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Understanding Narrative Structures, Linguistic Choices, and Stylistic Devices in English Literature to Optimize Content Creation for Digital Marketing Platforms

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ABSTRACT

This study explores how narrative structures, linguistic choices, and stylistic devices derived from English literature can be strategically applied to optimize digital marketing content in Pakistan. As Pakistani digital platforms become increasingly competitive and content-saturated, marketers require approaches that move beyond conventional promotional communication toward content that is engaging, persuasive, memorable, culturally relevant, and platform appropriate. A qualitative interpretive research design was employed, using semi-structured interviews with 17 Pakistani participants with experience in digital marketing, content creation, copywriting, communication, and English language and literature. The interview data were analyzed using reflexive thematic analysis, resulting in six major themes: narrative structures as the foundation of engaging content; linguistic choices for audience connection and accessibility; stylistic devices for memorability and persuasion; AI-assisted content creation adaptation of literary techniques; emotional engagement, persuasion and consumer connection; and human creativity, literary expertise and AI-assisted content creation. The findings culminate in a Literary-Digital Content Optimization Framework integrating audience, narrative, linguistic, stylistic, cultural, platform, AI, and performance considerations. The study contributes a practical and theoretically grounded approach for Pakistani marketers and content creators seeking to develop more engaging, persuasive, authentic, and human-centered digital communication.



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1 Introduction

1.1 Background of Research

The fast-paced growth of digital technology has changed the ways in which organizations connect with consumers in Pakistan. Today, social media platforms, websites, ecommerce and digital advertising have emerged as increasingly valuable spaces to communicate a brand, engage customers and grow a market. This transformation has created a business environment in which companies compete not only on products and prices but also on the content quality, relevance and credibility that they deliver. Digital audiences are inundated with a deluge of promotional messages, making it essential for brands to create messages that audiences engage with and remember. Digital Storytelling offers a crucial tool for doing that, as it enables the organization of information in the form of stories that bring together ideas, experiences, feelings and actions. Alexander (2017) suggests that digital storytelling is a form of storytelling that takes place in new media spaces, and McErlean (2018) points to the ability of interactive and transmedia stories to produce more immersive forms of communication. In this dynamic context, digital content creation in English literature is a resource that can be tapped but remains comparatively under-researched. Literary narratives offer a set of common techniques for character, conflict, development, solution, imagery, metaphor and symbol, and emotional expression.

The techniques can be transferred to social media posts, blogs, adverts, video scripts, websites and branded storytelling. Basu (2025) notes the significance of effective digital content writing, and Ludwig et al. (2013) have shown that the style and affective content of online communication can have an impact on consumer reactions. As with Lee et al. (2019), the narrative features and linguistic style of digital messages can influence reactions to them. The connection between the two is especially significant in Pakistan where English is still a major language in Higher Education, professional communications, the business world, advertising and a variety of digital contexts. The transformation of language and technology-mediated interaction (Khan et al., 2026) is further

evident in Pakistan's overall shift towards digitalization of education and AI-driven communication. This makes the study of how literary narrative techniques, linguistic choices, and stylistic devices can be integrated into effective digital marketing strategies an opportunity to bridge the gap between the two seemingly disconnected fields of English literature and digital marketing.

1.2 Problem Statement

With this growing digital landscape, brands, businesses, influencers and content creators are constantly competing for the attention of their audience and the environment is getting more and more competitive. Digital marketing is now the key component of communication strategies, but much digital content remains highly promotional, repetitive and product/service oriented. Such communication can convey information but does not always create the emotional connection, emotional connections, memorable experiences, or cohesive story lines that are necessary in a noisy digital world. The study of persuasive systems highlights the role of message design and audience characteristics in shaping responses to marketing communications (Braca & Dondio, 2023), while linguistic research shows that language and style can impact persuasive results (Ciobanu & Dejica, 2025; Yousaf & Shahid, 2025). Despite the progress, very little has been done to explore English literature as a structured resource for developing techniques to optimize digital marketing content. While there are existing studies on storytelling, linguistic persuasion, digital engagement and AI-generated advertising from various angles, there is still a lack of qualitative evidence regarding the interpretation and application of literary narrative structures, linguistic choices and stylistic devices in the professional practice of Pakistani content creators (Hasyim & Ash-shiddiqi, 2026; Munaro et al., 2021; Sun et al., 2025). This study thus seeks to investigate this intersection in the context of digital marketing in Pakistan.

1.3 Research Questions

- RQ1.** How do Pakistani digital content creators use narrative structures in digital marketing content?
- RQ2.** Which linguistic choices do Pakistani content creators perceive as effective for audience engagement?
- RQ3.** How are stylistic devices from English literature adapted for digital marketing platforms in Pakistan?
- RQ4.** How do narrative and linguistic techniques contribute to perceived audience engagement and persuasion?
- RQ5.** What challenges do Pakistani content creators encounter when applying literary techniques to digital marketing?
- RQ6.** How can literary techniques be systematically integrated into digital marketing content creation in Pakistan?

1.4 Research Objectives

- RO1.** To explore how Pakistani digital content creators employ narrative structures in marketing content.
- RO2.** To identify linguistic choices that enhance audience engagement in Pakistan's digital marketing environment.
- RO3.** To examine the use and adaptation of literary stylistic devices in Pakistani digital marketing content.
- RO4.** To investigate how literary techniques contribute to perceived engagement and persuasive effectiveness.
- RO5.** To identify challenges associated with incorporating English literary techniques into digital content creation in Pakistan.
- RO6.** To develop practical recommendations for integrating literary techniques into Pakistani digital marketing strategies.

1.5 Significance of the Study

The time of this research is important because it brought together and synthesized knowledge areas that have been explored individually, in the context of English literature, linguistics, narrative studies, persuasion, consumer behavior and digital marketing. Literary techniques are not

just aesthetic elements of a text; they can also be used as communication resources in the development of functional and persuasive digital products, which marketers can apply so that the functional and persuasive digital content created by them is more attractive. This interdisciplinary viewpoint has the potential to amplify and supplement the existing conversation on digital storytelling and persuasive communication by focusing on the translation of the principles of literary practice to marketing in the modern era. The contextual relevance of the study is that it has been focused on Pakistan. These days' digital transformation is shaping the way of doing business, communicating with the consumers, education and even communications among the professionals in Pakistan. The potential importance of technological transformation in emergent economies is also reflected in research in the field of digital technology and economic development in South Asia (Rasheed & Ali, 2026). Meanwhile, studies that investigate digital consumer behavior highlight the increasing attention on digital audience behavior (Theodorakopoulos & Theodoropoulou, 2024). In real-world terms, the insights can be valuable for Pakistani digital marketers, content writers, copywriters, social media managers, advertising agencies, SMEs, startups, and e-commerce companies when it comes to crafting stories, choosing languages, and adapting their communication style. Furthermore, the characteristics of communication are important in shaping consumer reactions in the online environment as highlighted by the research of influencer and digital marketing (Migkos et al., 2025). Methodologically the study enriches the qualitative evidence by bringing the practitioners' experiences and interpretations in the focus, instead of exclusively engagement metrics. Qualitative inquiry is being used quite suitably to investigate participants' understanding, application, and adaptation of literary techniques in their actual content creation process (Ashraf et al., 2025).

