

Impact of Truck Quotes as a Different Mode of Communication in Pakistani Society: A Multimodal Discourse Analysis

Bushra Rasheed

Email: bushrarasheed23@gmail.com

M. Phil. (linguistics), Institute of Humanities and Arts, KFUEIT, Rahim Yar Khan, Punjab, Pakistan

Sadaf Nisar

Institution: Shah Abdul Latif University, Khairpur., Department: English literature and linguistics

Akram Ali Phulpoto

Email: akram.phulpoto@smbbmu.edu.pk

Lecturer English @ ELC Shaheed Mohtarma Benazir Bhutto Medical University larkana, Sindh Pakistan

Abstract

This newfangled research is masterpiece evidence in the dominion of the research field, an exertion towards capturing the impact of Pakistani truck quotes; a great Pakistani culture. The study undertakes multimodal discourse analysis embedded in the sayings on the Pakistani Trucks The evidence for the existing research was educed from the truck quotes by using different resources. The study uses some selected verses for sampling, which were taken from the websites. The congregated statistics were later evaluated by using contextualization thematic analysis to capture the essence of quotes by highlighting and considering the broader socio-cultural context as well as embedded on trucks. Inductive reasoning is used by the researcher in this study as Themes emerge from the data without being constrained by pre-existing theoretical frameworks. In this research multimodal analysis of truck quotes was used to identify common themes and their societal implications. The study finds the discourse of sad emotions, feelings, requests, Satire on the Nation, Revenge attitude & severe pain, warning of having love, A good wish, and Love towards a Personality. In the end, researchers presented some recommendations on the base of the results.

Keywords:

Culture, contextualization thematic, truck quotes, multimodal analysis, theoretical frameworks

Introduction

Truck art in Pakistan is not just a visual spectacle but also a rich form of communication. Here's a detailed exploration of how truck quotes serve as a unique mode of communication within Pakistani society: Impact of Truck Quotes as a Unique Mode of Communication in Pakistani Society Truck quotes often reflect the values, humor, and sentiments of Pakistani society. They frequently feature local proverbs, religious phrases, and witty remarks, which provide insight into the cultural identity and social values of different communities. This art form helps in preserving and propagating cultural narratives and communal identities (Ullah et al., 2020; Maitlo, Tumrani & Ali, 2022; Rao et al., 2023). Guinier, L. (1998) described as "Many truck quotes serve as a form of social commentary, addressing various issues such as politics, social justice, and everyday struggles". They often use humor to comment on societal norms and challenges, making complex issues more accessible and engaging to the general public (Zafar et al., 2022). This playful approach helps in initiating conversations and raising awareness about social issues. Truck art, including its quotes, offers drivers and owners a means of personal expression (Shabbir et al., 2020; Zaidi et al., 2023). The quotes can reflect personal beliefs, experiences, and aspirations.

They serve as a narrative tool, allowing truck owners to tell their own stories or share messages that are important to them. This personalization adds a unique character to each vehicle and connects the owner with the community.

In a country with diverse linguistic and educational backgrounds, truck quotes bridge communication gaps by using simple, relatable language and visuals. They convey messages in a way that is accessible to people from various educational and socio-economic backgrounds. This democratization of communication ensures that messages reach a wide audience (Farhat, 2019; Yousaf et al., 2021; Maitlo, Soomro & Lashari, 2023). Truck quotes are a part of a larger tradition of truck art, which is known for its vibrant colors and intricate designs. The integration of quotes into this art form represents an innovative approach to combining visual and textual art. This fusion not only preserves traditional artistic techniques but also modernizes them by incorporating contemporary themes and expressions (Hina et al., 2023). The popularity of truck art, including quotes, contributes to the livelihoods of artists and craftsmen who specialize in this form. It also influences popular culture and media, creating a broader recognition of truck art as a significant cultural phenomenon (Lone et al., 2023). This recognition can enhance cultural tourism and support local economies. So, truck quotes in Pakistani society represent a distinct mode of communication that blends art, culture, and social commentary (Shakir et al, 2012; Mughal et al., 2023). They reflect the values and humor of the community, provide a medium for personal and public expression, and contribute to both artistic and economic landscapes (Abbas, 2016; Zainb et al., 2020; Bhutto et al., 2023). This vibrant form of communication continues to evolve, maintaining its relevance and impact in modern Pakistani society.

