Critical Analysis of Beauty Product Advertising Discourse in Magazine

A Thesis Submitted to the Department of English Education

In Partial Fulfilment for the Masters of Education in English

Submitted by

SujanGajmer

Faculty of Education

Tribhuvan University, Kirtipur

Kathmandu, Nepal

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Declaration

I hereby declare to the best of my knowledge that this thesis is original: no part of it was earlier submitted for the candidature of research degree to any university.

Date: 09/09/2021   ………………………………

SujanGajmer

Recommendation for Acceptance

This is to certify that **Ms. SujanGajmer** has prepared this thesis entitled **Critical Analysis of Beauty Product Advertising Discourse in Magazine** under my guidance and supervision.

I recommend this thesis for acceptance.

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Dedication

This work is affectionately

dedicated

to my wonderful Brother, *Chet Raj Gazmer*

forhis unconditional sacrifices and being a source of inspiration, wisdom and proper

guidance.

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This study would not have been possible without the support of a number of people including my supervisor, teachers, respondents, family members and friends.At the beginning, I would like to remember the debts that I received from all and acknowledge their support.

First of all, I would like to express my sincere gratitude to my Thesis supervisor,**Mr. Guru Prasad Poudel**, Lecturer, Department of English Education, T.U., Kirtipur. Without his invaluable support, guidance, encouragement and belief on me, I would have never been able to accomplish this work. More specifically, I am always indebted to him for his incredible support and constructive feedback throughout the study. Similarly, I would like to express my profound gratitude to **Dr. Gopal Prasad Pandey**, Reader and Head, Department of English Education, T.U., Kirtipurfor his constructive comments and suggestions

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Abstract

This study is entitled as the**Critical Analysis of Beauty Product Advertising Discourse in Magazine**. The aims of this study were to analyze the linguistic features of beauty product advertisements on magazine, to critically examine the women's positioning in beauty product advertisement from feminist point of view and to suggest some pedagogical implications. A qualitative research design was employedto study beauty product advertisements in women's magazines. The data of this study included 100 beauty product advertisements published in women's magazine. The analyzed data were focusing on linguistic features of the beauty product advertisements, discursive strategies used on beauty product advertisement   and power and ideology in the beauty product advertisements by using three folds analytical framework developed by Fairclough. From the analysis of collected data, it has been found that the advertisers employed their ideology and maintained power through the use of different linguistic features. The study showed that the advertisers used scientific evidence, celebrity endorsement, partition of pictures, use of motive words, use of puffery, use of association, self -representation to represent the identity of women. The study showed still women are taken as a symbol of representation in media discourse.

The present study includes five chapters. The first chapter deals with introduction including background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitations of the study and operational definitions of the key terms. Chapter two deals with review of related literature and conceptual framework which consists of review of related theoretical literature, review of related empirical literature, implications of the review for the study and conceptual framework. Chapter three deals with methods and procedures of the study including design of the study, population, sample and sampling strategy, research tools, sources of data, data collection procedures, data analysis and interpretation and ethical consideration. Similarly, chapter four deals with analysis and interpretation of data. Likewise, chapter five deals with conclusion, and implications. Finally, the references and appendices are included at the end of this work respectively.

Table of Contents

List of Abbreviations

AA	:	Attractive Appearance
ADVs	:	Advertisement
BPA	:	Beauty Product Advertisements
CA	:	Commercial Advertisement
CDA	:	Critical Discourse Analysis
CL	:	Clinical Language
CP	:	Continental Philosophy
CP	:	Chronological Perspective
CS	:	Contemporary Society
DA	:	Discourse Analysis
DG	:	Discourse Genre
DP	:	Discursive Practice
DT	:	Discursive Technique
HSC	:	Historical Social Context
LIP	:	Language Ideology Power
LOA	:	Language of Advertisement
MD	:	Media Discourse
MW	:	Miracle Wrinkle
NMP	:	NariMasikPatrika
NPP	:	Non-Powerful Participants
PB	:	Public Discourse
PI	:	Patriarchal Ideology
PPC	:	Powerful Participants Controlling
SLT	:	Sub- literary Text
SPA	:	Social Power Abuse

Chapter 1

Introduction

This is a study on the **Critical Analysis of Beauty Product Advertising Discourse in Magazine**. Throughout the study, I have examined the linguistic, aesthetic, commercial and critical aspects of beauty product advertisements and interpreted the issue of women's representation in the advertisements.This introductory part of research includes background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitations of the study and operational definitions of the key terms.

