Critical Discourse Analysis of Language used in Beauty Products Advertisement in Pakistan

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Abstract

This study examines the advertisements of beauty products in the light of critical discourse analysis. This study especially focuses on the language used in fairness and beauty products such as Faiza Beauty Cream, Golden Pearl Cream and Lux Soap used in advertisements on television in Pakistan. This study explains how language is used to influence people to buy fair products. Since language is the discourse, so advertisements are taken from media discourse. Fairclough famous Critical Discourse Analysis model is used as a theoretical framework to analyze how language influences and exploits the minds of customers to achieve their selling targets. The finding depicts that the different approaches, concepts and mindsets are drawn to buy those products. The study finds that people, especially women, are approached through exaggerated manipulations in discourse. The analysis shows that ads exploit the concepts of women for getting desired and accepted fair complexion. These advertisements, such as Faiza Beauty Cream, Golden Pearl cream and lux soap, have set their ideologies and representing confidence, career, opportunity, love and marriage. The study also finds that social structures are set in discourse to control people's minds and make unrealistic beliefs for getting privilege in life.

Keywords: Discourse Analysis, Beauty Products, Faiza Beauty Cream, Golden Pearl, Lux Soap, Fairclough Model.

INTRODUCTION

Pakistan is the most populated country with strong fashion and showbiz industry. People enjoy fashion by using different types of products, especially women are much attracted to the products. Due to British colonial rule, we admired their skin colour. Because of colonial mindset, fair complexion is considered the only perfect skin. Fashion has set standards and nonstandard values in our country. The media highly promotes fashion. Media has a great impact on selling and consuming products in Pakistan. As advertisements are part of daily life. We watch advertisements on television, internet and social media, and we read about them in different printed newspapers and magazines. Beauty products have gained a lot importance in media. Due to this we have different magazines and newspapers for advertisements including

The Sunday Fashion Magazines, E-buzz Magazine, Hello Pakistan Magazine, Akhbar-e-Jahan, Kawish Newspaper, Jhang Newspaper and The Daily Times.

An advertisement is one kind of communication. It makes a strong effect on audiences. An advertisement can easily persuade people to attract towards buying and consuming it. The people get facilitated towards products and easily purchase them in the way they are designed. According to Norman Fairclough in 1989, every product is designed with various users in mind, and every commercial is arranged with some ideal audience in mind. Cook in 2001, claimed as the advertisements are recognised as a separate genre, employing different types of strategies to persuade the audience, inform them, influence them, warn, or even misinform or manipulate them to act in a certain way, e.g. to buy some product, or avoid a certain lifestyle or to vote for some political party. The study has focused on revealing those advertisements of beauty that how those advertisements have persuaded people and manipulated them toward purchasing and using.

ADVERTISEMENTS OF BEAUTY PRODUCTS

There is a main source or channel of television/media which emphasizes and idealize complexion/ fairness in colour as a standard of feminine beauty. Advertisements for fair products encourage the idea that beauty only means to be fair complexioned. Fairness is treated as a security blanket of beauty, self-confidence, security, love, marriage and career. In short social acceptance depends upon the colour of one's skin (Islam et al. 2006; Karan 2008). Some advertisements have depressing cultural ideas and focus on measuring a woman's beauty by the degree of fairness of their skin (Arif, 2006). No externally applied cream can change a person's skin colour (Karan 2008).

RESEARCH QUESTIONS

How does the discourse of beauty affect the standards of the people?

What are discursive practices implied in the advertisements of beauty products?

OBJECTIVES OF THE STUDY

This paper has the following objectives:

To analyze the discourse of selected beauty products

To explore the beauty oriented stereotypes, female ideologies and maintenance of power through media.

DELIMITATION

The advertisements of Faiza beauty cream, Pearl Beauty Cream, Zubaida Aapa whitening cream and Lux soap are selected to analyze the discourse delimitation of this study.

