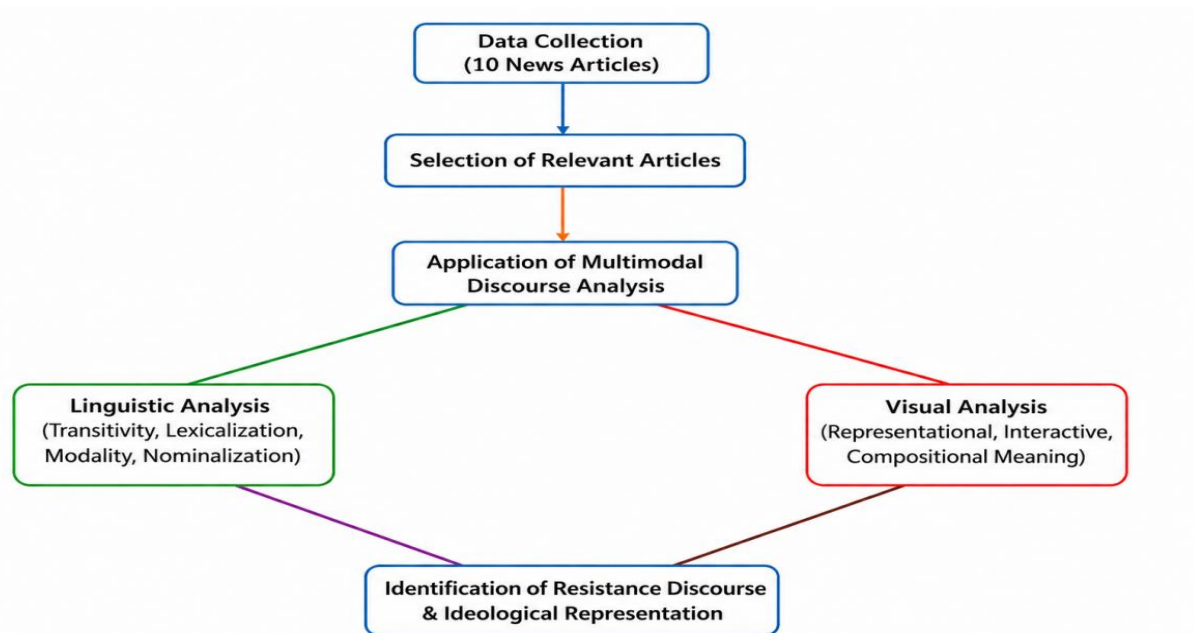
Delimitations and Limitations

There is a limitation in the study that only English-language Pakistani newspapers are studied and other media like TV, radio and social media are not included. The data consisted of multimodal newspaper articles, those that have both text and images. Some constraints were also faced such as some newspaper archives were not accessible, image quality differed, and the qualitative interpretation was subjective.

Data Analysis Procedure

The analyses of the selected newspaper articles were conducted using the multimodal framework of the SFL and Visual Grammar framework. The linguistic analysis covered transitivity, modality, lexicalization, and nominalization, and the visual analysis included representational, interactive and compositional meanings. The results of both modes were then integrated to examine the discourses on boycott of Israeli products and the meanings of digital resistance created by Pakistani newspapers.

Figure 2: *Visual Representation of Research Process.*



Analysis and Discussion

Article 1: 63pc Retailers Report Consumers' Boycott of Israeli Products

The News published this article on July 13, 2024, which explores the effect of consumer boycott campaigns against Israeli products in Pakistan. The report is based on pulse data gathered from a survey and highlights the levels of boycott participation, regional differences in consumer behaviour and the consequences for the retail industry.

Linguistic Analysis

The boycott of Israeli products is not a political or ideological movement but instead is presented as a quantifiable economic phenomenon. These material and relational processes portray consumers as agents of boycott activity, and retailers as affected participants reporting results of shifts in consumers' behavior. The agency is often given to an institutional person, like "Pulse Consultant" or "the survey", which strengthens the authority and credibility of the findings that are reported. Lexical variation such as survey, trend, impact, reported, and observed help to create a neutral and data-based account of the boycott. Overall the linguistic features create a boycott as a kind of collective consumer response, which can be measured, analyzed and understood on the basis of empirical evidence.