2. Literature Review

2.1 Theoretical Framework

The integrated theoretical framework in this study is a combination of narrative theory, digital storytelling, linguistic style, persuasive

communication, and consumer engagement in order to explain the role of literary knowledge in creating digital marketing content. Narrative theory gives information about the structure of stories, including characters, conflict, progression and resolution. In digital and virtual spaces, these can be turned into interactive and platform-specific narratives and storytelling techniques that go beyond traditional literary methods (Alexander, 2017; Taufiq, 2021). Finally, digital storytelling highlights the ability of new media to integrate narrative, visual, interactive, and multimodal aspects to create meaningful experiences for the audience. Linguistic style is the second aspect of the framework as the selection of words, how words are used emotionally, sentence structure, and stylistic matching can affect the interpretation and response of audiences to digital messages (Ludwig et al., 2013). This view is reinforced by persuasive communication, which highlights the need to strategically design messages based on the characteristics of the audience and the desired responses (Braca & Dondio, 2023). Lee et al. (2019) also demonstrate that digitally communicated text messages that feature linguistic style and narrative content may affect reactions. Crovitz et al. (2022) also reiterate the importance of rhetorical and linguistic awareness in digital communication.

Accordingly, the proposed conceptual pathway is:

Literary Knowledge → Narrative Structure → Linguistic Choices → Stylistic Devices → Cognitive/Affective Engagement → Persuasive Digital Communication.

The framework conceptualizes literary techniques as strategic communication resources rather than merely aesthetic features.

2.2 Narrative Structures and Digital Storytelling

The narrative structure provides the architecture of the way information is organized and can be transformed into a meaningful and engaging story. Standard literary narratives have common elements such as a situation, a conflict, development, a climax, and a resolution. These structures can be applied to digital marketing to create hooks, customer problems, brand

journeys, transformation stories, and solution-oriented stories. Storytelling can make products appear in experiences that audiences can grasp and resonate with, instead of as commercial products. Alexander (2017) draws attention to the evolution of storytelling in the digital age, and McErlean's (2018) focus is on interactive and transmedia storytelling, which enable narratives to span across various platforms and media formats. Digital storytelling also allows an organization to include textual, visual, audio and interactive elements. Specifically, for social media platforms, narrative content can be shared via short videos, captions, visual sequences, stories and user-generated content. The study of narrative visualization shows the way in which the narrative structure can structure the complexity of the information and affect the interpretation of the audience (Bradbury & Guadagno, 2020). Digital storytelling in the cultural and heritage context, for example, shows how social media can link narratives to younger generations (Kasemsarn & Nickpour, 2025). The challenge for Pakistani brands is thus not just to follow universal patterns of storytelling, but to customize the stories in terms of local meanings, audience expectations, social realities, and communication practices. Digital stories can be infused with culturally familiar experiences, and they can still have modern marketing goals. As for the experiences of university students in digital storytelling, it also shows that there is a growing relationship between the use of digital storytelling and the use of communication via social media (Noor, 2026).

2.3 Linguistic Choices in Digital Marketing Communication

Language is one of the most critical tools for digital marketing messages to create relationships with audiences. A variety of words, sentence patterns, tone, pronunciation choices, degree of formality, emotional expressions can significantly affect the interpretation of a message. Ludwig et al. (2013) have shown that the style in which information is expressed (affective content) can be as important as the information itself, as it can shape conversion-related outcomes in online reviews. In the same way, Lee et al. (2019) consider linguistic style and message content to be vital qualities of digitally mediated communication. There are

also unique ways of communicating in online communities, with language having a potential effect on participation and engagement (Noguti, 2016). The use of conversational language can make a brand seem more approachable in marketing contexts, whereas addressing the audience directly, using such pronouns as "you" and "your," can lend a more interpersonal tone. On the other hand, if the audience expects something "down to earth," using technical or overly formal vocabulary can cause distance. The educational marketing discourse also shows how language can affect the creation and interpretation of marketing messages (Ciobanu & Dejica, 2025). It is particularly relevant in the context of Pakistan because of the use of English and Urdu (or mixed language) in the digital communication. Content producers can then purposefully adopt a language based on who they produce content for, where they wish to place the product, what kind it is and what they are communicating. Hasyim and Ash-shiddiqi (2026) stated that language strategies and platform-specific elements play a crucial role in shaping users' purchase intention, while Yousaf and Shahid (2025) demonstrated the persuasive effect of stylistic language within social media advertisements. Linguistic choices can therefore be perceived as strategic elements that make up the digital content, not just grammatical ones.

2.4 Stylistic Devices and Persuasive Content Creation

In English literature, there are many stylistic instruments to be adapted to the use of digital marketing communication instruments. Literary devices used to communicate beyond literal descriptions: metaphor, simile, personification, imagery, repetition, contrast, alliteration, symbolism, hyperbole and rhetorical questions. These can be used in literary writing to add meaning, feeling, imagery, and beauty. However, in the world of online marketing, their impact may extend even further, toward attention-grabbing and memorable, differentiating, emotional and persuasive. Today, rhetorical awareness is an important skill to have in digital communication (Crovitz et al., 2022) and language choices are connected to the production of critical and creative content. Similarly, Fitria (2024) connects creative writing skills to the increase of the creativity and expression levels.

These features can be especially helpful for marketers in challenging digital landscapes where consumers are inundated with a plethora of similar promotional content. Persuasive language research also shows that stylistic choices can enhance the effectiveness of communication in advertising. In the study of persuasive strategies in social media advertising discourse, Yousaf and Shahid (2025) identify ways the language can be planned to persuade the audience. Similarly, Basu (2025) highlights some of the key principles of effective digital content writing: clarity, creativity, relevance, and audience. Literary language has also gained new settings for its functioning in the wake of the development of digital media. Kashah et al. (2026) outline the changes in the literary language environments and writing styles that are related to digital media. Literary devices should not be used as embellishment in marketing copy, therefore. With strategic use, they can make ordinary product information into unique, memorable and emotionally charged digital communications.

