



## **A Thematic Analysis of Wall chalking Advertisement: A Case Study of Karachi, Pakistan**

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### **Abstract**

This research aimed to examine the culture of wall chalking advertisements done in major areas of Karachi. The research is both analytical and descriptive. Content analysis technique was used by taking more than sixty advertisements for the visual examination, furthermore, the advertisements were divided into categories and sub-categories according to their content. The visual content was collected to give a detailed overview of the types of messages disseminated across Karachi along with an unstructured interview conducted from a painting artist. Seven areas of Karachi were selected for the content collection. Findings show that there is a market for the consumption of the messages like black magic experts, magic masters for love marriage, and solutions to sexual problems, early marriages, etc. However, there were few commercial wall-chalking advertisements like car training schools, painters contact numbers, fattening tablets, wet, mobile accessories shops, hotel promotion, and plot required for restaurants. The present trends in urban landscape are diminishing the role of the wall chalking advertisement and rendering more problems for the commercial painters.

**Keyword:** *Wall chalking, Outdoor advertising, Graffiti, Illegal advertisement, Black Magic*

### **Introduction**

Wall chalking is done at large in Pakistan, but this study is limited to analyzing the wall chalking advertisements in Karachi only. It is done either for publicity or for spreading the information. . Nowadays several countries across the globe invest their money

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in this particular kind of advertisement to promote the products and services.

Philip Dearden & Betty Andressen reported that advertising images sometimes depict the picture of the way we see ourselves or willing to see ourselves, it also assists us in gaining the information on several matters such as styles along with entertainment and lifestyle. The outdoor recreation if studied in terms of a background activity can be referred to as a conspicuous element in the current advertising field.

Moreover, particular types of activities are now being used in advertising than before, along with this, some specific products use more outdoor recreation than other products in their advertising campaigns. Furthermore, the study indicated that all those activities that appear in advertising tend to get more attention from the common public which might results in two things, either increase the audience's participation directly or indirectly increases the popularity of products. (Dearden & Andressen, 2018)

Wall chalking is similar to graffiti and it is found everywhere, whether it is a building, house, or roads. The major issues highlighted by graffiti are related to gender, family, and personal life. As Maryam Farnia reported, there is no proper definition of the term street art so it can be defined as the exercise by artists when they draw/ paint/ write something on the walls. Usage of different tools is done for painting the walls such as brushes, spray paints, even fingers to write a political message or sometimes the walls are used as the platform to express the

creativity, the best way to explain this is the way any child would use the brush for on any paper. (Farnia, 2014)

Nevertheless, street art should not be defined as fancy chalk impressions done by children; or about someone who painted the walls with stories or any design rather it has much more and strong meaning such as writing or painting the walls with some kind of statement, particularly a political statement, moreover it can also be termed as the work and art done for the public to see or read. Somrita Ganguly explains street art as not only the painting of legends on the walls instead it refers to the creation of modern urban mythology. (Ganguly, 2015)

Wall chalking is quite common in Pakistan and is widely used by politicians, small-scale ventures, and the public to share their views, and express their opinions and emotions. Anika Khokhar concluded that these days a lot of brands and companies are using wall chalking advertisements as a strong marketing strategy. (Khokhar, 2020).

The objective of this research is to analyze the wall chalking advertisements done in major areas of Karachi. Since it is an affordable way of promotion of products so the majority of the companies both small and large-scale firms use it. Moreover, the types of wall chalking done in different areas have also been studied in depth that how wall chalking advertising done in one area is different from the other. In this research, only commercial messages were studied, and no political or religious messages were taken under study.