Figure 3: *People of Hyderabad are Occupied with Buying Groceries for Ramadan.*



Visual Analysis

The figure of consumers shopping in a grocery store serves to connect the boycott discourse to consumers' daily practices. While boycott actions are not pictorial, the image emphasizes how shopping carts, the products being bought and sold, and supermarket spaces are where consumer choices are made. Direct gaze does not exist in this situation, creating an offer image, which allows the viewer to look at the scene without getting emotionally involved with the characters. The use of the "eye level" perspective and the "medium social distance" further accentuates realism and neutrality. The textual and visual elements work together to present the boycott as a method of economic boycott that is done through everyday shopping choices. The multimodal interaction thus shapes digital resistance as a subtle yet powerful practice that takes place in the mundane environments of everyday consumption.

Article 2: One Year of Gaza War and the Effect of 'Boycott' Against Israeli Products by Pakistanis

This article, which appeared on October 7, 2024, looks back at the boycott of Israeli products in Pakistan one year on from the Gaza war. It examines the success, failures and implications of boycott campaigns and looks at the impact of boycotting Israel and multinational corporations. The article contains a balanced argument for boycott as a moral act and as an economic decision, based on humanitarian considerations, economic facts and symbolic stories.

Linguistic Analysis

The article builds boycott discourse by blending together frames of humanitarian, economic and symbolic frames. Transitivity patterns present consumers as aware and ethically driven actors and multinational corporations are mainly represented with economic parameters like net revenue, sales volume, and market share. This separation places consumers in a moral role and corporations in a business-like role. The discourse often includes the authoritative voice of Reuters, Euromonitor and corporate representatives, adding to the credibility of the analysis and making the boycott seem like a more socio-economic than resistance activity.

Lexical selections demonstrate a combination of humanitarian and economic issues. The words civilians, bombardment, atrocities generate sympathy for the plight of the Palestinians and set the moral tone for the boycott. At the same time, phrases like 'sales', 'market share', 'consumer demand' and 'revenue' situate the question in an economic paradigm. Modality is mixed, sometimes certainty, sometimes possibility, giving it a balanced tone, taking both the ethical value of boycott and doubts about its effectiveness.

Figure 4: A Banner with the Slogan "Boycott Products for Gaza, Justice for Gaza"



Visual Analysis

The image shows a market with a 'Boycott Products for Gaza, Justice for Gaza' banner in the background. In the image, representation also places resistance in an ordinary public arena, making the boycott the part of the public life, rather than an extraordinary political event. The marketplace is a symbolic place where the consumers' choice is an act of resistance.

This image is used as an offer image because participants don't make direct eye contact with the viewers. The banner is the most prominent one in terms of its composition, as it captures the audience's eye to the boycott message, making it more significant. The textual and visual elements create digital resistance as a morally motivated but symbolically rich activity as part of the daily life of consumers. The article admits that boycott campaigns have little economic effect, but as a whole sees them as "significant acts of conscience, solidarity and moral accountability."

Article 4: Pakistan's "Boycott" of Israeli Films Continues

This article, published on July 21, 2024, in The Express Tribune, reports Pakistan's decision to boycott businesses supporting Israel due to the conflict in the Gaza Strip. The article is written in the style of a news report, but it is also more than a factually accurate report, as it portrays the boycott as a legitimate moral and political action. The discourse suggests that boycott is a collective struggle and action, articulated in terms of government initiatives, mobilization of the public and humanitarian concerns.

Linguistic Analysis

The article definitely places the Pakistani government on the active side of the process with statements like “established a committee” and “identify such companies” and “ban all products.” Governmental authority and commitment are further emphasized by the use of the verb forms “stated,” “urged,” and “told reporters.” In contrast, Israel is depicted in negative terms in actions like “committing war crimes”, “atrocities” and referring to it as a “terrorist country”. It is always the Palestinians who are beneficiaries with statements like “provide aid,” “welcome injured Palestinians” and “offer education and medical facilities.” The distribution of agency in these patterns of transitivity legitimise Pakistan's actions, but take care to highlight the victimhood of the Palestinians.