2.5 Literary Creativity and Digital Audience Engagement

Creativity is becoming more crucial to digital marketing because audiences are constantly exposed to a variety of competing messages. Product-to-product communication, which is traditional, may have difficulty standing out if other brands are communicating in a similar way and with the same messaging and promotional offerings. Literary creativity offers a different way to think about content creation, and it invites content creators to try out new perspectives, images, characters, emotion, and language. Fitria (2024) points out the connection between creative writing and creative potential, which means that creative writing is not limited to writing in the literary field. Digital platforms offer even more opportunities for such creativity to be applied. Studies on YouTube videos show that certain features of videos can impact digital consumer engagement (Munaro et al., 2021). Likewise, online content communities reveal that the language employed in posts can have an impact on users' desire to interact (Noguti, 2016). These results indicate that the creative content is not just the quality of the aesthetic presentation but the construction of the message that can

affect the participation of the audience. The distinction between literary communication and the digital content of the era is further lost when dealing with digital literature and digital storytelling. The impact of digital literature and narrative on consumer behavior is illustrated by Taufiq (2021), and the creation of immersive experience through interactive and transmedia storytelling is shown by McErlean (2018). Even scholarship on video games and English language arts suggests that there may be a connection between narrative, digital media, and literary engagement (Nash & Brady, 2022). Literary creativity can be used as a differentiation mechanism for Pakistani marketers, therefore. Content producers can integrate culturally appropriate experiences into an emerging platform and narrative structures from literature. This can help brands move from promotion to content that resonates, has purpose, is fun and sticks with people.

2.6 AI, Digital Transformation and the Future of Content Creation

Generative AI's evolution is reshaping the creation of digital marketing content. Now, you can create advertising copy, social media captions, product descriptions, scripts, and other promotional messages at a remarkably fast pace using AI systems. Sun et al. (2025) explain the increasing significance of AI-generated ad copy by studying the performance of AI-generated ads. Content developers will benefit from efficiencies, but they will also face new challenges in ensuring originality, authenticity, differentiation, and human creativity. The relationship between AI and English-related creative practices is also becoming increasingly important. Zaman and Akhter (2023) point out the development of technological tools that integrate AI in English literature education, which has transformed the traditional dynamics of literary knowledge and digital tools. Likewise, Kashah et al. (2026) identify the changes of the literary language environment and literary styles caused by digital media. The changes indicate that literary competence may have to deal with technological competence in the future. It is especially important from a human perspective because the process of communication requires interpretation, cultural sensitivity, understanding of emotions, and assessing the context. In

Pakistan, studies on human-centric explainable AI highlight the need for trust and confidence between the user and the AI system when they are not a technical expert (Rehmat et al., 2025). This, of course, does not mean that AI should be used to replace human creativity. Rather, literary skills can equip human product creators with the tools to assess, enhance, context, and distinguish machine-generated text. Pakistan's overall journey to AI and digital education highlights the need for nurturing human capacity alongside technological integration (Khan et al., 2026). The technologically enabled marketing environment is also an emerging arena, such as immersive digital experiences, which exemplifies the complexity of today's brand communication (Abrar & Amjad, 2026). In this context, the understanding of literature can be especially useful for helping content creators ensure that AI-driven communication is unique, relevant, engaging, and culturally relevant.

2.7 Digital Marketing, Persuasion and Consumer Engagement in Pakistan

Digital marketing has shifted from a one-sided push marketing to one that is multi-dimensional, encompassing content production, social engagement, customer engagement, analytics, personalization and relationship building. Kingsnorth (2025) places a focus on integration as different digital marketing activities must complement each other to achieve the organization's objectives. In this context, communicating persuasively is particularly crucial since consumers are surrounded by multiple messages from various sources and may easily tune out content that seems disinterested or overly salesy. Based on persuasive systems research, marketing communication is effective only when it integrates the use of persuasive techniques, audience characteristics, and message design (Braca & Dondio, 2023). Likewise, the conclusions from influencer marketing research show that the nature of digital communication can impact consumers' behavior and preference for online shopping (Migkos et al., 2025). The results of this study reiterate the need to create content that caters to the audience's expectations and not just push out the normal promotional content. These changes are happening in Pakistan in the midst of the digital and economic revolution. A research study on the

role of digital technology and economic growth in the context of South Asia has revealed the growing importance of technological development in the context of emerging economies (Ali & Rasheed, 2026). A technology mediated marketplace, where social media and other digital media are important communication tools, is therefore gradually becoming the arena of Pakistani consumers and businesses. As consumers continue to generate more data, more marketers have more opportunities to gain a more systematic understanding of their online behavior. Theodorakopoulos and Theodoropoulou (2024) highlight the significance of big-data analytics in understanding consumer behavior in Digital Marketing. Meanwhile, new technologies like immersive digital environments are opening up new avenues for customer interaction and brand experiences (Abrar & Amjad, 2026). All these developments have gained importance as the quality of marketing communication is growing. Literary narrative, language selection, and stylistic techniques might give the Pakistani marketer other means to create a content that resonates with the target audience.

2.8 Gaps in Existing Research

There is ample existing literature on digital storytelling, persuasive communication, linguistic style, creative writing, consumer engagement and AI-generated content. But there are a number of key questions that remain. There is a gap in the discipline as it pertains to the connection between English literature and digital marketing. While literary scholarship tends to be directed towards stories, language, symbols and the meaning of style, digital marketing research typically targets audiences, platforms, persuasion and engagement, and performance. There is not sufficient development of the potential integration of these perspectives. Second, an application gap exists. While this digital storytelling research shows the advantages of narrative in new media settings, not enough research on the subject explains how the literary narrative structures can be applied to more common marketing activities, such as social media copywriting, advertising scripts, website content, and branded storytelling (Lee et al., 2019). Thirdly, there is a language gap: most studies on digital marketing tend to examine

engagement results rather than the specific language choices that lead to these results. Fourth, stylistic devices have not often been thought of as a coherent toolkit for optimizing content. While persuasive language and creative writing have been discussed in existing research, there is less attention given to the effect that metaphor, imagery, repetition, contrast, rhetorical questions and other rhetorical devices can have collectively in the context of digital communication (Basu, 2025; Yousaf & Shahid, 2025). Fifth, context is missing due to the inadequate qualitative research conducted in Pakistan among the digital marketing professionals and content creators. This is significant in the context of the unique language and culture of Pakistan. Lastly, a gap has opened up in the AI era. While generative AI can generate increasingly complex marketing language, authenticity, creativity, human judgment, and literary quality are concerns to consider. This rapidly changing landscape has been evidenced by research on AI-generated advertising (Sun et al., 2025); however, there is a lack of research that investigates if literary competence can be used to give a human edge in the creation of AI-assisted advertising. The present study explores the knowledge and understanding of Pakistani content creators about the use of narrative structures, linguistic elements, and stylistic techniques to maximize digital marketing content.