### **What Is Wall Chalking Advertisement?**

Wall-chalking can be referred to as the illegal utilization of any private property. People in Pakistan are involved in wall chalking activity as there are fewer platforms for advertising purposes or for expressing their emotions. Advertisement of all sorts of businesses is done via wall chalking as it is less expensive. Moreover, the majority of the political parties make the use of this unofficial medium of advertising for promotion purposes. Though the laws have been introduced against the wall chalking advertisement and illegal advertising still they are not followed. There are several other mediums for advertising and promotion; nevertheless, people use the walls of this beautiful city. Nonetheless, wall chalking advertisement has been transformed into street art in Karachi. (The Nation, 2019). It is further supported by Sirach Lapyai who elaborates that graffiti is similar to wall chalking and it refers to casual writing or painting a figure or design, sometimes crude writing or writing on any surface comes under the graffiti. (Lapyai, 2003)

### **Acts against Wall Chalking:**

Wall chalking has been considered a crime and hence there are laws against it and also against those who are involved in it. Still, the walls of Karachi are flooded with every type of wall chalking whether it is related to the promotion of products, expression of thoughts in favor of or against any political party/ politician, or expression of religious views. Multiple acts have been passed by Punjab, Sindh, Balochistan, and A&JK governments against expression on walls respectively that were similar to one another. (law.ajk.gov.pk, 2016), (pabalochistan.gov.pk, 2016)

As per the Sindh Act of the prevention of defacement of property act, no individual is allowed to deface any property to attract attention, the contravention by anyone will face up to six months imprisonment or five thousand fine or with both. Furthermore, within thirty days of commencement of the act, all the existing defacement of property must be removed, and the cost of the removal would be paid by the parties accountable for that. (Sindhlaws.gov.pk. 2013)

As per the Islamabad prohibition of expressing matters on walls act, no one should affix any poster/notice/placard or advertisement on the walls either with paint or chalk for attracting the public attention, anyone who goes against the bill will be imprisoned for a minimum one and maximum two years or a minimum fine of one thousand rupees or with both. Moreover, within thirty days of commencement of this bill, all the existing expression matters shall be removed. (Senate.gov.pk. 2016)

### **Literature Review**

This section of the study reviews the key researches and literature that specifically explains the wall chalking/graffiti in the world. This chapter is devoted to literature relating to wall chalking/graffiti in support of this research. It will discuss the various researches conducted on the subject matter previously.

It is a paradox that the all the literacy activities which are taken as taboo in Pakistan are available for public view easily, so Rabia Mahmood, Faiza Saleem & Fatima Zafar Baig analyzed the stigmatized literacies that are practiced overtly and are full of ideologies; the study further investigated the influence these stigmatized literacies have on the common public. Some literacy

practices are taken as a taboo in Pakistani society, yet the public sees them outside everywhere they go and have now become an important part of our society. Both qualitative participant observation and quantitative random sampling have been applied in this research study. The conclusion revealed that the majority of the public literacies have been widely stigmatized in Pakistani society, approximately all literacies included sex, sexual illnesses, sexual desires, and objects such as women, all these unrestricted literacies had hidden ideologies for common people, in addition to this, wall chalking has been mostly done for males only and even titles of local movies were related to females but were made to grab men's attention. (Mahmood, Saleem, Baig, 2014)

Wall chalking is used in different sectors such as by politicians, small-scale ventures and it is also used by the common individuals to express their views. Aniqah Khokhar investigated the hermeneutic framework for explaining customer perception regarding wall chalking as a marketing technique. This research followed a qualitative interview technique and results were analyzed after collecting detailed responses from respondents based on their personal history regarding wall chalking. In light of the hermeneutic model, the researcher concluded that personal history plays a major role in shaping the opinion of people. All respondents had a different history and different opinion about wall chalking but were strongly against brands using wall chalking as a marketing/ promotion strategy. (Khokhar, 2020)

An examination of Thai campus graffiti looked at the factors behind students using graffiti for communication along with how graffiti represents the Thai society. Sirach Lapayai

followed a qualitative technique for which campus graffiti from three Thai universities were selected which defined a different type of socio-economic level along with reflecting the diverse mindsets as the socio-economic status of Thailand varies from province to province. The study concluded that graffiti for Thai students serve as a platform for ideas and opinions that are considered taboo in Thailand. (Lapyai 2003)