SELECTION OF ADVERTISEMENT

The study has selected Faiza Beauty Cream, Pearl Beauty Cream, Zubaida Aapa Whitening Cream and Lux Soap. The selection criteria were that these beauty and fairness products are commonly used by women because of their lowest prices and everyone can avail them easily. Another reason for the selection was that these products repeat more in the advertisement.

METHODOLOGY

For the analysis of advertisements, Fairclough (1989) approach was used. This approach was selected as it not only focuses on the text but also on social practice. The study employed purposive sampling because it investigates only fairness related products. For the data collection, the fairness products were selected from the internet. These advertisements include fairness whitening creams, face-washes and soaps.

THEORETICAL FRAMEWORK

Norman Fairclough's work is one of the most influential contributions to critical discourse analysis. This study adopted his famous model, known as a Three-Dimension Model, for a theoretical framework to analyze the discourse. As advertisements involve language and social practices so these are considered as part of media discourse analysis. This framework is used to show the connection between social practices and the properties of language (texts). Fairclough's three-dimensional framework includes text (micro-level), discursive practices (micro-level) and social practices (macro-level). It is used to examine how advertisers persuade consumers to buy the products.

ANALYSIS & DISCUSSIONS

This study has attempted to analyze advertisement discourse at the textual (micro), discursive practice (micro) and social practice (macro) using the Three- Dimension Model of Norman Fairclough. The study has analyzed four advertisements of fairness products collectively, i.e. Whitening Creams, Face washes, and soap.

ANALYSIS AT THE LEVEL OF TEXT

In textual analysis, According to Fairclough's (1992), mainly the focus is given to the way things are described and what kind of vocabulary is used in the advertisement and how they depict women by using the choice of vocabulary.

The textual analysis is the first stage of Norman's model focusing on vocabulary, syntax and rhetoric devices. The researcher has analyzed these aspects of these selected advertisements. In the advertisements, there was seen that there is no direct use of actor to use the direct address to the audience. The use of pronouns was done to give importance to that ad towards the audience. The pronouns (you-yours) were used to catch the attraction of the audience. Such as *Removes freckles, wrinkles & whitens your skin*

اب نئے میلٹائیزد پیکیج میں ، آپ کے حسین خوابوں کی تعمیر۔

English Translation: Now, in the new melted package, your dreams' beautiful achievement

The use of the third person (yours) indicates that the advertiser or company has given surety to the audience that it will whiten their skin.

Smith (2004) argues personal pronouns to build a certain type of relationship between the advertisers and the readers. In this advertisement, the second person was used (Aap) to get audience-focused that the advertiser is giving much importance to the relationship between him and his audiences.

In the syntax element, the sentence starts from the verb, the subject is neglected, and they used nouns to remove the dots from the audience's skin. Mostly the adjective is very common to give a positive and negative impact. Advertisements use adjectives to have a positive impact on products. In such a way, the emotions are aroused to bring audiences' interests, and especially they give fairness qualities to women. A company increases the market in this way. Fresh and fair, beauty brand, lighten, complexion, soft and fragrance (Nikhar).

The use of poetic devices such as alliterations is quite common in advertisements, and this use makes it easy for people to remember the brand, the product and the message. Such as Care Beauty Soup, Clear & Glowing Skin fairness face wash, Faiza Beauty Cream, light and glow,

Technical and scientific words are also used to catch readers' attention and reflect an

image or picture of professionalism and advancement in technology. For creating an impression on consumers, advertisers use scientific words and information. They establish an impression that these products are scientifically proven and whatever they are saying is a myth and the facts. They also want themselves to portray that they are up-to-date with technology. There are few examples below. Vitamin A, zinc oxide, acid, fragrance, citric acid, natural colours, herbal extracts, Kojic acid.

ANALYSIS AT THE LEVEL OF DISCURSIVE PRACTICE

We see advertisements of numerous fairness products on TV every day, which can be distinctly regressive and condemnation. Every other day you encounter a brand new soap, a brand new cream and a brand new face wash that promises fairer skin. The marketing and marketing components are simple; when you have truthful and perfect pores and skin, everybody will instantly fall in love with you. Not most effective has this; however, women who do no longer have a fine pore and skin had no cause to be confident. These advertisements honestly display that their pores and skin colour decide the worth of someone. This advertisement shows that a woman with golden colour can get a husband very soon. The example is quoted from a beauty cream advertisement.

