Aim: To better understand social stratification we took advertisements, tv shows as they target the audience.
Then looked into the different dimensions like:
- Age
- Gender
- Region
- Language
- Religion
- Occupation
- Wealth/Income

Instaflex ad:

Source:

https://www.ispot.tv/ad/7NeD/instaflex-most-powerful-joint-pain-relief# - instaflex joint relief

Setting:

The ad mainly refers to people suffering from the joint discomfort and this ad targets the audience to buy their product. It shows the different situations in which people suffer from the joint pains. It also shows how their joints feel after using instaflex. Then seeing people enjoying their lives jumping and enjoying themselves after using instaflex. Then he says that there is no need to buy the product right away. You can buy it after using it as a trail for 2 weeks.

Laguage:

The advertisement is in very formal English and it is filled with encouragement towards buying the product and this mainly tries to attract people to buy their product and make people trust their product they are offering 2 complimentary weeks. And they even have an helpline for any issues regarding the instaflex. So basically here the advertizer is grabbing the attention of people by the free schemes by which people are usually mesmerized. The lines like "If you need joint relief don't miss this giveaway". And the phrases "Relieve discomfort", ""Increase flexibility", and "Improve mobility".

Sound Effects:

The simple background song increases the enthusiasm in the people for buying the product and using it for relieving the everlasting joint pains. Then in the second half the sounds feel like the people are enjoying their lives without any pains.
Other works:

- Form Preparation
- Sanitation of Collected Data
- Data Analysis and Graph Visualisations
- Report of the Analysed Data

Interview - 'Ram Pothineni Exclusive Interview'

https://www.youtube.com/watch?v=q6fD4FsaF_A

- Telugu talk show
- Host: iDream telugu movies
- Interviewers:
    - iDream employee
    - Sachin tendulkar

OBSERVATIONS:

- Occupation:
    - Cricketer
- Code-mixing:
    - Observed
- Addressing:
    - Employee to Ram →garu, meeru, sir
- We can also see some wordings and vocabulary changes in one of the interviews.

- Non - Linguistic Observations

    - Posture and body language

Some advertisements in Telugu were analysed, and the linguistic and non-linguistic features leading to social stratification were identified.

● Linguistic

　　○ Phonetic features

　　○ Lexical features

　　○ Code switching and mixing

　　○ Register and jargon usage

　　○ Accent

● Non-Linguistic

　　○ Setting

　　○ Clothing

　　○ Body Language

　　○ Visual & Sound effects

Then we created an excel sheet containing features and dimensions of all the ads collected to analyse the ads more deeply.

Then public opinion on the ads and their relatability towards the ad.

Link	Language	Brand/Product	Analyzer	Age	Gender	Region	Language	Religion	Occupation	Wealth/Income
https://www.ispot.tv/ad/7NeD/instaflex-most-powerful-joint-pain-relief	English	Joint Relief	Srijith	45-80	M,F	World,Urban	English		Middle-Old age people	Upper/Upper-middle class
https://www.youtube.com	Telu	Big Bazaar	Sri	25-6	M,F	South	Telug		Movie	All

/watch?v=HwIpQupD8U4	gu		jith	0		India, Urban	u		actors	
https://www.youtube.com/watch?v=al1Ex5TyMC4	Telugu	Fortune Sunflower Oil	Sri jith	25-45	M,F	South India, Urban	Telugu	Classical dancer	Middle/Upper class	
https://www.youtube.com/watch?v=vzFxTJDRqR8	Telugu	OLX	Sri jith	18-60	M,F	South India, Urban	Telugu	Trading	Lower/Lower-Middle	
https://www.youtube.com/watch?v=zRxh0R8AiiQ	Telugu	PediaSure	Sri jith	4-10	M,F	South India, Urban	Telugu	Normal child	Upper-Middle/Upper class	

Challenges:

For the ads the advertisers have to think about the target audience and be able to convey everything they want to convey exactly within a short time. For this they focus on linguistic and non-linguistic features of the ad.

Collecting the data and the responses was difficult and the collected data was also not reasonable since many of the people didn't understand the meaning of this form as most of them are not familiar with linguistics. Collecting data in person would be a lot better and the data was also not satisfying as there were ads of 4 different languages.