The lexical selections are marked by a strong polarization and ideology. Words like terrorist, war crimes, atrocities, offensive on Gaza build Israel's moral culpability to the readers while words like humanitarian assistance, support, aid, and innocent Palestinians create sympathy for Palestinians and enhance Pakistan's supportive role. The use of phrases like “Pakistan will use every possible means” and “we consider him a terrorist” demonstrates high modality, indicating certainty, commitment, and positioning of statements ideologically.

Figure 5: *Pubic Protest to Refrain from Engaging with Companies that Support Israel.*



Visual Analysis

The photo that goes with the article shows a large public protest, which visually illustrates the concept of collective resistance. The hands and the prominent green flag establish the directions of action that represent involvement, unity and ideological affiliation. They are offered images where the gaze is not direct, becoming an offer image, thus the viewer becomes an observer, while at the same time having to identify with the protesters. This angle shows that the demonstration was fairly large and focuses on mass mobilization.

The green flag is the most prominent element in the composition, serving as a focal point and a unifying symbol, while the crowd occupies most of the frame, leaving only subtle details in the background

Article 4: By us, for us' — West Bank Boycotts Israeli Products

By Us, For Us' — West Bank Boycotts Israeli Products was delivered by David Ben-Gazit.

This article was published in Dawn, on December 27, 2023, discusses the boycott of Israeli products in the occupied West Bank during the Gaza conflict. It shows the impact of local initiatives, slogans and consumer behavior on making Palestinians choose local products over Israeli products. The article offers boycott as a political movement of resistance and as an economic means of self-determination.

Linguistic Analysis

The article is building Palestinian consumers as actors of resistance as they engage in material acts of boycott, buy and consume. Mental processes such as the reference to a “political conscience” also suggest that consumers are a politically conscious and ideologically driven group. Israel is portrayed as a strong economic and political system, for instance, “Israeli restrictions” and “stores are full of Israeli items”, thus underlining structural dominance. In the picture of the shopkeepers, they are portrayed as "constrained participants" who recognize and accept the challenges of boycotting Israeli products. References to authoritative voices, such as the United Nations and BDS representatives, further lend legitimation to the discourse.

Lexical items clearly express resistance, humanitarian concerns. The words used to describe Israel occupation, apartheid, aggression and brutality are loaded with negative connotations, while those used to describe the boycott movement human rights, political conscience, non-violence have positive connotations. With the "By us, for us" slogan, the group is strengthening the collective identity, solidarity and economic self-reliance.

Figure 6: *A Woman Displays a Sign Calling for the Boycott of Israeli Goods at a Rally*



Visual Analysis

The accompanying image shows a woman holding a protest poster that shows Israelis and Palestinians products. The image's visual symbolism provides a clear opposition between oppression and resistance, and between consumer choice as a political act. The image is used as an offer image, placing the viewer as an observer, and promoting reflection over active participation. The eye-level perspective gives the viewer the sense of equality, and makes boycott seem an easy way to fight back for regular people.

The visual is dominated by contrast and choice in terms of composition. Said to be the "neutral" or "center" displays the opposing representations of Israeli and Palestinian products, leading the viewer to a moral and political decision. These text and image components collectively depict boycott as a legitimate and non-violent means of resistance, based on moral consumption, patriotism, and a sense of community.

Article 5: Boycotting 'Israeli' Goods Is a Call Being Heard Amid the Crisis in Gaza. But Do They Work?

This article, published in Dawn on 27th November 2023, analyzes boycott campaigns that have been effective in connection with the Gaza conflict. It is not a blatant endorsement of boycott movements as articles are but rather a balanced discussion featuring the voices of activists and economists as well as institutional voices. The article examines the moral value and practical considerations of boycotts and views boycotts as a conflicted method of resistance in the global economy.

Linguistic Analysis

The article has material processes of consumers as active agents (spurned, pulled off the shelves, calling for boycott, etc.) and mental processes that focus on their moral motivations and emotions in response to the situation in Gaza. Corporations, however, are portrayed as powerful economic players offering jobs, generating income for the nation's economy, and functioning in the wider global economy. This depiction forms a complex interplay between consumer agency and corporate power.