3. Research Methodology

3.1 Research Design

The study employs a qualitative interpretive research design to explore how Pakistani professionals understand and apply narrative structures, linguistic choices, and literary stylistic devices in digital marketing content creation. A qualitative approach is appropriate because the study seeks to understand participants' experiences, interpretations, professional practices, and reasoning rather than statistically test predetermined relationships. The interpretive orientation enables the researchers to examine how participants construct meaning around literary techniques and their practical relevance to digital communication. Previous qualitative research conducted in the Pakistani context demonstrates the suitability of interpretive

approaches for exploring participants' experiences and narratives (Ashraf et al., 2025; Imtiaz et al., 2026). Similar qualitative inquiry has also been used to examine experiences surrounding emerging AI-mediated practices (Rehmat et al., 2025).

3.2 Sampling Strategy

Purposive sampling was employed to identify participants with relevant knowledge and practical experience of digital communication and content creation. The study included 17 participants from Pakistan whose professional or academic backgrounds were connected with digital marketing, content writing, copywriting, social media management, digital communication, English language or literature, and content strategy. The selection criterion was direct or closely related experience with developing, evaluating, or managing digital content. Purposive sampling was considered appropriate because participants needed to possess specific knowledge relevant to the research questions rather than being selected randomly from the general population. The sample therefore provided information-rich perspectives on the application of literary techniques in contemporary digital marketing.

3.3 Data Collection

Data were collected through semi-structured interviews with 17 participants in Pakistan. Semi-structured interviews provided sufficient consistency across participants while allowing the researchers to explore unexpected perspectives and experiences emerging during the conversations. The interview protocol focused on participants' understanding and use of narrative structures, linguistic choices, literary devices, audience engagement, persuasion, platform-specific communication, cultural relevance, creativity, and AI-assisted content creation. Participants were encouraged to provide concrete examples from their own professional experience, as well as to discuss the challenges they have encountered in incorporating literary techniques into digital marketing materials. The method enabled the research to include overt practices and the basic rationale of the participants for the creation of content.

3.4 Data Analysis

Reflexive thematic analysis was used to analyze the interview data. The approach was chosen because it offers a systematic, yet interpretative way to identify, analyze and report patterns in qualitative data that have meaning. The analysis was carried out in six phases: familiarization with the interview material, initial coding, searching for possible themes, reviewing themes, defining and naming themes, and thematic narration. Braun et al. (2022) stress that reflexive thematic analysis should be considered as an interpretive analysis process rather than a step-by-step model. The approach and its practical application are further illustrated by Byrne (2022) and Hole (2024) draws attention to the need for careful and reflexive engagement with themed analysis. The analysis thus turned to patterns and significant variation in participants' accounts.

3.5 Ethical Considerations

Ethical principles were adhered to in the research process. Participants were briefed on the study objectives, their role in the study and the use of the information collected from the interviews. There was no enforced participation and the participants were told that they could drop out of the study at any time without penalty. Confidentiality and anonymity was ensured by the use of codes of P1 to P17 instead of the participants' names and other potentially identifying information. The interview data were collected and processed securely and were only used for research and academic purposes. Special effort was made to accurately depict the participants' voice without changing their meaning. The research also adhered to academic integrity by interpreting the answers in a responsible manner and providing evidence drawn from the gathered data instead of as a conclusion.

3.6 Participants' Profile

A total of 17 participants from Pakistan were included in the study. The participants were from diverse professional and academic backgrounds related to digital marketing and content creation, such as English language and literature, digital communication, digital marketing, content writing, copy writing, content strategy, social media management, and marketing. The

diversity was perceived as useful, since the study explores the intersection of literary knowledge and practice of digital marketing. The participants were coded as "P1" to "P17" to assure anonymity in the analysis and presentation of results. The table below shows the participants' professional background, relevant

experience, main digital platform and exposure to literary or content-related activities. The participant profile excluded age and gender as these factors were not required for the answers to the questions posed in this study and would only further individualize the participants of the relatively narrow study population.

Table 1: *Participant Profiles*

Participant Professional Background		Relevant Experience	Primary Digital Platform	Relevant Literary/Content Experience
P1	Digital Marketer	Digital campaign planning and content development	Facebook/Instagram	Marketing copy and storytelling
P2	Content Writer	Web and social media content writing	Websites/Blogs	Creative and digital writing
P3	Social Media Manager	Social media strategy and community management	Instagram/Facebook	Social media storytelling
P4	Copywriter	Advertising and promotional copywriting	Facebook/Instagram	Persuasive and creative writing
P5	Digital Marketing Specialist	Integrated digital marketing and content campaigns	Multiple platforms	Narrative-based marketing content
P6	Content Strategist	Content planning, development, and optimization	Websites/Social Media	Content structure and storytelling
P7	English/Literature Professional	English language and literary analysis	Social Media/Blogs	Literary narratives and stylistic devices
P8	Copywriter	Brand copy and advertising content	Instagram/Facebook	Creative writing and persuasive language
P9	Digital Marketing Professional	Digital campaigns and audience engagement	Multiple platforms	Brand storytelling and digital copy
P10	Social Media Specialist	Social media content planning and engagement	Instagram/TikTok	Short-form creative content
P11	Content Creator	Digital content production and	YouTube/Instagram	Narrative and visual storytelling

Participant Professional Background		Relevant Experience	Primary Digital Platform	Relevant Literary/Content Experience
		audience engagement		
P12	Digital Communication Professional	Online communication and content development	LinkedIn/Websites	Professional and persuasive writing
P13	Marketing Professional	Marketing communication and campaign development	Multiple platforms	Brand narratives and promotional content
P14	English Language Professional	English communication and writing	Social Media/Blogs	Linguistic and stylistic analysis
P15	Content/Digital Marketing Specialist	Content strategy and digital campaigns	Multiple platforms	Digital storytelling and copywriting
P16	Digital Content Professional	Digital content production and management	Social Media	Creative content and narrative development
P17	Marketing/Communication Professional	Marketing communication and audience engagement	Multiple platforms	Persuasive communication and storytelling

The participant profile demonstrates variation in professional exposure while maintaining a common connection to digital communication and content creation. The inclusion of both marketing-oriented and English/literature-oriented participants provides complementary perspectives on the research phenomenon. Marketing professionals contribute practical insights into audience engagement, persuasion, platform requirements, and campaign objectives, whereas participants with English or literary backgrounds provide perspectives concerning narrative construction, linguistic choices, and stylistic devices. This combination strengthens the qualitative exploration of how literary knowledge can be translated into practical digital marketing content in Pakistan.