An attempt was made on studying how feminist street artists contribute to feminist literacy which in turn serves as a non-formal platform for females to participate in forming a better society both online and offline. Anna Augusto Rodrigues did an in-depth interview of feminist street artists as a part of the qualitative method and content analysis was followed as a part of the quantitative technique. This research indicated that street art by feminist artists can contribute to formal learning spaces. The art can be termed as a feminist public pedagogy that allows the women to educate themselves regarding the social issues about which the education is unavailable in the formal institutions. (Rodrigues, 2018)

Graffiti is also found in Malaysia like Pakistan and the Malaysians use graffiti art for beautification of urban areas. Nor Izana Mohd Shobri & Siti Rasidah Md Sakip examined the graffiti art in Malaysia and public opinion about it and also completed the visual examination of graffiti near Klang River in Kuala Lumpur, Malaysia. The sample size of 80 respondents was taken under study along with semi-structured face-to-face interviews from the people in this regard. The survey form was categorized into four parts i: e demographic features, knowledge, perception,

and likeness towards graffiti. The analyses were done through SPSS. The results indicated that the majority i: e 77% of respondents explained graffiti as a form of art and not vandalism. 57% of respondents responded that graffiti helped them in crossing the river whereas 62% did not know about graffiti. (Shobri & Sakip, 2017)

Attention towards any advertisement is beneficial for increasing the effectiveness and also helps in increasing the memory related to the product/ brand. Rick T. Wilson, Daniel W. Baack & Brian D. Till investigates whether the creative advertisement is sufficient to grab the attention of the audience or it must be noticeable/ visible too. Both billboard advertising and urban expressway were studied in detail to check the impact of outdoor advertising. Results revealed that capturing attention is mandatory before making people remember creative brand advertising. The evidence further supports that features such as the size of the billboard, brand loyalty, and visual qualities play a major role in brand recognition. Quantitative survey and experimental methods were used and a neuroscience software program was used to check and analyze the attention capture threshold. The study showed that only billboards that were located at a 9-mile stretch of the highway could be remembered and those located at a distance could not be productive in making people remember the ad. (Wilson, Baack & Till 2015)

Graffiti art is not only used by the general public; it is also used as a way by the students to express their views, thoughts, and opinions about certain things and powerful people. Maryam Farnia evaluated the classroom graffiti done by Iranian students



to create a thematic presentation. This study focused on how students use graffiti as a mode of communication and a platform to share their opinions. The classroom walls were used as the primary platform for the expression of their views. The study was quantitative as the content analysis was done of approximately 200 graffiti art pieces. Random sampling was followed by taking three classes understudy from Esfahan University and analyses were done after capturing the pictures of inscriptions. Co-ed classes are conducted at this university for more than 50 students. The walls were not painted for the previous five years. The content was divided into multiple themes such as love, hatred along with religion, and politics but issues such as sexual issues, racism, and politics were not displayed in a transparent and detailed manner. Furthermore, the religious theme was sub-categorized as it includes the content related to Shiites Muslims only. So, the teachers were recommended to check on students' writing on walls. (Farnia, 2014)

Outdoor advertising has been termed as the fastest traditional advertising medium as reported by George R.Franke and Charles R.Taylor who presented a meta-analysis (quantitative summary) of approximately 100 survey forms that were gathered in eight decades from nearly 100,000 participants regarding billboards. According to the results, the vast majority (both historically and presently) was in favor of billboards and was strongly against its ban. Moreover, the findings supported the notion that individuals prefer information school advertising in contrast to market power school advertising. (Franke & Taylor, 2017)

### **Advertising The Magic System**

According to this approach, which is one of the articles of Raymond Williams book explains that in advertising the Magic System is classified into two categories; one is the culture and second is economy. As per the cultural aspect, the value of the product is changed from just a good to an idea of what the person will be after purchasing certain products. For example: In the Coca Cola advertisement, everyone is shown happy so the audience starts to believe that the drink will make them happy if they buy it. The advertisement world gives rise to the fantasy world, furthermore the masses fear that they will be unaccepted if they don't buy a particular product or avail the service. Williams calls this as the primary reason behind people buying the products, the advertising is like a magical system that displays the luxuries as needs and attracts the audience to buy things even when they don't need it.