Boycott is thus, in the article, a value-laden but value-constrained approach. This balanced attitude is further emphasized by the use of modal expressions. The mention of "this has no impact" tells you that it is certain, whereas "may hamper economic activity" and "may not feel the financial impact" tells you that it is uncertain, and that there are other opinions. Nominalizations like boycott movement, economic impact, consumer demand, and global momentum make complex processes abstract, and turn boycott into a social phenomenon rather than a series of individual actions.

Figure 7: *A Collage Showing the Connection Between Corporate Dominance and Consumerism.*



Visual Analysis

The visuals that accompany this text are made with corporate logos, money, political figures and images related to Gaza to represent the consumer – capital – political triangle. The visuals are not representations of human interaction, but rather offer images for viewers to understand the symbolic relationship between multinational corporations and the Gaza crisis. Bold colours, especially red, give that sense of urgency and enhance the humanitarian aspect of the discourse.

Corporate symbols, military imagery and depictions of victims are the most visually salient elements in a composition. These features focus attention on the interlinkage of economic systems and political conflict. The text intertwines with the image to create digital resistance as a symbolic and consumer protest, showing its ethical dimension and the limits of global capitalist systems.

Article 6: Coke and Pepsi Boycott Over Gaza Lifts Muslim Countries' Local Sodas

This article, published by Reuters on 4th September 2024, explores the economic impact of the campaigns of boycott against Coca-Cola and Pepsi in some Muslim countries in the wake of the Gaza conflict. The article is presented as a report on business news but also mentions the ethical reasons for consumer decisions and the rise of local alternatives. The boycott is shown as both a moral reaction to political developments and as a catalyst for market change.

Linguistic Analysis

The article shares the agency with the consumers and the multinational companies as well as the local brands. The boycott is thus presented as a moral choice made by the consumers, for example, “kept Coke and Pepsi off her wedding menu.” On the other hand, multinational corporations are shown as economically wounded players with the lines “Coke sales plummeted” and “Pepsi's growth stalled.” Local brands are the winners of the boycott – and the words ‘soar in popularity’, ‘tripled exports’, and ‘surge in demand’ are used to highlight their success.

The article is lexically created by the merging of political and economic vocabulary. Boycott, conflict, Israel's most ardent ally link the story to the Gaza conflict, while others—market share, sales decline, revenue and investment—view it as an economic issue.

Figure 8: *A Worker Pushing a Stack of Cold Drinks.*



Visual Analysis

The images that follow show the change in brand preference from international to local, as shoppers line up at supermarket trolleys to buy drinks. They provide images that place the viewer in a position of neutrality and help to establish the informativeness of the article. The close-up look and distance gives a realistic, authentic feel.

Compositionally, local brands are given visual prominence through color contrast and placement, while Coca-Cola and Pepsi are positioned as competitors losing dominance. Together, the textual and visual elements frame boycott as a form of everyday consumer resistance that simultaneously reflects moral concerns and reshapes market dynamics, transforming political solidarity into practical purchasing behavior.

Linguistic Analysis

The article places emphasis on the role of corporations and institutions, and neglects individual consumer agency. The Coca-Cola Group and its local affiliate, Coca-Cola Icecek AS (CCI), are featured as key stakeholders with expressions like “has seen a decline,” “is optimistic” and “is a resilient player.” These are built to indicate that the company can deal with the problems in the market. For consumers, by contrast, the name-giving of calls to boycott, the consumer behaviour, etc. is partial in nature, in that individual actions are abstracted into wider market trends. The reporting is often done in the manner of “experts suggest” and “analysts believe,” which further adds to an objective and analytical tone.

Article 7: Coca-Cola Faces Market Share Drop Amid Boycott Calls

The article “Coca-Cola faces market share drop amid boycott calls,” which came out on September 9, 2025, analyzes the effect of boycotts on Coca-Cola's share of the market in Pakistan, Turkey, and several other countries. The piece takes a mostly economic and analytical tone, with an emphasis on market share, corporate resilience, and consumers' response to the Gaza War.