4. Findings and Discussion

Qualitative data were analyzed through reflexive thematic analysis and six interrelated themes emerged regarding the application of literary knowledge in the development of digital marketing content by 17 participants of Pakistan. The recurring codes were then expanded into wider sub-themes and themes. Effective digital content was viewed by the participants as more than a way of conveying product information. On the contrary, the effective content was seen as being organized in a narrative form, linguistic choices suitable for the audience, stylistic variation and adaptation to different platforms, and a sense of emotion and human creative thinking in the way that AI was deployed. The findings suggest literary knowledge can be utilized as a strategic source of content development and how it can be used to create digital communication that is coherent, relatable,

memorable and persuasive from a marketing perspective.

4.1 Theme 1: Narrative Structures as the Foundation of Engaging Digital Content

Narrative structures as foundation of engaging digital content arose from the following subthemes: narrative hooks, story progression, problem-solution structures, character-centered stories, transformation narratives, and brand journeys. The codes that went with it were attention hooks, beginning-development-resolution, consumer problems, story protagonists, conflict-resolution, before-after transformation and brand journeys. Together, these codes suggest that participants considered the role of narrative architecture to be key in terms of managing the marketing communication. Effective content, in contrast, was seen as needing to capture the attention by starting with something that followed with a clear progression that led to the product or promotion. Narrative hooks were especially significant because there are a lot of competing narratives that digital viewers are confronted with. A good beginning might create an interest or announce a problem or present a situation that is emotionally relevant. Problem-solution structures can then present the consumer's problem before the introduction of the product or service to solve the problem. Character centered and transformation stories were also considered valuable because they take the focus of communication from the organization to the human experience. Customers can be the characters whose issues, decisions, challenges and changes serve as the backbone of marketing content. This can help to minimize the direct feel for commercial persuasion and boost relatability. The discovery is aligned with Alexander's (2017) definition of digital storytelling as a continuation of the narrative process in new media. It is also in line with Noor et al. (2026) who emphasize the importance of digital storytelling in helping individuals create and share stories on social media platforms. The results indicate that brands can draw on familiar experiences, aspirations, challenges and transformations in commercial stories within Pakistan. Therefore, the first strategic layer for the use of literary knowledge is narrative structure, which will enable product information

to be transformed into meaningful digital communication.

4.2 Theme 2: Linguistic Choices for Audience Connection and Accessibility

The second theme was linguistic choices for audience connection and accessibility, which included simple language, conversational style, emotional words, direct address of audience, use of pronouns, tone, sentence structure and English-Urdu adaptation. The codes that were included in the principal codes were simplicity, conversationality, emotional wording, direct address to the audience, informality, short sentences, tone tailored to the audience, and code switching. The patterns show that participants understood language as more than a means of conveying information; they understood language as a means of controlling the relationship of audience. The use of simple vocabulary and relatively short sentences were seen as especially suitable for fast-paced digital environments as they reduce the cognitive load and make it easier to access. The use of conversational language was rated as more interpersonal, and the use of personal pronouns like 'you' and 'your' more personalized. Emotional vocabulary was also considered significant since it is not only a description of a functional product benefit, but also possible feelings, experiences, and outcomes. The term tone was felt to be dependent on audience, purpose, industry and platform. You might need a more formal tone for professional or insightful communications, and more casual for lifestyle or entertainment. Language adaptation was also found as a specific issue within Pakistan. Digital spaces can be used for both English and Urdu and for mixed languages, as audience preferences will dictate language choice, not an assumption that one type of communication is suitable for all audiences. The results are consistent with those found by Ludwig et al. (2013) have demonstrated the affective relevance and the linguistic style in online communication to consumer responses. They also support the findings of Noguti (2016) that post language plays an important role in online content communities. Therefore, the selection of language becomes a strategic step for marketers to make the message accessible, related, personalized and connect with the audience.

4.3 Theme 3: Stylistic Devices for Memorability and Persuasion

The third theme was about stylistic devices used for memorability and persuasion, and involved the following subthemes: metaphor, simile, imagery, repetition, contrast, rhetorical questions, alliteration, personification. The codes associated with the text were: figurative comparison, mental imagery, message reinforcement, difference emphasis, curiosity generation, sound patterns, and human-like attribution. The results have shown that literary devices were seen as having a potential strategic value for enhancing digital marketing communication, salience and persuasiveness. Metaphors and similes can help to explain unfamiliar and/or abstract ideas by making them familiar and/or concrete through comparison. Images can help people to think about a desired outcome, experience, or product. Repetition can emphasize a key brand idea, slogan or benefit, while a contrast may help to illuminate differences between the problems and solutions, undesirable and desirable states, or competing alternatives. Rhetorical questions can create curiosity and elicit thinking on the part of the audience rather than presentation. However, the analysis has revealed that purposeful use of stylistic devices is the most effective. The use of too much figurative language, repetition or rhetorical embellishment can hinder clarity and give commercial communication an artificial look. Literary creativity must then continue to be linked to the purposes of communication, the understanding of the audience and positioning of the brand. The result confirms the findings of Yousaf and Shahid (2025) regarding the persuasive strategies that are used in social media advertising. Their findings showed that linguistic and stylistic options are relevant to persuasive communication. It also corresponds with rhetorical understanding and critical creation in digital communication environments which was emphasized by Crovitz et al. (2022). In the Pakistani context, also, the strategic use of literary devices can add to the expressiveness and flexibility of a brand, while culturally resonant metaphors, imagery and comparisons can add to the relevance and memorability of a brand.

4.4 Theme 4: Platform-Specific Adaptation of Literary Techniques

Platform-specific adaptation of literary techniques was the fourth theme; the subthemes were short-form storytelling, long-form storytelling, visual-text integration, platform conventions and content repurposing. Content length, narrative compression, narrative expansion, visual hooks, platform tone, format adaptation and cross-platform transformation were the main codes. The findings suggest that there are no mechanical solutions in transferring literary skills from one digital environment to another. From the participants' perspective, there was a call for the brevity of stories (short-form environments), quick hooks, language that is brief and to the point, and immediacy. Instagram and TikTok content, for this reason, might need a narrative structure that conveys the main conflict, feeling or value proposition in a short amount of time. In contrast, YouTube can support longer stories, which can include character transformation, demonstrations, explanations, and character development.