Background of the Study

The study of discourse from multiple point of views has become an emerging concern of critical linguists in the domains of linguistics and applied linguistics. Discourse conveys broad meaning and the meaning expressed by discourse can be analyzed and interpreted in a number of ways (McCarthy, 2010). Discourse means verbal communication, talk, conversation. It is a formal treatment of a subject in speech or writing, such as a sermon or dissertation. Generally, discourse denotes written and spoken communications, though its usage differs between various disciplines and approaches. For instance, in semantics and discourse analysis, it is a conceptual generalization of conversation within each modality and context of communication. Moreover, in regard to semantics, discourse is understood as the totality of codified language (i.e. vocabulary) used in a given field of intellectual enquiry and of social practice, such as legal discourse, medical discourse, and religious discourse. Beauty product as public discourse, discourse analysis or discoursestudies, is an approach to the analysis of written, vocal, or sign language use, or any significant semiotic event.The objects of discourse analysis (discourse, writing, conversation, communicative event) are variously defined in terms of coherent sequences of sentences, propositions, speech, or turns-at-talk. Contrary to much of traditional linguistics, discourse analysts not only study language use 'beyond the sentence boundary' but also prefer to analyze 'naturally occurring' language use, not invented examples. Text linguistics is a closely related field. The essential difference between discourse analysis and text linguistics is that discourse analysis aims at

revealing socio-psychological characteristics of a person/persons rather than textual structure.

Human life in today's world has been represented in different forms. For example cultural,social and entertaining forms. According to Foucault (1979), discourses contains the rules and social practice that could generate meanings to arise from the context. From the easiest viewpoint, it is the media or communication channel that acts as a venue of manifestation of power and knowledge. This can be in a beauty articles and health programs on television. The use of power through discourses can be performed directly upon women figures e.g. building up a concept or notion of being fat or skinny, having a different type of fair complexion skins. Such powers are considered as an absolute covert ones which are extremely difficult to notice or being recognized in which the 'power player is invisible but yet the powers are still spreading through the use of discourses' (Kaewthep, 2010). The term 'discourse' no longer refers to formal linguistic aspects, but to institutionalize patterns of knowledge that become manifest in disciplinary structures and operate by the connection of knowledge and power. Since the 1970s, Foucault's works had an increasing impact especially on discourse analysis in the social sciences. Discourse analysis is a research method for studying written or spoken language in relation to its social context. It aims to understand how language is used in real life situations.

Contrary to much of traditional linguistics, discourse analysts not only study language use 'beyond the sentence boundary' but also prefer to analyze 'naturally occurring' language use. Critical discourse analysis (CDA), on the other hand, is an interdisciplinary approach to the study of discourse, or put simply talk and text, that views language as a form of social practice. Scholars working in the tradition of CDA generally argue that (non-linguistic) social practice and linguistic practice constitute one another and focus on investigating how societal power relations are established and reinforced through language use. Fairclough developed a three-dimensional framework for studying discourse, where the aim is to map three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discursive events as instances of socio-cultural practice. Particularly, Fairclough combines micro, meso and macro-level interpretation. At the micro-level,

the analyst considers various aspects of textual/linguistic analysis, for instance: syntactic analysis, use of metaphor and rhetorical devices. 'The purpose of this study is to analyze advertisements as discourse, and although the main focus of a discourse analysis is on language, it also examines the context of communication' (Cook 2001, p.3).