The second aspect is the economy form, which explains that the advertising field should grow to a large-scale industry to prove the existence. So, the advertisements are created for the goal of reaching the masses and also to generate money so that it can become a huge business. In the initial period, advertising agencies were not developed but they grew later and were transformed into established businesses. The advertisements often carry a meaning with a powerful message. The majority of the commercials shown on television touch the client's values along with emotions and strong beliefs. Basically, the advertisements work as magic for the spectators which usually hide the

fundamental intention of companies which is to sell goods and generate profits. (Williams, 1961)

### **The Hidden Message**

Vance Packard in his book “The Hidden Persuaders” explained the hidden message by the advertisers to manipulate the audience through various advertising techniques. According to Packard, the advertising is extremely dangerous as it uses human psychology to spread hidden messages full of emotions. Since the actual messages are not visible so the consumer’s critical resistance is avoided and hence minimized. This approach is used by the majority of the advertising companies to persuade the customers, change the buying behavior, perspective of the audience through psychoanalysis and social sciences. Whether it is about selling ideas, thought or a product, the companies play with the psyche of customers and hence convinces them to buy certain products. Furthermore, the persuaders are not only seen in influencing the consumers in purchasing the goods, but they are also actively participating in the political campaigns and industrial sector too. The book further sheds light on the motivational factor as people act emotionally towards the products while buying them. The advertisements show that buying oranges is like buying vitality, women don’t buy soap as it is for cleanliness but will prefer cream as it promises to make them beautiful as that’s how the products are displayed. (Packard, 1957)

### **Research Questions**

The literature reviewed and the theories studied now raises the following questions with respect to the research problem:

RQ 1. Which type of messages are disseminated across Karachi?

RQ 2. Is there any difference in the messages between different areas of Karachi as per the different socio-economic strata?

RQ 3. Why is it being used instead of other mediums?

RQ 4. Why it is still practiced even though deemed illegal by the government?

### **Methodology**

The undertaken research was both analytical and descriptive. More than 50 advertisements were studied in 7 major areas. Since most of the advertisements were in the Urdu language so the advertisements were translated first from Urdu to English language and then were divided categorically. Since wall chalking is done widely in Karachi and is not limited to promotional messages only, the political and religious messages are also a part of wall chalking, but this research study explained the wall chalking advertisements only. The advertisements have been divided into two categories -area of advertisement and nature of advertisement

An unstructured in-depth interview from a painting artist was also conducted. The interview was conducted so that it could be found out as how and why this type of advertising is so common in Pakistan, though it is not taught in any formal institution. There are other forms of mediums such as billboard advertising, magazines, newspapers, radio, and the mainstream media but the advertisements painted on the walls are different from the one audience sees on TV.

**Results**

Following were the major categories/ types of messages that were found during the content collection

**Table 01:** *Public Service Messages*

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| <b>Type of Messages</b>           |
|-----------------------------------|
| Social Service Messages           |
| Education Messages                |
| Road Safety/Traffic laws Messages |
| Civic Awareness Messages          |
| Welfare Messages                  |
| Healthcare Messages               |

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**Table 02:** *Stigmatized Advertisements*

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| <b>S.N</b> | <b>Type of Messages</b>                                    |
|------------|--|
| 1.         | Black Magic experts  |
| 2.         | Magic masters for love marriage                            |
| 3.         | The solution to sexual problems through black magic        |
| 4.         | Removal of obstacles in marriage                           |
| 5.         | The solution to all problems of life through magic masters |

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**Table 03:** *Promotional/Marketing Messages*

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| <b>S.N</b> | <b>Type of Messages</b>             |
|------------|-------------------------------------|
| 1          | Legal Advisories                    |
| 2          | Safe Drinking Water                 |
| 3          | Veterans Services                   |
| 4          | Driving Training Services           |
| 5          | Electronics & Mobile accessories    |
| 6          | Academic and Technical Institutions |
| 7          | Beauty Salon Services               |
| 8          | Construction and Renovation         |
| 9          | Air/Railway Travel Services         |
| 10         | Weight loss/ dwarfism treatment     |