Blogs or websites are better opportunities to tell a story in a longer narrative way, whereas LinkedIn might need a more professional, analytical, and insightful narrative. The findings also show that digital storytelling is now a multimodal phenomenon. Images, video, sound, captions, visual hooks and other communication elements can work together to engage with literary elements. True storytelling requires, however, not only choosing the right words for the platform, but also adapting the content of the story to the platform. This result aligns with the findings of Munaro et al. (2021) which show how the characteristics of videos relate to digital consumers' engagement levels. It is also very useful in the context of interactive narratives, and transmedia storytelling, as discussed by McErlean (2018), in which stories can flow through various media landscapes. The lesson for Pakistani marketers is that a core brand story should be created as a fluid story-like piece of content that can then be shortened, lengthened, shown graphically, and reworded depending on the platform and its audience.

4.5 Theme 5: Emotional Engagement, Persuasion and Consumer Connection

The fifth theme was emotional engagement, persuasion and consumer connection, which had subthemes of emotional resonance, relatability, identification, trust, brand attachment and consumer response. Emotional connection, personal relevance, audience identification, authenticity, trust formation, emotional persuasion, engagement was some of the corresponding codes. Analysis shows that the participants felt that good digital marketing should have a reason for audiences to care, not just a reason to buy. Emotional resonance was linked to content that was reflective of experiences, aspirations, frustrations, challenges and successes that are familiar to the audience. The presence of relatability was of special significance, as this could be particularly important when a user can reflect his/her experiences in a marketing story. This moves communication from a product-centered to an audience-centered approach, where the audience is a part of the meaning-making process. This was also about trusting and being authentic. Highly promotional communication was seen as a possible barrier to connection, while authentic experiences and relatable stories were seen as building the connection. It is therefore possible to involve the audience emotionally and persuade them, by presenting a problem they can identify with, an experience they can relate to, and letting the commercial proposition come through itself.

The results are consistent with Braca and Dondio's (2023) focus on the interplay between persuasion strategies, customer attributes, and persuasive message design. They also extend the work of Hasyim and Ash-shiddiqi (2026) who discuss the relationship between linguistic strategies, platform properties, cultural impacts, and purchase intention. Meaningful contexts for digital brand communication can be created in Pakistan through culturally recognizable experiences and events that relate to family, education, entrepreneurship, ambition, achievement, social relations and everyday challenges. Based on the findings, therefore, it could be concluded that literary techniques can help to build up identification and emotional resonance, trust, and memorability, which can be used as a method to achieve indirect persuasion.

Emotional engagement therefore is not an ineffective commercial channel but rather it can serve as a critical means of persuading the target audience in digital communication.

4.6 Theme 6: Human Creativity, Literary Expertise and AI-Assisted Content Creation

The sixth theme, human creativity, literary expertise and AI-assisted content creation, included the subthemes of generative AI, AI-assisted copywriting, human creativity, originality, authenticity and human-AI collaboration. The major codes encompassed drafts generated by AI, idea generation, generic content, editing by humans, literary judgment, cultural sensitivity, originality, and authenticity. They realized that generative AI could enhance the effectiveness of digital creation by generating ideas, captions, ads, product descriptions, scripts, and initial drafts. AI can thus be used as a productivity tool, especially when marketers need to produce content for various platforms and formats. However, the analysis revealed some problems with redundant language, use of clichés, lack of originality and weak linkages with identity in the brand and cultural relevance. Human creativity and literary skills thus became valuable instruments for evaluating and improving content produced by AI. Human creativity and writing ability were essential tools in assessing and editing content created by AI.

While AI can generate grammatically correct and structurally sound content, it is the human creators who must ensure the content is meaningful, emotionally appropriate, culturally relevant, strategically relevant and unique. Literary understanding can assist with this, as it can aid the creator in recognizing poor narrative structure, improving imagery, strengthening language, increasing style and range of language, and assessing rhetorical impact. It resonates with Sun et al. (2025) who talk about advertising copy created by AI and the growing role of large language models in creative advertising. It is also consistent with Rehmat et al. (2025) approach of human-centric, which emphasizes the importance of human confidence and trust in the AI-driven environment. The results highlight that AI can be viewed as an assistant rather than a replacement for human creativity in marketing

for Pakistani marketers. The new competitive edge could thus lie with the professionals who are adept at using AI to assist with the tasks, yet also excelling at literary knowledge, linguistic competence, cultural understanding, and strategic judgment.

4.7 Synthesis of Findings

Overall, the six themes illustrate how literary understanding can be applied as a practical approach to maximize the use of digital marketing content in Pakistan. The thematic sequence suggests that the development of literary comprehension moves towards the construction of a narrative and the selection of language, enhancement of style, adaptation to cultures and audiences, transformations on platforms, engagement and persuasion. The findings, rather than viewing literary techniques as individual creative tools, consider them as stages in a larger process of content development. Literary understanding is the initial step: it equips creators with an understanding of the elements of narrative, character, conflict, change, imagery, emotion and variation in style. The knowledge is applied to narrative architecture, in which the author decides how a marketing message will start, unfold and conclude.

The subsequent stage is linguistic selection, using words, tone, sentence structure, pronouns,

emotional language and combinations of language. Literary devices can then be incorporated to further enhance stylistic elements that can improve memorability, imagery, emotional resonance, and rhetorical effectiveness. But the analysis suggests that these components cannot be used without considering their context. It is important to consider cultural and audience adaptation to make stories meaningful to the Pakistani audience and ensure the linguistic elements are suitable for the Pakistani context. This is especially true in areas of mixed language usage between English, Urdu and Urdu/English. The core story is then transformed into content for their platforms, a process known as “platform-specific transformation.” The whole process itself can create cognitive and affective engagement, from which persuading digital communication and consumer and brand outcomes can be built. Basu (2025) states that in the context of digital content, the primary objective should be to craft something that is effective, whereas Kingsnorth (2025) argues that digital marketing strategies should be integrated. As a result, the proposed framework holds literary knowledge as an upstream capability that affects aspects of the narrative, language, style, adaptation to the context, transformation of the platform, and involvement with the audience.