At the root, the word 'advertisement' is derived from the Latin verb 'advert ere' meaning 'to turn towards'. Advertising is not easy to define, but in general the concept of advertising can be decided as either commercial or non-commercial. This study focuses on commercial advertising, based on the knowledge that the intended meaning of the advertiser is not only to communicate the concept of a product or service, but also to persuade the viewer to perform a purchase. Therefore this paper observes persuasive messages and how they are presented in advertising. The society and the context are of importance in a discourse analysis, which presents an opportunity to observe social changes in a society from a chronological perspective. The beauty products include Shampoo, face cream, lipstick, Face-wash, Hair- color, body lotion from local women Nari magazines. In this research, the study has been given on analyzing the linguistic features of beauty product advertisements and how the strategies used to manipulate women beliefs based on the content of the advertisement.

Statement of the Problem

Advertisements are public discourses as they communicate message to the people. Advertisements may persuade, impress and convince the people to get them used. Advertisements not only include the texts, they also involve context and include symbols and images. The critical analysis of advertisements helps people understand the meaning and ideology of the producers. This is the study of beauty product advertisements appeared in women's Nari Magazine. It adopts critical discourse analysis perspectives. This research mainly concerns with the use of language in the beauty product advertisements and how these advertise influence the costumers. It has followed Fairclough'sthree-dimensional framework. The main reason behind choosing this topic was of my interest inthe analysis of linguistic and critical aspects of advertising texts. Therefore I want to discover its strategies and structure of commercial writing and their grammatical structure. Advertising has become the part

and parcel of present-day life. From everywhere around us, advertisements of different types attack our privacy. In spite of it, there is an attractive power, an invisible voice of advertisement advocates, encourages, asks, announces and deeply embeds into people's minds. My motivation on this study is existing linguistic gap for example analysis of word-class, syntactic structure,semantic structure pragmatic meaning, word and expression used in beauty product advertisement. According to Fairclough and Wodak (1997, p.55), critical discourse analysis sees discourse-language use both spoken and written-as a form of social practice. In critical discourse analysis, discourse is not viewed only as language study. Language is analyze not only from the perspective of language aspects, but from the perspective of context, Context in this regards means that language is used for a specific purpose and practice, including power practice. So, the concern of my study is to deal with the various linguistic features in term of grammatical and lexical and discursive techniques adopted by the advertisers to represent the identity of women.

It might be beauty product advertisement women are attracted use of on beauty products and are willing to buy them. I was highly motivated to know how they are represented womenin different forms by using linguistic features for.eg. as a model, house wife, teacher and so on. Likewise, I was very keento know about the language used in beauty product advertisements.

The advertiser used various ways in building the perception of beauty commencing from using interesting visualization such as displaying beautiful model clinical test celebrity endorsement, catchy words to attract their customers' attention.From this study I wanted to find out women's position in beauty product advertisement and linguistic features used in beauty product advertisement.Similarly, women's perception towards beauty product and beauty product advertisement.

Objectives of the Study

This study had the following objectives:

⟩ To analyze the linguistic features of beauty product advertisements on magazine.

⟩ To critically examine the women's positioning in beauty product advertisement from feminist point of view.

⟩ To suggest some pedagogical implications.

Research Questions

The following research questions were addressed throughout the study:

a. What are the linguistic features inherent in beauty product advertisements in magazine?

b. How do the advertising strategies manipulate women's status and positioning as they are exposed in the content of the advertisements?

Rationale of the Study

This research will be significant to the students for understanding more about the application of critical discourse analysis. It will also be helpful to enrich students' knowledge about advertising language used on beauty product advertisements. Similarly, this research focuses on both the linguistic and critical aspects of beauty product advertising discourses on magazine. It also explicates the strategies to manipulate women's beliefs as they are used in the advertisements. In this sense, it will be a work of critical discourse analysis. It will be significant to present different images of womanhood in the public discourses including researcher hopes that this research will be useful for the students, teachers and the people who are particularly interested in text analysis. It can be used as reference to make a research and add a few of knowledge for them about analyzing Critical Discourse Analysis (CDA) especially beauty product advertisements. This research is able to persuade the students to study more about Discourse Analysis (DA) especially in CDA. Readers can obtain new knowledge of the readers about this analysis. In addition, it can help them understand on how beauty product advertisements are analyzed by using the theory of CDA by Fairclough's theory (1992). Besides, it can motivate the readers to be interested in studying CDA. It will be useful for teacher, researcher. In addition, the findings can be references for further studies related to the language of advertisements.