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**Table 04:** *Telecommunication/Social Media Messages*

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| <b>S.N</b> | <b>Type of Messages</b>            |
|------------|------------------------------------|
| <b>1</b>   | TV Channel Promotion               |
| <b>2</b>   | Telecom Service Offers/ Promotions |

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**Discussion**

The study has examined the ways wall chalking advertisement is used for the promotion and selling of products and services by both large- and small-scale companies and people. This section of the research paper will answer the research questions through the collected content and interview.

**RQ 1. What type of messages is being disseminated across Karachi?**

Karachi is a hub of business and a mixture of different cultures and mindsets. All areas included diverse messages. Though the repetition could be seen in the advertisements, still the walls of some areas were completely different from the other areas. For example: when the wall chalking advertisement of University Road was analyzed then it can be stated that the road was flooded with different kinds of advertising in which the major type of messages was related to black magic experts such as Aamil bangali, sawitri mai, jeewan daas or contact magic masters for love marriage, solutions to problems, early marriages and to save you from all spells, etc. However, there were few commercial wall-chalking advertisements too like car training schools, painters contact numbers, weight-gain capsules, veterinarians, mobile accessories shops, hotel promotion, and plot required for restaurants. Furthermore, beneath a bridge near university road,

some posters could also be seen such as Japanese language courses, fattening medicines, dispensary ads, etc.

District central in collaboration with different paint companies have made tremendous efforts to paint the walls for the goal of beautification. The walls were painted with famous buildings and mosques of Pakistan by Nelson Paints. They also included social service messages advertisements by Diamond Supreme Foam, Reliance Paints and Jawa Paints such as cleanliness messages, road safety messages, walls were painted with objects such as mountains, fishes, horses, children cleaning the road, trees, Tomb of Quaid, Teen Talwaar, Habib Bank Plaza and Frere Hall, etc. Besides, some poster advertisements could also be seen related to weight loss pills, dispensaries, treatment of men's sexual problems, Umrah packages, Daycare Montessori, radio station, repair services for walls and roofs, shops for school/college uniforms/shoes.

Korangi# 1 comprises of multiple ads that were related to healthcare services, social services, healthcare, commercial, welfare, some ads were education-related, some were related to legal advisory such as filing a divorce, marriage, or bail of a victim but here too stigmatized ads could be found.

Roads on Korangi number 2 had a combination of wall chalking advertisements such as rental services, stigmatized ads, social service, welfare messages, and telecom messages along with civic awareness messages. The public service messages included helpline for missing children, cleanliness messages by Superkote and Nelson Paints, whereas the promotional messages were about plots, Ufone, beauty salon and stigmatized wall

chalking advertisements included pills for a perfect body. Posters could also be seen related to educational and technical institutes etc. Moreover, Brighto Paints Company painted the walls with pictures of PSL players due to the PSL 5 tournament.

Lines area comprised of almost all kinds of ads i: e social service messages, civic service messages such as helpline for abducted children, graffiti art by Samaa channel, social service of government with the collaboration of Inverex for the beautification of walls, nonetheless, stigmatized ads take the lead and it was found here too along with Telecom service ad and of a welfare trust.

The Shahrah-e-Faisal road near Landhi district was flooded with stigmatized content of various sorcerers; nonetheless, the walls were also painted with commercial advertisement and train services.

The wall chalking advertisement in Scheme-33, Gulzar-e-Hijri includes some of the ads that were not found anywhere else such as household repair ads, blacksmith ads, weight-loss capsules, and complete treatment for dwarfism. Other than these ads, the rest of the ads were similar to other areas such as occultist services, commercial advertisements such as painters' contact numbers, and educational promotion.