Urdu Script

دیکنا میری صورت دیکھ ہر کوئی جل جائیگا۔(1) (2)اور شاید کوئی جلدی کوئی شہزادہ مل جائیگا۔

English Translation: See, Everyone gets jealous seeing my look (1)

And perhaps someone (prince) I will get quickly. (2)

Fairness commercials spread the idea of beauty in keeping with their attitude and of their very own benefit. By marketing and marketing the goods for converting one's complexion, they're developing a distorted photo of beauty, i.e. beauty simplest manner to have truthful pores and skin tone, and those with darkish pores and skin are outcastes and now no longer stunning at all. And they don't have any right to get the same possibilities of professional development. Not only here, but the below advertisement is creating racism or a kind of inferiority among black skin people.

اب پاکستان میں کوئی کالی رنگت نہیں رہیگی۔

English Translation: Now there will remain no dark colour.

This sentence creates more trouble in terms of racism. The advertisement strengthens fairness and rejects the black colour. It depicts that the black colour is something which is a problematic for people.

These advertisements have been central to women fairness, and this fairness is related to personal and domestic life. Women are being persuaded more towards by displaying such advertisement.


Semiotic Analysis

Semiotics is also used to persuade the audience consisting of clean, colourful and erotic colours, especially red and pink, the make-up of the fashions and images of natural ingredients, i.e. roses, coconut, milk, aloe-Vera and a new result which are supplied as to apply with inside the production of the product. It is a technique the way numerous wide variety of linguistic strategies are used to hold energetic relationships. In this manner, production, consumption and distribution of the product

within the society improved, and women are exploited by supplying them in most of these strategies.

ANALYSIS AT THE LEVEL OF SOCIAL PRACTICE

Identities are formed in the direction of advertisements. The advertisements make ladies experience that so one can be 'in-group' as adverse to 'out group' they should purchase the product.