Table 2: *Thematic Analysis of Interview Findings*

Theme	Subthemes	Initial Codes	Interpretation	Digital Marketing Implication
Theme 1: Narrative Structures as the Foundation of Engaging Content	Narrative hooks; Story progression; Problem-solution structure; Character-centered stories; Transformation narratives; Brand journeys	Attention hook; Beginning-development-resolution; Consumer problem; Story protagonist; Conflict-resolution; Before-after transformation; Brand journey	Narrative structure creates coherence, progression, and emotional meaning within commercial communication, allowing product messages to be embedded within relatable stories	Develop content around narrative architecture, consumer problems, transformations, and brand stories rather than isolated product features
Theme 2: Linguistic Choices for Audience Connection and Accessibility	Simple language; Conversational style; Emotional vocabulary; Direct address; Pronoun use; Tone; Sentence	Simplicity; Conversationality; Emotional wording; Direct audience address; Informality; Short sentences;	Linguistic choices influence accessibility, relatability, perceived interpersonal connection, and	Select vocabulary, tone, sentence structure, and language combinations according to target

Theme	Subthemes	Initial Codes	Interpretation	Digital Marketing Implication
	structure; English-Urdu adaptation	Audience-specific tone; Code-switching	audience comprehension	audience, communication purpose, and platform
Theme 3: Stylistic Devices for Memorability and Persuasion	Metaphor; Simile; Imagery; Repetition; Contrast; Rhetorical questions; Alliteration; Personification	Figurative comparison; Literary devices can strengthen meaning; Mental imagery; Message reinforcement; Difference emphasis; Curiosity generation; Sound pattern; Human-like attribution	Literary devices can strengthen meaning, memorability, emotional appeal, and persuasive impact when applied strategically rather than decoratively	Integrate appropriate literary devices into advertising copy, slogans, captions, campaigns, and brand narratives
Theme 4: Platform-Specific Adaptation of Literary Techniques	Short-form storytelling; Long-form storytelling; Visual-text integration; Platform conventions; Content repurposing	Content length; Narrative compression; Narrative expansion; Visual hooks; Platform tone; Format adaptation; Cross-platform transformation	Literary techniques require structural and stylistic modification because different platforms impose distinct content formats, attention patterns, and audience expectations	Transform core narratives into platform-specific formats for Instagram, Facebook, TikTok, YouTube, LinkedIn, blogs, and websites
Theme 5: Emotional Engagement, Persuasion and Consumer Connection	Emotional resonance; Relatability; Identification; Trust; Brand attachment; Consumer response	Emotional connection; Personal relevance; Audience identification; Authenticity; Trust formation; Emotional persuasion; Engagement	Emotional and cognitive responses interact to transform marketing content from basic information into meaningful consumer experiences	Use relatable stories, emotional language, consumer experiences, and culturally relevant narratives to strengthen engagement and persuasion
Theme 6: Human Creativity, Literary Expertise and AI-Assisted Content Creation	Generative AI; AI-assisted copywriting; Human creativity; Originality; Authenticity; Human-AI collaboration	AI-generated drafts; Idea generation; Generic content; Human editing; Literary judgment; Cultural sensitivity; Originality; Authenticity	AI improves content production efficiency, but human literary, creative, and cultural judgment remains important for authenticity and strategic relevance	Use AI for ideation and drafting while retaining human control over narrative quality, language, cultural relevance, originality, and final editorial decisions

4.8 Discussion

The findings are broadly consistent with previous studies and further contribute to the study by encapsulating it within the Pakistani digital

marketing framework. First, the identification of narrative hooks and progression, transformation, and consumer-centered storytelling reflect Alexander's (2017) perception of digital storytelling as an extension of narrative practice

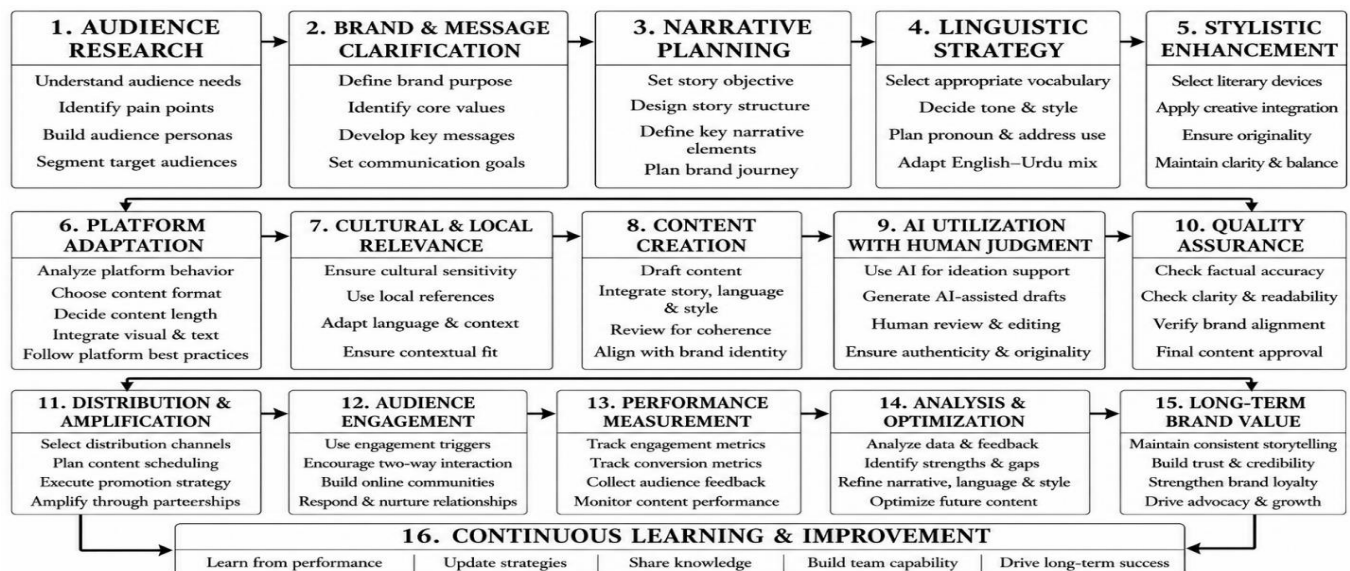
in new media. The findings take this one step further and show how the narrative architecture can be intentionally applied to marketing content in a day-to-day manner, not just to special projects. The focus on digital narratives also aligns with the findings of Kasemsarn and Nickpour (2025), who emphasize the increasing importance of storytelling in social media in the modern digital world. Second, vocabulary, emotional language, conversational style, direct address and audience-specific tone are all highlighted as important, as in the study of Ludwig et al. (2013) and Lee et al. (2019) which show that linguistic style and message characteristics can affect the audience response. The present findings build on this literature by bringing attention to the issue of language adaptation in Pakistan's multilingual digital space, and by highlighting language selection as a conscious content-optimization phase.