**RQ 2. Is there any difference in the messages between different areas of Karachi as per the different socio-economic strata?**

It is supported by Linda Bates's research who explains that the location of graffiti is quite essential as the fully covered walls with advertisements can be seen along the most traveled and busy roads/footpaths which gets the highest exposure from the public.



(Bates, 2014). A similar trend can be observed in Karachi where the following factors were found that contribute to the variance in wall chalking advertising in areas.

1. There are a plethora of wall chalking advertisements in those areas where the writ of government institutions is weak. Although cantonments areas in Karachi and posh localities, the rate of wall chalking advertisements is very low
2. It also varies from area to area with concern to the diversity in the population. For example; Public service messages are witnessed in developed areas rather than developing localities.
3. A major factor that contributes to the classification of wall chalking advertisements is the literacy rate in a particular area. Social stigma advertisements target those segments of society who are not educated and therefore vulnerable.
4. Another factor that contributes is ethnic diversity in a particular area. For example, if something is peculiar to a particular ethnicity then suitability of area matters.
5. IELTS or other education service advertisements are meant to target a socially strong stratum of society.

**RQ 3. Why is it being used instead of other mediums?**

According to the craftsman Haseeb painter, most of the companies use this medium of communication because it is cheap and affordable. But the major reason behind this is that it is reachable, no matter where the passengers are going, they stop and look around the things surrounding them whether it is a billboard, shop, garbage, or anything. While traveling to different places people do not have much to do so they also read the things

they see and wall chalking advertising covers the roads, so it becomes easy to reach the clients through this medium. Furthermore, billboard, print, and electronic mediums are expensive and not everyone can afford to buy a space in the newspaper or install a billboard, so some companies prefer wall chalking advertising.

He also mentioned that companies pay him only 5000-7000 rupees for one advertisement and it is read by several passengers in a day as against to if they will advertise their product in mainstream media, the advertisement will not be seen by so many people and will cost them much more. Moreover, there is no time limit for removal of the advertisement; it can stay on walls for an unlimited and indefinite period. It is further supported by Linday Bates (2014) that graffiti and street art have always been famous among common people and are widely appreciated by the masses.

**RQ 4. Why it is still practiced even though deemed illegal by the government?**

As mentioned earlier, it is the cheapest and easiest way to reach multiple consumers with less money and less time. Though there are laws against wall chalking in Pakistan, and the laws are passed by different provinces in a different course of time after making amendments. But, the reason behind this is that no matter how many times, the walls are whitewashed, the walls will be painted again as the painting artists are unemployed and their only concern is the payment and not the damage they are doing to the walls and Pakistan's reputation. Moreover, the illegal businessmen such as the magic experts are untraceable as they

don't have a formal office, there are unlimited in number, so it is not easy to arrest them.

Another reason for this is that the people are facing a lot of issues such as marriage, job, and, weight, etc. and the only solution they think anyone can give them are these magic experts who do not have their own houses but guarantees to solve others' problems. So, it can be stated that the public is also responsible for such content as they are regular clients of such fraudsters. It is further supported by Lindsay Bates who concluded that graffiti can be seen on bridges and buildings, it is designed and written with artistic sensibility and it is often seen in most strange places. There is a high risk of arrest for the craftsmen too for simply painting the names on walls. (Bates, 2014)

### **The Walls and the Traveler**

Karachi, the capital of Sindh is the largest city in Pakistan and the seventh largest city in the world, takes its population travelling via its road network for long routes. With concentrated industrial areas, economics centers, markets, the Karachiites are used to commute miles every day and each time for their employment, educational, shopping and leisure needs. It can be safely said that the distances which are shuttled between by the population here, takes at least one and half hour one way each day, which means that an individual is on the road for at least 3 hours each day. It is not surprising that the walls alongside the roads in this city are an effective tool to disseminate messages to a large, disintegrated, heterogeneous population.

The commuter in personal and public transport is looking out the window (except of course the driver) for three hours,

being exposed to the advertising painted across the city. This exposure has led to advertisers use this medium to capture the consumer by repetitive messages painted across the city. The time and length that a Karachiite spends on the road with recurring traffic jams allows these messages to be read in detail. Imagine hundreds of commuters sitting in a bus stuck in slow moving traffic for hours, looking outside, observing, reading these advertisements.