Delimitations of the Study

This study was confined to the analysis and exploration of language, and ideological practice within local "Nari" magazines of beauty product advertisements. It was limited to the linguistic and ideological aspects of womanhood as exposed in women's magazine. Only 100 photographs were selected as the sample of the study. In this research, beauty product advertisement analyzed by using Fairclough's (1992) three dimensional model of CDA. Non-random sampling strategy was used as population sample and sampling. The study aimed to investigated only on beauty product advertisements where many studies were not conduct some of them were *lipstick, Shampoo, face -cream , Body lotion, hair color, facial kit, Mascara, sun's crème, face wash, shampoo, hair oil, conditioner, Nail polish remover.*

Operational Definitions of the Key Terms

The operational meanings of the key terms used in this study are as follows:

Advertisement. It in the medium of television is the way how the product companies attract the people through the NariMasikPatrika (women magazine)

*Beauty product.*Beauty product is cosmetics item which people use their face and body to looks attractive .i.e. Face wash , Shampoo, face cream, lipstick, Hair-color, body lotion.

Beauty product advertisement. Cosmetics products can't be remaining without doing business so that they are given to different platform to release items which are ultimately to draw the attraction the users/customers. They do it in the medium of television, radio, newspaper and magazines and to on which can be called beauty product advertisement.

Magazine. It contains the different discourse, photograph, and text related to beauty product advertisements which are strong in NariMasikPatrika(women magazine) .A magazine is a periodical publication which is printed in gloss-coated and matte paper. Magazines are generally published on a regular schedule and contain a variety of content.

Discourse.Discourse is a generalization of the notion of a conversation to any form of communication. Discourse is a major topic in social theory, with work spanning fields such as sociology, anthropology, continental philosophy,

and discourse analysis. Following pioneering work by Michel Foucault, these fields view discourse as a system of thought, knowledge, or communication which constructs our experience of the world. Since control of discourse amounts to control of how the world is perceived, social theory often studies discourse as a window into power. Within theoretical linguistics, discourse is understood more narrowly as linguistic information exchange and was one of the major motivations for the framework of dynamic semantics, in which expressions' denotations are equated with their ability to update a discourse context. Discourse as a structured collection of texts and associated practices of textual production, transmission and consumptions located in a historical and social context.

*Discourse analysis.*Discourse analysis means the analysis of language in use. The analysis is not limited in only analysis of linguistic forms but it tries to explore the relation between text and context. In this research, discourse of beauty product advertisement will be analyzed.

Critical discourse analysis. In my study ,critical Discourse Analysis of language discourse in relation to magazine and critically analyzes women position in beauty product advertisement from feminist perspective.- In this research, critical discourse analysis means analysis of relation between language on Nari Magazine and the power of the advertiser to manipulate people.

*Ideology.*An ideology **is** a set of beliefs or philosophies attributed to a person or group of persons, especially as held for reasons. Ideologies are patterned clusters of normatively imbued ideas and concepts, including particular representations of power relations. These conceptual maps help people navigate the complexity of their political universe and carry claims to social truth.

*Linguistic and ideological aspects.*The linguistic aspects include the use of specific lexicons, adjectives, sentence structures, specific clause and phrases and the slogans used in the beauty product advertisement whereas ideological aspects deal with the self-evident ideas and objectives a group holds concerning roles of language in the social experiences of members as they contribute to the expression of the group and the cultural system of ideas about social and linguistic relationships, together with their loading of moral and political interests and most broadly as shared bodies of commonsense notions about the nature of language in the world.

Chapter 2

Literature Review

This chapter presents the review of related theoretical literature, empirical literature, implications of the review for the study and conceptual framework for the study. The literature related to the study has been reviewed under theoretical and empirical sections.