language relatability

Not Similar
20.0%

Similar
37.3%
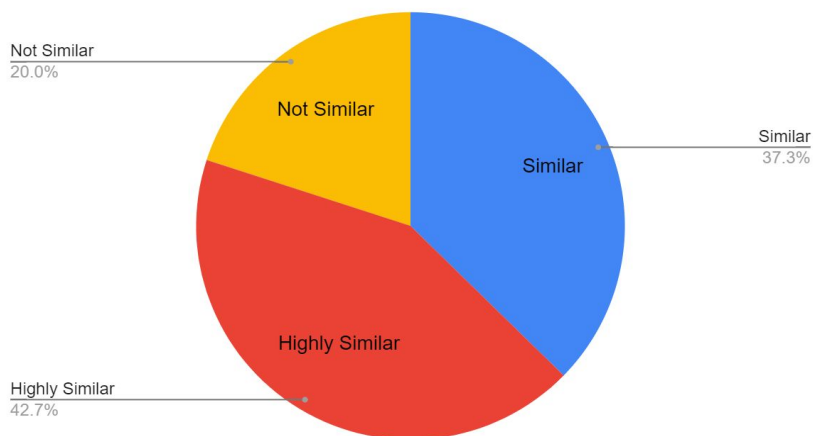
Highly Similar
42.7%

Since most the people who filled this form are of Andhra Pradesh or Telangana.
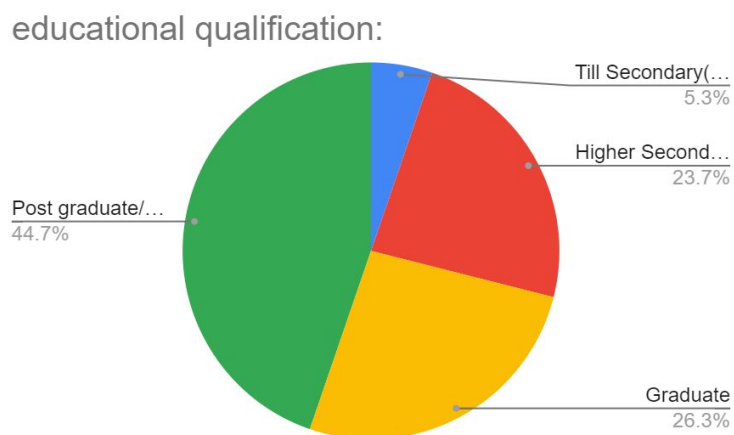The percentage of highly similar and similar are high.
The most of the not similar is due to the people who filled the form.(like from other states).
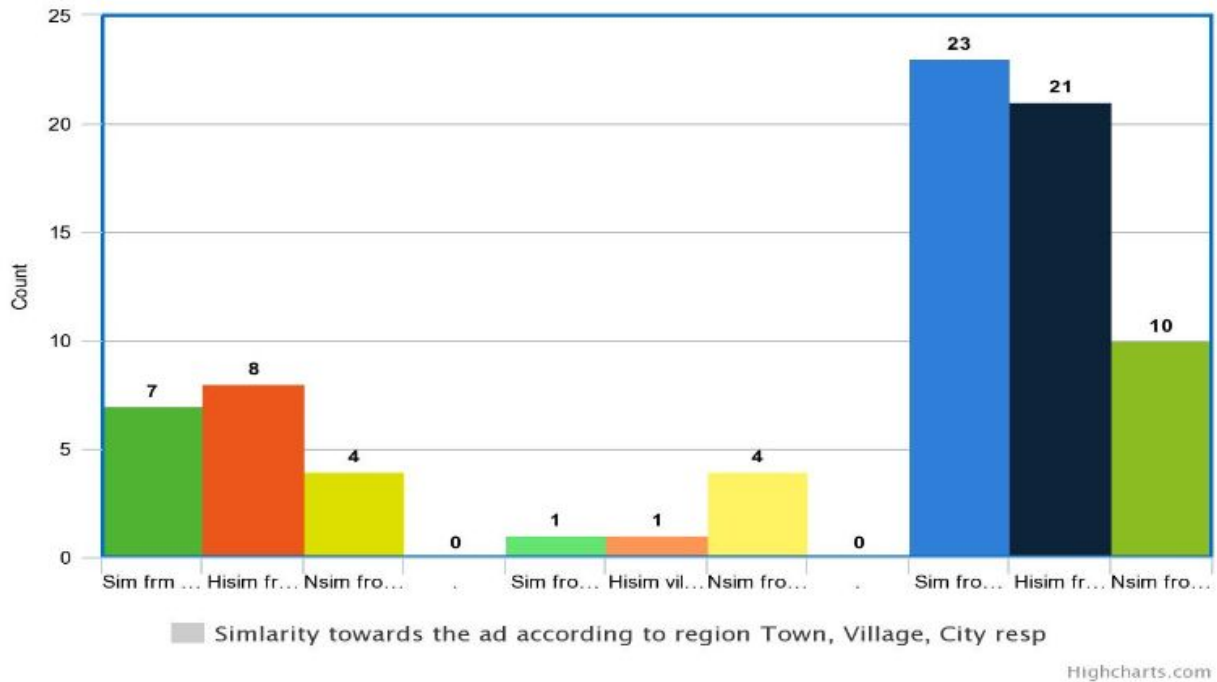
OBSERVATIONS:

Most of the people are from cities use the packaged milk so the percentage the people using the milk city is max and in village is the least because most people in villages have cows or buffalos for farming or other reasons so they don't depend on packaged milk.

Count of Enter your region

Village (Rural)
3.9%

Town (Sub-urban)
25.0%

City (Urban)
71.1%
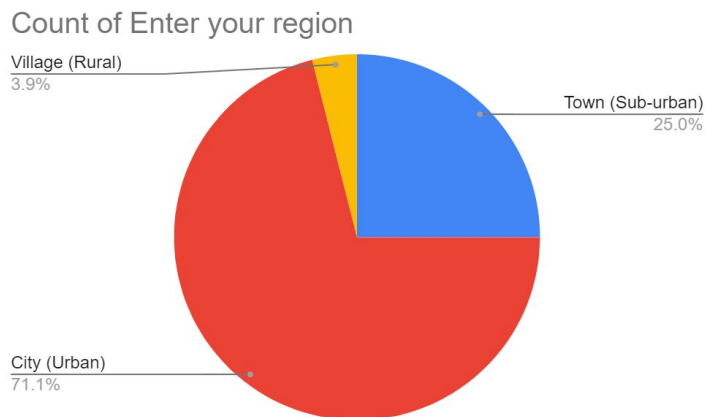
Most of the people who filled the form this ad are of graduate or postgraduate because most of them start to live their own lives. Like living independently.
So this is relatable to parents and early adults.

educational qualification:

Till Secondary(…
5.3%

Higher Second…
23.7%

Post graduate/…
44.7%

Graduate
26.3%

Simlarity towards the ad according to region Town, Village, City resp

As you can see from the above graph that the people from village have the most not similar percentage and for town it's avg and for city the not similar percentage is the least.