The presence of wall chalked advertisement is observed more in the areas where residents use public transport on choked roads with the products which could not have been advertised in the mainstream media like magicians or treatment for sexual weakness, due to censorship policies or financial constraints of the sponsor. Nevertheless, the market-consumer relationship is quite well defined here as there is a need for these products in the indigenous population. A company which would have to pay in hundreds of thousands for an advertisement can advertise the same product in just 5000-7000 rupees and reach thousands of clients in a day. Though the other mediums of promotion/ advertisement have a time bar but according to Haseeb Painting artist, the advertisement can stay on the walls till they are either whitewashed or someone else paints them with another advertisement.

Declared illegal by the government, the troubles for this business are never ending. The advertisers' messages get painted over repeatedly, arrests and raids have taken place for the small-time agencies and painters. These days, the state is actively participating in beautification of walls of the city which has

created a problem for this market. The walls are now taken over by the landscaping departments of the state who are trying to enhance the city's outlook by using this canvas to disseminate messages related to the culture of Karachi. In this scenario the artist who has been involved in painting these walls for decades has been left out. The painting professionals are not highly educated neither they have a proper training center, most of them have learned the craft from their fathers. (Haseeb 2020)

### **Conclusion**

The present study aimed at conducting a detailed and complete analysis of wall chalking content which is done at large in the busiest and famous city of Pakistan i: e Karachi. Although wall chalking advertisement has been prominent in Karachi, nevertheless, it is still in its infancy stage as far as the acceptance is concerned due to the laws introduced by Federal and Provincial governments. Though multiple advertisements can be seen on the walls the major part included the stigmatized advertisements which are not found anywhere except on the walls of Karachi. Pictures of more than 50 wall chalking advertisements were captured by the researcher from major areas of Karachi, Pakistan. Previous researches on the subject matter were also taken under study. Out of seven major areas of Karachi, road walls from six were painted with stigmatized advertisements e.g.: contact sorcerers for love marriage, divorce, and solution to all problems. Moreover, the majority of the advertisements were painted in the Urdu language instead of the English language. The color used in advertisements was mainly black with white background; however, some other colors could also be seen.

Also, repetition was observed by the researcher but most of them were related to black magic. The wall chalking phenomenon is also supported by the scriptwriter of “Bomb It” documentary in which he explains that writing on walls is also very common because even if a child is given a pen or any writing material, the first thing he does is writes on the wall. But there were other kinds of wall chalking advertisements too such as public service messages, telecom offers, repair and renovation, welfare, civic and social service messages. The researcher focused on advertisement only, but some walls were painted with political and religious messages too even some warned the people for writing on their personal property. Similar advertisements could be found in all areas.

Since the government and NGOs are making efforts to remove the wall chalking and painting the walls with different messages and objects so there are chances are in the future that this kind of advertisement might not be seen in Karachi. The majority of the walls of Karachi City has been whitewashed due to the government’s order or beautification of walls has been done by NGO’s, due to this factor, there are chances that this kind of advertisement might not be seen in the future so people can benefit from this study and it will provide them the details about this kind of advertising that will become obsolete over time

#### **Limitation and Recommendation**

The study has focused only on wall chalking advertisements and does not include political or religious advertising and agendas. Since advertising is a vast field so this particular research study will not take the consumer perspective or marketing tools into

consideration. The data used in this study has been collected from both primary and secondary sources. Though the researcher tried to collect all the related content regarding the study, still some limitations could be observed.

Due to shortage of time and the pandemic situation of the city, only major areas were selected and wall chalking advertisements from all areas of Karachi could not be taken, moreover, wall chalking has different categories so all the categories have not been covered in the research so it is suggested for the future researchers to cover the remaining categories too along with the areas. Furthermore, it is also recommended for the future researchers to study the impact of wall chalking advertisements on the public.

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