Review of Related Theoretical Literature

Review of theoretical literature is crucial for conducting any research works. It helpsto find out the gap in knowledge and to developed theoretical and conceptual framework. Similarly, it also helps to investigate the problem that the researcher wants to explore. The most important function of the literature review is to ensure that the researcher has studied critically about the subject matter in which he/she carry out research work.

Advertising discourse. Advertisement is the most publicity of goods and services.It is a form of communication about the products.The basis of advertising style is rhetoric. Advertisers use many sophisticated rhetorical techniques to construct their discourse genres. Like poetry, advertising discourse is intended to suggest meanings through allusion, metaphor, irony, analogy, humor. In fundamental ways advertising language is implanted in what Lakoff and Johnson (1980) call conceptual metaphors, which is a contemporary term for rhetorical style as part of cognition and thus of various modes. Advertising discourse examines the language of contemporary advertising, not as an isolated object, but in complex interaction with the texts around it, with music and pictures and with the people who make an experience with it. Putting forward the controversial view that adverts answer a need for play and display in contemporary society,(Cook,1996) explores the social function of advertising, moving from the uses of sound and sight, through creativity and word play to the poetic intricacies of the text to assess the effect of these on the people who receive advertisement every day, and whose identity is partly constructed by them.

Features of advertising discourse. Product advertising is more than a simple announcement of a product's availability, price, and features. It has evolved into a form of social discourse that taps into styles and ideologies that people unconsciously recognize as part of normal discourse. Each brand product has developed its own discourse style to match the social image it intends to create and disseminate as part of its marketing strategy.

Rhetorical meaning is implicit even in "silent advertisements," in the sense that the only words in them are the brand names themselves; thus the metaphor is implied, not articulated.

Some other features and strategies of advertising style that bring out its rhetorical nature include the following. (Danesi,M. (2006).

Jingles and slogans. These have the effect of reinforcing the recognition of a brand name, since they tend quickly to make their way into communal memory: I'm loving' it, Join the Pepsi Generation.

Use of the imperative form. This creates the effect of advice coming from an unseen authoritative source or from some natural biological impulse: Just do it, Trust your senses.

Alliteration. The repetition of sounds increases the likelihood that a brand name will be remember.

Absence of language. Some advertisements strategically avoid the use of any language whatever suggesting by implication that the product speaks for itself.(Danesi, M. (2006).

Finally, it is relevant to note that the discourse style of advertisements and commercials matches the meaning and function of a product. So, it is informal and colloquial for products such as Face crème, Vaseline, Hair color. For many cosmetic items it is often sultry and seductive. Advertising thus borrows discourse styles to suit its purposes: a commercial can take the form of an interview; a testimonial on the part of a celebrity; an official format (Name: Mary, Age: 15, Problem :acne) In effect, advertising discourse is a blended discourse, adopting and adapting relevant social

discourses or trends for its own marketing purposes. Each product adopts a style of its own that is as recognizable as any discourse style. In this sense, advertising discourse and socio-ideological structure are one and the same. The ideology behind perfumes is different from that behind hamburgers and it shows up in the rhetorical structure of the related advertising discourse.

Discourse of beauty product. Discourse analysis offers 'a broad, multidisciplinary, multicultural and socially relevant approach to human language, cognition, communication and interaction'(Van Dijk, (2008,p. 57) The discipline of discourse studies emphasizes that discursive social interaction can reveal language use and thought, and that real-life, naturally-occurring discourse as language use, communication and interaction in social context can provide insights about the manifestations, and reproduction of such phenomena as group relations, organizations, institutions, processes, routines and structures (Van Dijk, 1997, p. 32). As such, discourse, intertextual relations between discourses, and discourse complexes, are studied as constitutive parts of their local, global, socio-cultural contexts. In turn, the contexts can be studied as possible consequences of discourse. Context structures, as described by van Dijk (1997, p. 29), are ''settings, participants and their communicative and social roles, goals, relevant social knowledge, norms and values, institutional or organizational structures''. Beauty product