Linguistic Analysis

Words used are a reflection of an attitude towards economic expediency and corporate stability. The use of such phrases as market share, resilience, recovery, dominant position, and stronghold highlight the economic power of Coca-Cola, whereas mentions of a boycott are relatively benign. Boycott campaigns have a short-term impact if they are written in a way that suggests they will be passing through or that the damage is limited. If boycott campaigns are phrased in a way that implies they are passing through or that the damage will be limited, then the long-term impact is minimized. Moderate/medium: prevails, using cautionary predictions of "is likely to provide resilience" and "may allow the company to recover," while maintaining a balanced and positive tone on the prospects for company recovery. Often the focus moves away from consumers, towards economic systems and institutions, through nominalisations like market share, boycott calls, consumer behaviour, geopolitical tensions etc.

Figure 9: *A Coca-Cola Billboard Towering Over City.*



Visual Analysis

The photograph shows a large building that appears to be part of a complex, with the Coca-Cola brand and logo prominently displayed. As a conceptual image, it represents Coca-Cola as a symbol of global corporate power rather than focusing on human actors. The lack of eye contact gives the viewer the position of an observer and the low angle suggested a sense of authority and strength.

The composition is very salient with the prominent logos, the stylized bottle design and the bright red branding. The clean backdrop helps to create a sense of control and security. The text and the visuals both act as a framing device for boycott as a short-term economic move that will be overcome, thereby reducing the impact of consumer boycott as a catalyst for change.

Article 8: ‘Did You Kill a Palestinian?’: Anti-West Boycott Sweeps Mideast

This article by AFP, published on November 6, 2023, explores the phenomenon of boycott campaigns spreading throughout the Middle East since the Gaza war erupted. The report concentrates on the involvement of the youth, and notes that social media, digital tools and grassroots activities are rallying consumers against products from Israel or its backers. The article is about boycott in two ways: as an ethical decision made by each person and as a collective action that works on the basis of solidarity with Palestinians.

Linguistic Analysis

The article emphasizes the consumers, especially the youth, as agents of resistance. As consumers observe material processes, they portray themselves as being directly engaged in boycott practices in the form of boycotting, shunning, checking list and searching for local replacement. Ethical reasoning and moral responsibility are further highlighted by statements as “we do not want our money to contribute” related to mental processes.

The slogan "Did you kill a Palestinian today??" is designed to create an explicit moral link between the consumer and the Palestinian's suffering, thereby deepening the feeling of moral responsibility. Brothers in Gaza and support Palestine create a collective identity and social responsibility. High modality is used in statements that focus on duty and commitment, whereas medium modality is employed when speaking of possible economic implications, offering a balance between moral certainty and practical considerations. Nominalizations like boycott campaign, solidarity, movement, and economic consequences make boycott an organized and institutionalized manner of resistance.

Figure 10: *Palestinians Hold Posters Calling for a Boycott of Israeli Products During a Protest.*



Visual Analysis

The photographs show protesters carrying “boycott” placards and a billboard with the words “Did you kill a Palestinian today?”. Both the visuals make for a very strong connection between the

choices made by the consumers and the humanitarian crisis in Gaza. While they are used as offer images, they also evoke emotional involvement through children's images, strong slogans and symbolic images of suffering.

Compositionally, posters and billboards occupy the most salient positions, ensuring that the boycott message dominates the visual field. Together, the textual and visual elements construct digital resistance as an emotionally charged, socially mobilized, and morally justified movement that extends from online activism into everyday consumer practices.

Article 9: Boycotting Israel, Economic Activism or Self-harm?

This analytical commentary was published in Dawn (2024) and discusses the social and economic consequences of the boycott movements in Pakistan. In contrast to articles that see boycott as a moral duty, the writer suggests that boycott is a complex phenomenon and contemplates its role as a means of effective economic activism and its effects on local economies and workers. The article thus provides a critical and balanced discussion of boycott discourse.

Linguistic Analysis

The article makes a case for boycott as a complicated and fraught topic, by spreading agency out among consumers, corporations, experts, and the social forces. Collective expression is used, for example, by referring to “public sentiment” or “individuals are quietly channelling their anger” and highlighting collective action instead of individual action. Corporations are primarily represented as participants who are affected, such as in the statements of “declined business” and “closed outlets” and “scaled down operations.” In the meantime, experts and commentators are highlighted by “he noted,” “he observed,” and “he raised doubts,” which lend an analytical and evaluative style to the reporting.