They may be similar to the celebrities, lovely models or famous those who appear awesome by using the item. It is claimed that even for sometimes guaranteed if you want to be successful like celebrities, you need to use such items that those celebrities, star women use widely. It is a common way that how women are confident to make their products more consuming and earn more money. Namely, Zubaida Aapa, an influential figure in Pakistan society, is very famous for her home remedies for beauty, launching her fairness soap named "Zubaida Aapa whitening soap" and saying "Ab Gora Hoga Pakistan" creates the impact.
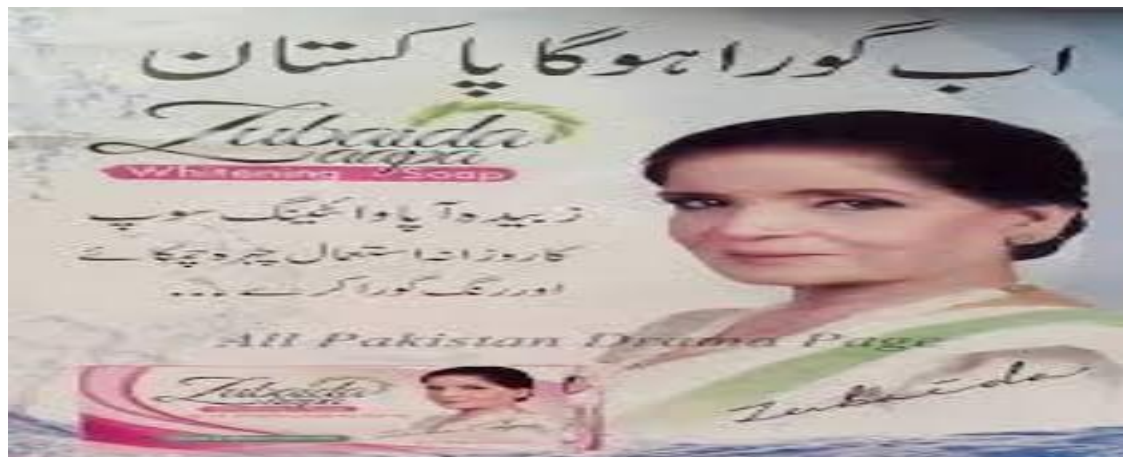
Another belief is being asserted through ads among women that using such items will increase more attention and love in their relationships. So women are easily get attracted to those advertisements.
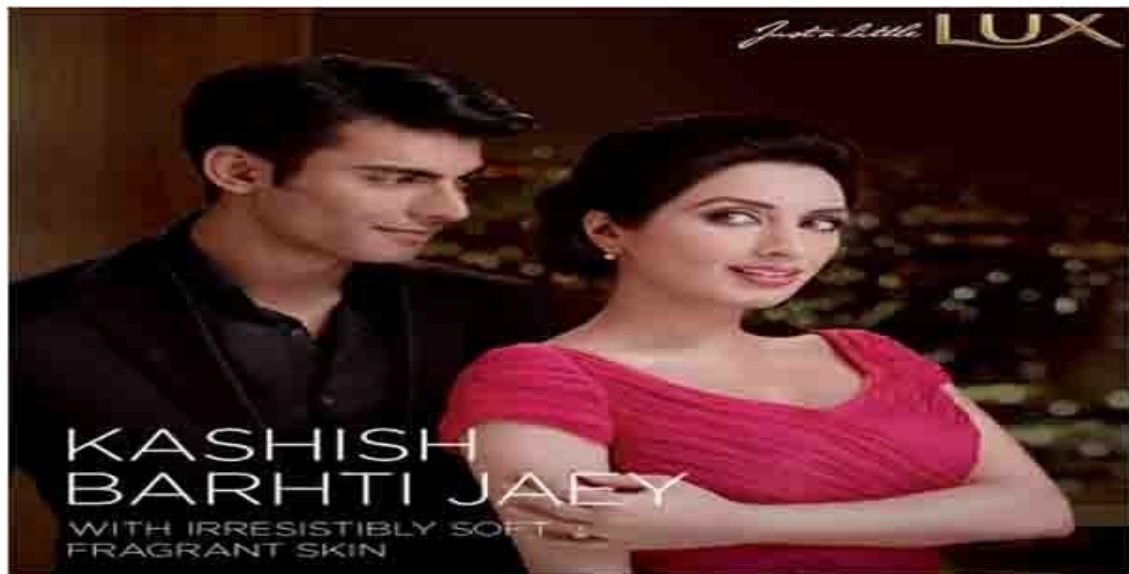
This advertisement depicts that she needs to use this item if someone wants to increase and maintain attraction. Another element of using such products is pressure and fear. The companies and advertisers easily use the mindset of the society where women feel pressure if they are dark or rough in colour. According to Denmark & Paludi, 2008 women get pressured by society to be attractive to be rewarded with marriage and motherhood. In such a case, a woman believes in competition to be attractive. It is the society that even put feminine characteristics in a girl's toy (Denmark & Paludi, 2008). In this way, social practice or idea is being given by the use of language in ads, and that language changes the mindset and preference of women on beauty and attractive looks.

CONCLUSION

Language has significant power to influence people in both positive and negative ways. It spreads love, hate, racism, prejudice, positivity and negativity. This study concludes how the advertisements manipulate ideas, customs and identities of people through languages. The use of vocabulary, grammar, and word choice are the most effective strategies in shaping people's trends, customs, and priorities. Women have been widely persuaded at the larger level regarding fairness and have made differences based on colours. Their mindsets and preferences are influenced leading to extensive use of beauty products so that they make their looks attractive. By doing so, they feel respected and standard people in society. Language can create power to change mindsets and shifts in the form of hegemony and stereotyping thinking.

Therefore, these advertisement should avoid using such things that creates social imbalance. These advertisements have the right to be circulated for earning purposes but not in a way that creates biases, prejudices, inferiority and differences among the people and the society.

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