Women in beauty product discourse. Women are involved in the field of modelling, women represent themselves as model,artist,social worker, teacher,public speaker. Skin products , face wash, cream, shampoo, body lotion, moisturizer, eyes brow ,mascara, lipstick are focus on women but nowadays most of the cosmetic companies are launching more and more products that are specifically targeted for women usage. Nowadays, it is not a taboo for a women to use skincare products and as years pass the number of women who use these products is increasing. A product for a woman can be designed and advertised. Different persuasive features are used to attract the women and make them purchase the products. For the purpose of this research, beauty products advertisement for women from Nari magazine and women's magazine like face wash, crème, body lotion, Vaseline, hair color have been analyzed to discover linguistic features at first and then the women's position /representation. In this study the beauty products are examined and analyzed in term of lexical and

semiotic features. The research has been limited to shampoo, crème, hair color, body lotion, face washes. Strauss and Feiz state that "the goal of a CDA is to make visible the invisible injustices and show power asymmetries" (2014, p.333). CDA has been used in this study to examine the way language contributes to social reproduction and social change by exploring power in various linguistic settings. Here are some examples of women's beauty product advertisement

Women in Beauty Product Discourse

Framework for the analysis of discourse. There are different frameworks developed by different scholar with reference to different theories ,however for this study I follow the Fairclough three dimensional model which helps me to identify and examine different linguistic features where various languages are used for advertisement. Fairclough (1992) approached a new way to analysis the discourse to show the relation of linguistically oriented discourse analysis with the social and political thought related to language and discourse. He created a framework by which social changes through language use can be analyzed. This three-dimensional model can be used to analyze discourse as text first, then the discursive practice of it and later the social practice of discourse.

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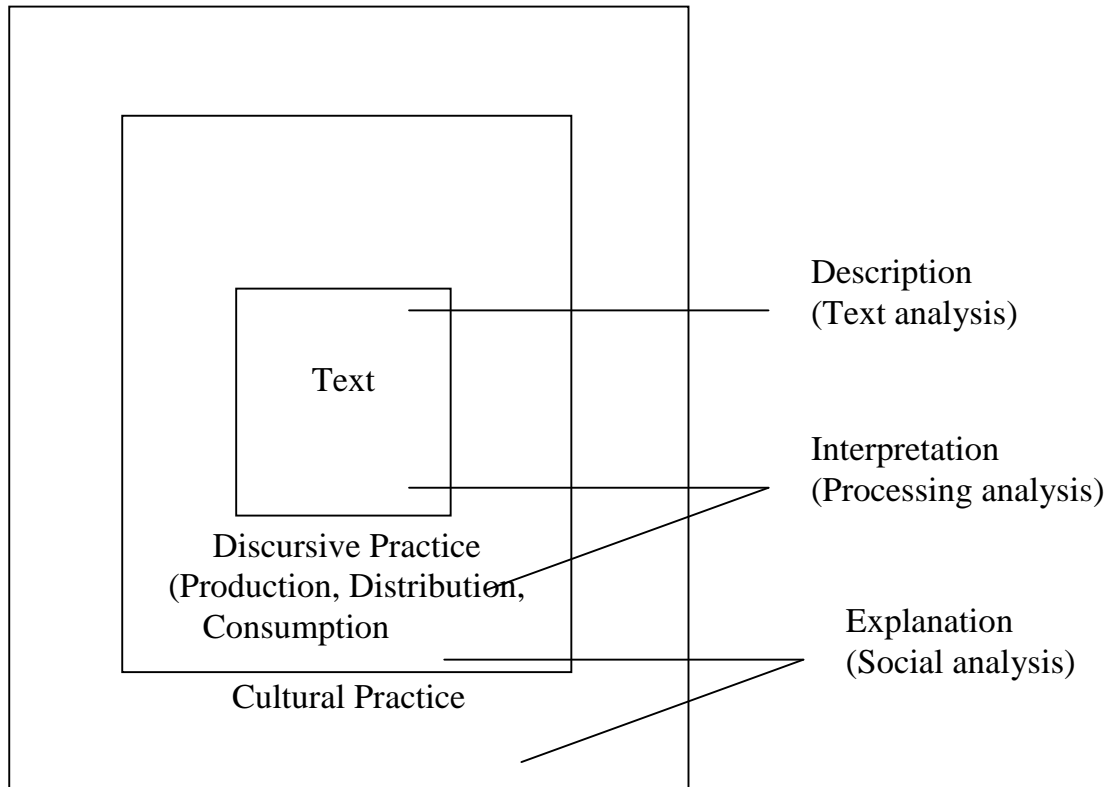
Fairclough'sThree Dimensional Model (1992, p.73).