Ethical words like genocide, anger, resentment, and violent conflict emphasize ethical issues while economic words like sales decline, inflation, investment gap, and market trends highlight practical issues. Some aspects of boycott activity are problematized by negative expressions like harassment, hooliganism and mob violence. The article also includes low and medium modality, such as “it's hard to dissect”, “may revert” and “I am inclined to believe”, which are words that show uncertainty and invite readers to think critically and make their own conclusions. The social actions are often nominalized, as in the phrases “public sentiment,” “sales decline,” “economic repercussions,” and “consumer preferences,” further distant from the reader and help to emphasize the analytical qualities of the discourse.

Figure 12: *A Red and White Graphic Symbol Featuring a Prohibition Sign Overlaid on the Word "BOYCOTT".*



Visual Analysis

The picture shows a red stop sign with the word “BOYCOTT” written on it. As a conceptual image, it symbolically represents rejection and resistance rather than a specific event. The message is universal and impersonal, since there's no human presence, and the fact that it's in the center and red makes it stand out in the image.

Text and visual elements point to boycott as an effective form of resistance, and as a potentially damaging economic choice, as both are considered together. The article is not about giving readers a stand to take, but about asking them to consider the moral, political and economic aspects of boycott discourse.

Article 10: JI Strongly Condemns Israel for its Ongoing Onslaught in Gaza

This article, published in Dawn (2025), provides details of a protest organised by Jamaat-e-Islami (JI) against Israeli activities in Gaza that included the declaration of a nationwide strike in Pakistan. This report does not look at boycotts as a consumer choice, but rather a political, religious and collective resistance on a larger scale. The article situates boycott in a larger frame of solidarity with Palestine, through speeches, demonstrations, and appeals for a boycott throughout the country.

Linguistic Analysis

The article highlights JI leaders and protesters as active agents of resistance. In material processes like “announced a nationwide strike,” “urge supporters,” and “will wage a jihad through boycotts,” resistance is envisioned as organised, purposeful and future-oriented. Verbal processes such as “he said,” “he urged,” and “he demanded” placed political leaders as authoritative figures leading the public in how to interpret events. Expressions for protesters include demonstrators, supporters, and people from all walks of life, highlighting the role of collective action and social cohesion. Israel is, in contrast, represented by violence and destruction – the aggressor-victim narrative.

The discourse is strongly ideologically and resistively oriented as seen in the lexical choices. Words like onslaught, atrocities, genocide, bloody military campaign create a negative image of Israel while words like solidarity, humanity, faith, Palestinian cause creates a positive image of moral righteousness for the boycott movement. The religiously charged terms, such as jihad, further put resistance on a religious level. The discourse is dominated by high modality indicated in statements like we will hold a full strike, people must stand up, which express certainty, obligation and urgency. Nominalizations such as solidarity march, nationwide strike, boycott campaign, and military onslaught are a way to institutionalize resistance and to make it seem like a well-organized political event.

Figure 13: *Supporters of the Jamaat-i-Islami (JI) Party Hold a Poster as They Gather in Solidarity with Palestinians During a Protest in Islamabad*



Visual Analysis

The accompanying images show political leaders speaking to a crowd, large demonstrations, Palestinian flags and protest signs. These images depict resistance in various ways, including as organized political action and as a symbol of solidarity. Authoritative gestures, such as the raised finger of JI leader Hafiz Naeemur Rehman, convey a sense of power and leadership, while the crowd scenes highlight the importance of community engagement and support.

Although the images operate as offer images, their varying distances and angles create emotional engagement and reinforce legitimacy.

Compositionally, Palestinian flags, protest banners, and political leaders occupy the most salient positions, directing attention toward themes of solidarity, resistance, and moral commitment. Together, the textual and visual elements construct boycott as a collective political and religious movement, presenting resistance not merely as consumer activism but as a moral and national obligation.

Findings and Conclusion

Findings

In this chapter, the main arguments and findings of the study, based on multimodal discourse analysis presented in Chapter Four, are distilled.

1. Boycott is a Pakistani Newspaper Discourse in the Framing of the Text

The analysis shows that the boycott of Israeli products in Pakistani newspapers is not one-dimensional, but multi-layered and with several sometimes overlapping viewpoints. Consistent with Entman's framing theory, newspapers selectively highlight some aspects of reality to affect understanding of the audience.