Problem Statement

The problem statement is a clear and concise summary of the research problem, typically contained within one paragraph; its function is to identify the issue. Research problems emerge from research gaps, which themselves can emerge from multiple potential resources, including new frontiers, new contexts, or disagreements within the existing literature. The researcher as Pakistani decides to promote the famous culture of Pakistan on the international level. The researcher explores how the quotes on the trucks communicate and leave a great impact on the readers by using multimodal discourse analysis. The present research study will benefit linguistic scholars in the future.

Research Objectives

- Research aims to find the impact and way of communication of quotes on the readers.
- To highlight and multimodal analyze the quotes embedded in the truck.

Research Questions

1. How do truck quotes communicate and leave an impact on the readers?
2. What multimodal analyzes the quotes embedded in the trucks?

Research Significance

- The present research is directed with the intention of pursuing hidden meaning in the quotes and the beauty of this art in which way they are described gives a different way of communication.
- This masterpiece work will prove as a prodigious contributor to the dominion of the research field; not particularly in the linguistics area but also in other areas of education.
- It is anticipated the research will probably prove supportive for attaining the erudite concept of communication in the contemporary world.
- Existing research focuses on how truck quotes reflect societal values, beliefs, and humor. It is an overview of the evolution of truck art in Pakistan and its significance.

Research Limitations

- The present research is not only limited to a particular nation but also restricted to the few selected quotes selected for analysis.
- Merely multimodal discourse analysis is made by sidestepping semiotic analysis and translation study etc.

Literature Review

A literature review is a written overview of major writings and other sources on a selected topic. Sources covered in the review may include scholarly journals and websites. The purpose of the literature review is to gain an understanding of the existing research and debates relevant to a particular research topic (Ahmad, Maitlo & Rao, 2022; Jeevan et al., 2023; Maitlo, Tumrani & Farhat, 2023). The literature review of the present study comprises the following points, as Theoretical Framework, Multimodal Discourse Analysis, and some previous studies related to the theme, followed by a research gap. There is also a reference to the four resource model, together with specific information about the five semiotic systems (linguistic, visual, audio, gestural and spatial).

Theoretical Framework

Present research highlights Relevant communicated theories on non-verbal communication and symbolic interactionism. Truck quotes as symbols that convey meanings and cultural narratives. These symbols help in shaping and reflecting societal values. Analysis of recurring themes in truck quotes such as patriotism, love, wisdom, and humor. How truck quotes contribute to community identity and social cohesion. For instance, they might promote regional pride or collective social values. How truck quotes influence and reflect the socialization process among different age groups and communities. Truck quotes as a form of visual and textual non-verbal communication. Understanding how these messages are perceived and interpreted. Analysis of truck art as a unique medium of communication that bridges traditional and modern forms of media. How truck quotes can create or resolve cognitive dissonance by challenging or reinforcing existing beliefs. The role of truck quotes in eliciting emotional responses from the viewers, such as humor, nostalgia, or motivation.

Multimodal Discourse Analysis

This approach focuses on analyzing not only language use, but also other modes of communication, such as images, gestures, and layout. It is often used to study digital or visual media, with the aim of understanding how different modes of communication work together to create meaning.

Previous Related Researches

Samina (2018) analyzed the “Impact of Truck Art as Popular Culture on Pakistani Society”. This study highlights an extensive introduction of an extraordinary art which is an outstanding amalgamation of art and crafts in the form of ornamentation and embellishment of heavy vehicles. It also covers the styles and materials used in ornamentation and philosophy that is adopted in various patent schemes and objects. Truck art, as popular culture, is an attempt to examine and unlock the deeper significance of metaphors that are accepted by people in dissimilar ways. Analysis of frequently conveyed messages through skillfully employed epigraphy and poetic interpretations leave an ironic effect and make it more fun than its aesthetic value. Such interpretations enable one to become a detective with the most interesting analysis of cultural beliefs, taboos, traditions, and values. Unquestionably truck art as popular culture plays an active role in communication and is a strong medium of expression.

Awais (2021) analyzed the “Speculative Design for Education: Using Participatory Methods to Map Design Challenges and Opportunities in Pakistan”. This study highlights context of Pakistan – a country where challenges pertaining to both access to education and quality learning predate the pandemic. A context largely under explored in design and HCI research. This paper presents insights from conversations with 21 stakeholders across 15 design activities that were structured around speculative design proposals to collaboratively envision the future of education in Pakistan.