At the level of textual practice, the analysis identifies and describes the linguistic features of the texts .This textual level analyst the linguistic form as well as the semantic content of a text. At the level of discourse practice, the analysts casts light on the production and interpretation of texts. It aims to identify what genre or discursive conventions are being drawn upon in texts. At the level of socio cultural practice, the analyst considers the social and institutional conventions or processes that influence how texts are produced or received. These three dimensions are related to each other, with discourse practice mediating between textual practice and socio cultural practice.

*Text analysis.*Text analysis is comprised with both the form of the text and the meaning. Critical discourse analysis of written and spoken texts operates in two ways namely, critically and constructively. Flairclough (1992, p.72) proclaimed that it is a

very complex process to analysis a text in the basis of meaning as texts are ambivalent in character and can be interpreted in various ways. Furthermore, both the potential meaning of form and interpretation are needed in text analysis. He further added that text analysis has four main features, 'vocabulary', 'grammar, and cohesion 'and 'text structure. In this research images are also taken as a text.

*Grammatical level.*The main focus of grammar is in word formation, verb tenses and type and length of the sentences. Gee (2005) states that each social language has its own distinctive grammar but two different aspects of grammar are important to social language. First one is traditional aspect which includes set of unites like nouns, verbs, inflections, phrases and clauses. In the same way, second aspect is the "rules" by which grammatical unites are used to create meaningful sentences. However, advertisers often modify grammatical rules for its own purposes and intentions. This study will primarily focus on the first aspect of grammar which is concerned with adjectives, pronouns and verbs. The following parts of speech will be studied in this research:

*Adjectives.*Adjectives belongs to one of the major form classes in any of numerous languages and typically serving as a modifier of a noun to denote a quality of the thing named, to indicate its quantity or extent, or to specify a thing as distinct from something else. For e.g. the word *red* in "the red bus" is an *adjective*.

*Pronouns.*Substitute a noun or phrase. The central pronoun carry person, gender and divide into personal, reflexive and possessive. Other types are demonstrative, interrogative, relative, reciprocal and indefinite.

*Vocabulary.*Vocabulary items play a very crucial role in the language of the adverts, as the copywriters choose the words that are strongly connected with the product and also use the words which can relate the target group of people. The words from everyday conversation are coined in the advertisements as the advertisements are for mass people and providing them the information in an intelligible way makes it more tangible.

*Discourse cohesion.*Discourse cohesion is presumably an important facilitator of comprehension when individuals read texts and hold conversations. This study

investigated components of cohesion and language in different types of discourse about beauty product advertisements: A textbook, magazine, pumplet, etc. Naturalistic tutorial dialogue between expert human tutors and college students, and auto tutor tutorial dialogue between a computer tutor and students (Auto Tutor is an animated pedagogical agent that helps students learn about physics by holding conversations in natural language). The cohesion indices included co-reference, syntactic and semantic similarity, causal cohesion, incidence of cohesion signals (e.g., connectives, logical operators), and many other measures. Cohesion data were quite similar for the two forms of discourse in expository monologue (textbooks and toxoids) and for the two types of tutorial dialogue (i.e., students interacting with human tutors and Auto Tutor), but very different between the discourse of expository monologue and tutorial dialogue.