The economic frame is a dominant one in which boycott is conceptualized as a measurable market reality – in terms of market share, fall in sales, consumer response, economic consequences etc. This framing is designed to make boycott something that is "observable" and thus measurable by statistics and market trends. At the same time, there is a moral-humanitarian paradigm, in which references to civilian suffering, injustice, and solidarity with Palestinians can be found. The words used in advertising, such as atrocities, genocide and humanitarian crisis, make boycott an ethical response to the Gaza conflict seem like it could be, and consumption an ethical act of moral activism.

Another finding that emerges from the analysis is the political-institutional frame, in which boycott is coded as collective action that is enabled by political parties, religious organizations, and state authorities. Media coverage of boycott depicts it as a legitimate political option, conscripts reference to committees, nation-wide strikes and organized boycotts. In the meantime, other articles are written from a critical-economic perspective, which challenges the effectiveness of boycott, and also looks at the potential economic implications, including loss of business activity, unemployment, and self-harm. These contesting frames further illustrate that the boycott talk in Pakistani newspapers is not monolithic, but rather complex and contested.

2. Language Ideologies in Newspaper Coverage

The study recognizes a number of simultaneous language ideologies in newspaper texts. The most prevalent one is the moral-humanitarian ideology which frames the consumer as an ethical subject, acting in a way of resistance through everyday consumer choices. Boycott is described as a morally right action with words like solidarity, victims and human rights.

In parallel, an economic-pragmatic ideology sees boycott as an economic rational, with the concepts of revenue, market share, sales downturn and consumer demand as its focus. In this view, it is not a moral duty but more a practical matter. It also sheds light on a political-religious ideology in which Palestinian supporters are portrayed positively and Israel is negatively presented, and which is based on an "us versus them" dichotomy. These patterns of ideology help to build collective identities and reinforce bigger political and religious narratives. Perhaps more importantly, and indicative of the tension in newspaper discourse between moral responsibility and economic realism, is the fact that these ideologies coexist.

3. Multimodal Construction of Digital Resistance

Results show that digital resistance is built up with the interplay of linguistic and visual resources. Both the text and the images help to set the context, explain, and position the idea, but the images

are used to evoke emotion and add persuasive power. Images of consumers, marketplaces, protests, banners and boycott campaigns make resistance a visible and relatable social practice.

The visual aspects of boycott often serve to make boycott look like a normal way of doing business in the supermarket, market, and public space. Protest images evoke collective and emotional resistance, while market images highlight economic action and consumer choice. Corporate images, however, can appear stable and resilient, reducing the appearance of the effects of boycotting campaigns.

Overall, the study confirms that newspapers employ multimodal means to build up boycott as valid digital resistance. The amalgamation of language and visuals makes resistance look morally, politically, economically and socially relevant, thus giving a voice to traditional media in re-contextualizing and legitimizing digital activism in Pakistan.

Conclusion

In the current study, it has been found that Pakistani newspapers build the boycott of Israeli products by weaving together various interconnected frames such as economic, moral, political and critical. Boycott is not a simple issue, newspapers do not offer a single perspective on it, but rather a multifaceted one involving ethical, political and economic considerations. The results show that the discourse of boycott is ideologically motivated and that it embodies different understandings of resistance and consumer activism.

Implications of the Study

This research has strong implications both on academic, professional and social levels in that it underscores the potent role of language and visual representations in creating meaning, ideology and the perception of societies in the media discourse.

- Provides new insight into discourse analysis, applied linguistics, and SFL by demonstrating how discourse and visual representations create ideology in media.
- Shows how meaning-making using images, layout, and visual design can be explained using multimodal discourse analysis.
- Provides journalists insights about how framing and multimodality influence the audience interpretation.

Recommendations for Future Study

The current research might be expanded upon in the following ways. The authors may study how the boycott issue is portrayed in print and electronic media, and they might then compare their findings. Readers' interpretations and responses to multimodal depictions can be investigated to discover the impact of their readings. There are numerous holes in the present studies that can be addressed in future research.

Conflict of Interest

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