Research Gap

A research gap is a question or problem that has not been answered by any of the existing research studies within the research field. Few pieces of research have been conducted on truck art culture in Pakistan and showed the aesthetic value of the artwork on trucks and the use of deductive analysis. The researcher fined the gap and tried to fill it by using multimode discourse analysis. The Truck art is beautiful and leaves a profound impact on the viewer and readers and it's the duty being Pakistani to promote its culture and this unique way of communication by Pakistanis.

Method and Material

Ahmad, Maitlo and Jeevan, (2023) stated that, “research methodology is the part of the research study in which researchers give an account of the research methods, which they have used to conduct their research” (p.402). The methodical procedure used for data collection to resolve the problem is called research methodology, its function is to provide the systematic structure of the research study, and moreover, it's part of a study in which the researcher gives an account of the research methods used in research (Ahmad, Shahid & Farhat, 2023;). It contains on research design, research population, research sample, and research instrument, followed by the processes of data collection and analysis (Rasheed, Sarwat, & Shahzad, 2021; Ahmad, Iqbal, & Rao, 2023). “Design of the research comprises of the whole procedure which is conducted research” (Ahmad, Farhat & Choudhary 2022, p.524). Research design is a logical and systematic plan prepared for directing a research study; it's a framework of methods and techniques chosen by a researcher to combine various components of research (Amin et al., 2023).

“The population is defined as a set of individuals, data, or items from which a statistical sample is taken” (Younus et al., 2023, p.3523). The research population also known as the target

population refers to the entire group or set of individuals, objects, or events from which a sample is drawn, while a sample is a smaller set of data selected from the entire population (Jalbani et al., 2023). The evidence for the existing research was deduced from the truck quotes by using different resources. The study uses some selected images for sampling, which were taken from the different sources. The congregated statistics were later evaluated by using contextualization thematic analysis to capture the essence of quotes by highlighting and considering the broader socio-cultural context as well as embedded on trucks. Inductive reasoning is used by the researcher in this study as themes emerge from the data without being constrained by pre-existing theoretical frameworks. In this research multimodal analysis of truck quotes was used to identify common themes and their societal implications.

Research Findings

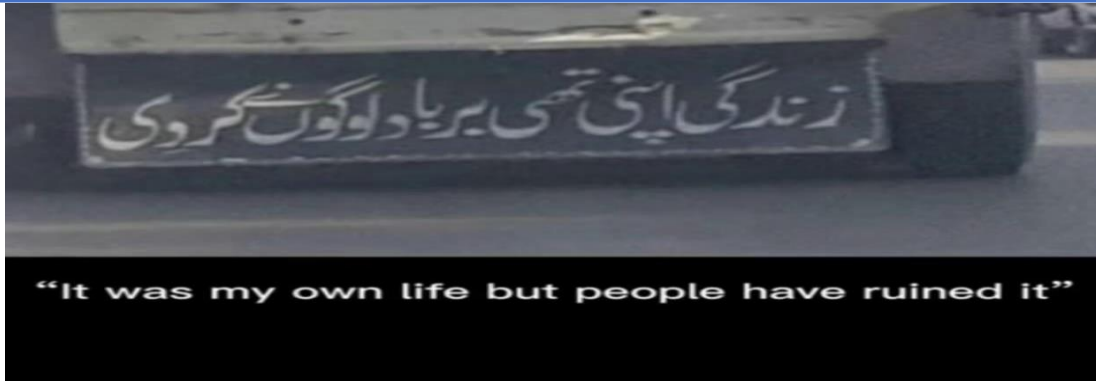
Principally the truck quotes represent the sad emotions, feelings, requests, Satire on the Nation, Revenge attitude & severe pain, Warning of having love, A good wish, and Love towards a Personality. Such types of saying/quotes or verses in this way can be the cause of catharsis of someone or a trick to create a link with the nation. This is an amazing way to communicate a message on roads. It is a nonverbal way of communication and an inspiring way to convey or spread a message.