Third, the results corroborate Braca and Dondio (2023) in their findings of the persuasive role of the literary and rhetorical devices found. Stylistic devices must be used to match the purpose of the message, audience expectations, and clarity or "sell" the message; they may be aesthetically pleasing but they will not necessarily be effective. This is especially true in digital marketing, where creativity can be a hindrance to understanding. Fourth, the strong emphasis on platform adaptation identified in the interviews suggest that there is a clear relationship between content effectiveness and the communication context. Literary storytelling thus needs to be

compressed, extended, visualized or reformulated based on platform characteristics. This result also concurs with the view of Kasemsarn and Nickpour (2025) in transmedia approach. Fifth, the emotional resonance and the sense of relatability are linked to trust and persuasion, which links the interaction between customer characteristics and persuasive message design that Braca and Dondio (2023) found. An additional cultural context is added by the fact that known social experiences could enhance audience identification in the Pakistani context. Lastly, results on AI-generated content creation build on the growing body of work on AI-generated ads. The present results highlight the potential of human literary judgment, alongside the growing importance and effectiveness of LLM in advertising copy as shown by Sun et al. (2025). Specifically, given the wider digital marketing framework outlined by Theodorakopoulos and Theodoropoulou (2024), the technological capacities have an increasing influence on consumer marketing practices.

The study is beneficial overall as it bridges the gap between literature and the practical process of digital marketing. The proposed framework is not only reflective of literature as a source for creative inspiration, but also suggests that the narrative formulation, language selection, and stylistic devices can be analyzed and treated as actionable tools that can be methodically chosen, adapted, assessed, and incorporated into the digital marketing strategy in Pakistan.

Figure 1. *Proposed Strategic Action Plan for AI-Assisted Literary Digital Content Creation*



5. Conclusion, Implications and Future Directions

5.1 Conclusion

This research aimed to investigate the use of the elements of English literature to optimize digital marketing content for Pakistan. The results illustrate that literary knowledge can be put to use in strategies that go beyond the traditional literary context through the findings of 17 participants who have experience in digital marketing, content creation, communication and English language or literature. The first theme set has been that narrative structures offer a significant framework for the use of digital marketing communication. Product-centered messages can be transformed into meaningful experiences using hooks, problem-solution, transformation narratives, character-centered stories and brand journeys. The second theme showed how language decisions affect audience and accessibility. Participants noted the importance of using simple vocabulary, conversational language, emotional expressions, tone, direct addressing of audience, and adapting language to the context. This involves thought for communication in English, Urdu and mixed languages in Pakistan. The third theme demonstrated that literary stylistic techniques can be used to enhance memorability and persuasion when used appropriately. Metaphors, imagery, repetition, contrast, rhetorical questions, and related devices can help make messages memorable, support emotional and cognitive processing, and make messages unique. The fourth theme was that these techniques need to be adapted for the different platforms. A blog/video story might need a lot of tweaking for content on Instagram, TikTok, Facebook or LinkedIn. The fifth theme emphasized the need to connect with the reader emotionally, to be relatable, to be trusted and to be identified in literary communication to make it persuasive marketing communication. Lastly, the sixth theme illustrated how generative AI can enhance efficiency in the production of content; however, it does not supersede human creativity, cultural awareness, literary insight and authenticity. In general, the study suggests that a process of literary comprehension, story structure, language choice, stylistic refinement, cultural and audience adaptation, and platform-specific

transformation can be integrated and followed to create effective digital content. The entire process can help to foster cognitive and affective engagement, persuade consumers and build relationships with brands. The study thus suggests that literary competence is a valuable skill of Pakistani digital marketers in the overcrowded and AI-driven digital environment.

5.2 Theoretical Implications

This study is a theoretical contribution as it brings together diversified fields of literary study: English literature, English language studies, narrative theory, persuasion, digital marketing and consumer engagement. Previous studies have explored these areas mostly independently, while the current study sees the literary techniques as a strategic tool of communication that can affect the creation and interpretation of digital marketing messages. Communication structures serve as the blueprints for communicating, linguistic selections are the tools for representing ideas, and stylistic elements enhance the impact and retention of the message.

Persuasive communication and audience engagement (Alexander, 2017; Ludwig et al., 2013; Lee et al., 2019) then follows to interact with these components. The proposed Literary-Digital Content Optimization Framework brings the digital storytelling to the marketing field, taking the literary knowledge as a source upstream to the content development. It also supports the work on persuasion as it posits that effective persuasion can be achieved through narrative and linguistic construction, rather than just through explicit persuasive appeal (Braca & Dondio, 2023). The research contributes to the wider knowledge of digital literature and the effect of narratives on consumer discourse (Taufiq, 2021).

5.3 Practical Recommendations

The findings provide several practical recommendations for Pakistani digital marketing professionals. First, organizations should train content teams in narrative construction and encourage them to begin content development with story architecture rather than immediately writing product descriptions. Second, linguistic style should be selected according to audience

characteristics, communication objectives, and platform expectations. Third, marketers should use metaphors, imagery, repetition, contrast, and rhetorical questions strategically rather than excessively.

Fourth, culturally meaningful Pakistani experiences should be incorporated where appropriate to strengthen relatability and authenticity. Fifth, content should be adapted separately for individual platforms rather than duplicated across channels. Sixth, emotional storytelling should be balanced with useful and credible information so that engagement does not compromise informational values. Seventh, organizations should use AI tools for efficiency while retaining human literary and editorial judgment. Finally, organizations should establish editorial guidelines for AI-assisted content and monitor engagement indicators to continuously refine narrative structures, linguistic choices, and stylistic strategies.

5.4 Limitations and Future Research Directions

The study has several limitations that should be considered when interpreting its findings. First, the research was based on a relatively small qualitative sample of 17 participants selected through purposive sampling. Second, the study was situated specifically within the Pakistani context, which limits the transferability of

findings to other cultural and linguistic environments. Third, the findings rely primarily on participants' reported perceptions and professional experiences rather than direct measurement of actual content performance. The study also did not experimentally compare literary and conventional marketing content and therefore does not establish causal relationships or statistically generalizable effects.

Future research can address these limitations through experimental and quantitative approaches. Researchers could compare literary-based and conventional advertisements and measure differences in attention, engagement, recall, persuasion, and purchase intention. Individual devices such as metaphor, repetition, imagery, and rhetorical questions could also be tested independently. Further research should examine actual social media engagement metrics and compare English, Urdu, and mixed-language marketing communication. Cross-cultural studies could determine whether the framework operates similarly across markets. Human-generated, AI-generated, and human-AI collaborative advertising could also be compared. Finally, future researchers can develop measurement scales and statistically validate the proposed Literary-Digital Content Optimization Framework across different platforms, industries, and consumer segments.

Conflict of Interest

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