Plate 01: Sad Emotions



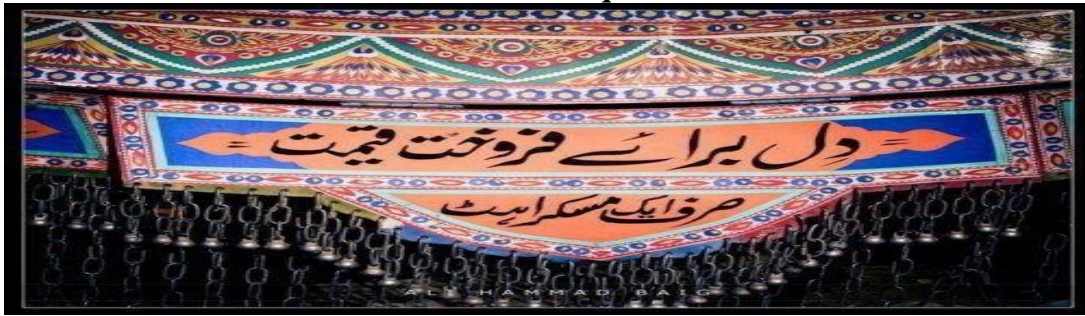
The English translation of these verse lines is as “**Sometimes I faced hardships, sometimes happiness; but the actual days of my young age spent in Saudia**”. These lines are showing someone’s hardships of life. By thematically analyzing these lines, it found actually, these lines are commanding directly to hardships of life by performing trinity functions; firstly, by earning money; secondly, sometimes he got happiness; and lastly, he spent the prime time of his age in another country. Consequently, these lines are presenting his specific discourse of sad feelings. As Pakistan is a developing country often people go to earn money in other countries and lose the youth time without their loved ones.

Plate 02: Feelings



This plate's English translation is as **"It was my own life but people have ruined it."** This quote shows the pressure of people on someone's life because of which his life is ruined. In Pakistan family culture often does not allow individuals to make decisions about their lives by themselves and in some cases, societal pressure makes a man quit his own heart's wishes. This plate shows a clear picture of Pakistani society and raises many questions as well.

Plate 03: Request



In the third plate chosen by the researcher, the quote translates as **"Heart for sale on just a single smile"**, this quote is a cute request. In other words in Pakistani society, it can be said as a flirty request.

Plate 04: Satire on Nation



This plate's English translation is **"Slowly blow the horn, Nation is sleeping"**. The Pakistani nation is suffering from many things even basic needs are not provided to a major population of the country because of poor Government policies that suppress the middle and lower middle class only. But they do not raise their voice for their rights.

Plate 05: Revenge attitude & Sever Pain



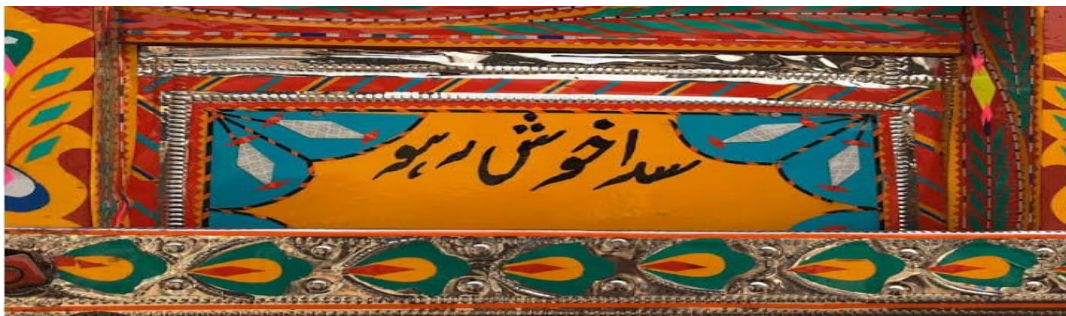
In plate 5 a quote and a verse can be seen, translated in English as “You don’t love, I don’t care”, and the verse below it is “Life is spent as a continuous struggle, I got punishment on which crime I don’t know.” Firstly in the quote, it is shown that the person is careless even if he is not loved by someone. Secondly in the verse severe pain is expressed which can be caused by loneliness, sadness, the lost of some loved ones, etc.

Plate 06: Warning of having love



Plate 6 is translated as “Take distance otherwise you will fall in love.” These words are often seen on trucks on Pakistan’s roads. It can be said that it is a naughty saying which gives a smile to the viewers or passengers coming behind vehicles.

Plate 07: A Good Wish



This plate’s English translation is “Always be happy”. This is a wish or a prayer for the people.

Plate 08: Love Towards a Personality



The plate 8 is translated as “ **Enemy of thieves, friend of poor, prisoner number 804**”.The majority of Pakistanis love a single leader Imran Khan, who is in jail nowadays. On this plate, someone is showing his love towards Him. These lines show that Imran loves the poor nation and is an Enemy of thieves (the corrupt politicians of Pakistan).

Plate 09: Marge Plates



Plate 9 shows the marge plates of different trucks. This is the beautiful culture of Pakistan and an excellent way of spreading a message or feelings.

Source: [truck pakistani quotes - Search Images \(bing.com\)](https://www.bing.com/search?q=truck+pakistani+quotes)

Discussion of the Findings

The findings of the present study revealed sad emotions, feelings, requests, Satire on the Nation, Revenge attitude & severe pain, Warning of having love, A good wish, and Love towards a Personality. The first plate is representing “**Sometimes I faced hardships, sometimes happiness; but the actual days of my young age spent in Saudia**”. By thematically analyzing these lines, it found actually, these lines are commanding directly to hardships of life by performing trinity functions; firstly, by earning money; secondly, sometimes he got happiness; and lastly, he spent the prime time of his age in another country. Consequently, these lines are presenting his specific discourse of sad feelings. As Pakistan is a developing country often people go to earn money in other countries and lose the youth time without their loved ones. In the next plate, the quote is translated as “**It was my own life but people have ruined it.**” This quote shows the pressure of people on someone’s life because of which his life is ruined. In Pakistan family culture often does not allow individuals to make decisions about their lives by themselves and in some cases, societal pressure makes a man quit his own heart's wishes. This plate shows a clear picture of Pakistani society and raises many questions as well. In the third plate chosen by the researcher, the quote translates as “**Heart for sale on just a single smile**”, this quote is a cute

request. In other words in Pakistani society, it can be said as a flirty request. This fourth plate's English translation is "Slowly **blow the horn, Nation is sleeping**". The Pakistani nation is suffering from many things even basic needs are not provided to a major population of the country because of poor Government policies that suppress the middle and lower middle class only. But they do not raise their voice for their rights. In plate 5 a quote and a verse can be seen, translated in English as "**You don't love, I don't care**", and the verse below it is "**Life is spent as a continuous struggle, I got punishment on which crime I don't know.**" Firstly in the quote, it is shown that the person is careless even if he is not loved by someone. Secondly in the verse a severe pain is expressed which can be cause of loneliness, sadness, loss of some loved ones etc. Plate 6 is translated as "Take **distance otherwise you will fall in love.**" Often on trucks, these words are seen on Pakistani roads. It can be said that it is a naughty saying which gives a smile to the viewers or passengers coming behind vehicles. The seventh plate's English translation is "Always **be happy**". This is a wish or a prayer for the people. The plate 8 is translated as "**Enemy of thieves, friend of poor, prisoner number 804**". The majority of Pakistanis love a single leader Imran Khan, who is in jail nowadays. On this plate someone is showing his love towards Him. It shows that Imran loves the poor nation and is an Enemy of thieves (the corrupt politicians of Pakistan). Plate 9 shows the marge plates of different trucks. This is the beautiful culture of Pakistan and an excellent way of spreading a message or feelings.

In this present study through thematic analysis Identified and discussed major themes and messages conveyed by truck quotes. An Impact assessment evaluated how truck quotes influence public attitudes, social norms, and cultural practices. Profound communication and emotions are shown in the analysis. If compare the impact of truck quotes with other forms of communication in Pakistan then It can be understood that through visual and non-verbal communication a message can be conveyed and leave a long-lasting effect on viewers. This way is a key insight into the role and impact of truck quotes as a mode of communication. Quotes on trucks have practical implications for understanding cultural expression and communication in Pakistan. Truck quotes reinforce regional and cultural identities in Pakistan by providing a medium through which local values and humor are expressed. The visual and textual nature of truck quotes creates a unique form of non-verbal communication that complements and contrasts with traditional and modern media. This framework provides a structured approach to investigating the multifaceted impact of truck quotes in Pakistani society. It integrates cultural, social, and psychological perspectives to offer a comprehensive understanding of this unique form of communication. Some findings of this research partially match with the findings of some previous researchers especially Sheikh, (2018), Truck art, as popular culture is an attempt to examine and unlock the deeper significance of metaphors that are accepted by people in dissimilar ways. Analysis of frequently conveyed messages through skillfully employed epigraphy and poetic interpretations leave an ironic effect and make it more fun than its aesthetic value Khan et al., (2021). Speculative design for education: Using participatory methods to map design challenges and opportunities in Pakistan. Only the previous research done by Sheikh, S. Z. (2018), closely matches with the present study.

Recommendations

- Suggestions for further studies on evolving trends in truck art and its impact on modern communication.
- Future researchers can work on multimodal pictures having messages in themselves.

- As there are few pieces of research on the current topic so there are a lot of ways to find new concepts and things from this beautiful art and way of communication.
- The present research paved the way not only to multimodal analyzes the truck quotes but it can be applicable while conducting critical discourse analysis.

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