Cohesion. Cohesion is a linguistic device which is used to make relation among the sentences and clauses of the discourse. According to Halliday and Hasan (1976), cohesion is the semantic relation between one element and another in a text and a text is considered as cohesive text when the elements are tied together meaningfully to convey some message or information to the readers. Cohesive interpretation of one item depends on the other.There are a number of ways or techniques used in different texts such as ellipsis, reference, reiteration, conjunction, collocation and substitution in order to make text cohesive. Some of them are listed below:

Reiteration.Halliday and Hasan (1976) define reiteration as two items that share the same referent and could either be repeated or have similar meanings in a text. There are different forms of reiteration they are repetition, synonym, antonym, and super ordination (hyponymy and metonymy).

Repetition.Repetition of particular lexical items in the language of advertisements is a common trait. It may be used to support the memory system of the audience, the more they will see or hear the word, and the more it will be retained in the memory.

Ellipsis. Ellipsis is the process of omitting an unnecessary item, which has been mentioned earlier in a text, and replacing it with nothing (Halliday&Hasan,

1976). In the ads, sometimes phrases and words are used individually to express full meaning. In conversation, especially, when it is a face-to-face interaction, ellipsis is used to avoid a large sentence. For instance, 'Going to school?' instead of "Are you going to school?"

*Substitution.*A definition of simultaneous substitution for the lambda calculus is presented that is easier to work with than standard single substitution because it is a definition by structural recursion, instead of recursion on the length of terms, and bound variables are always renamed. As a result, many proofs involving substitution are by structural induction, instead of induction on the length of terms, and are simpler than the corresponding standard proofs because of the reduction in the number of cases that must be considered. A series of results relating simultaneous substitution and   -congruence are proved, and a simple proof of the "substitution lemma" of denotation semantics is given.

*Repetition.*It is difficult to speak of repetition without becoming involved in a vast area of phenomena and problems. Repetition is a concept of such generality that one quickly gains the impression. Repetition on the psychological level cannot be defined simply in terms of reiteration or replica in a mechanical sense, although more or less stereotyped and automatic repetitions of prior experiences, prior behavior, thoughts, feelings and actions play an important role in normal and pathological processes. It is, in fact, one of the most important issues confronting us in a psychoanalytic consideration of repetition to make the distinction between such relatively passive or automatic repetitions and active repeating, and to study the conditions under which transitions from one to the other take place.Any consideration of the relations between id, ego and superego has to deal with the passivity activity issue in terms of repetition, and so does any consideration of psychoanalysis as a therapeutic process.

*Metaphors.*Metaphor is a prevalent phenomenon that lies in our daily language and structures our daily life. And metaphor is conceptual in nature: it is a figure of thought, a conceptual or cognitive organization which is expressed by linguistic object rather than a figure of speech, a linguistic object. Metaphor is a way of thinking and a cognitive device. They also hold that metaphor is systematically grounded in human cognition, one common metaphorical concept will give rise to numerous linguistic

expressions: different metaphorical concepts form a coherent network which underlines both our speech and our thoughts. There are two domains in metaphor. One is source domain and another is target domain. It is a mapping of the schematic structure of the source domain onto that of the target domain, and metaphorical mappings are not arbitrary but are grounded in our bodily experience. Once a metaphorical mapping is set up, it will then impose its structures on real life and be made real in different ways. Language is based on our experiences of the world and the way we perceive and conceptualize it. Experience is a product of interaction of our body with the outside world (including notions, living things, interactions between us and physical environment or other people within our culture, all of which constitute our conceptual system Metaphor is similar to pun which involves two meanings of a word. One is explicit meaning and another is sublime remarked that metaphor would be defined as a cognitive device which allows us to deal with abstract domains of experience by understanding and experiencing one thing in terms of another, which implies that it pervades our use of language as a reflection of our thinking no matter how unaware we are of it or how hard we try to avoid it. Metaphor is not a matter of language, but thoughts. In this regard, Ana (1997) states that metaphor is mapping of ways of thinking about some source semantic domain to target semantic domain. According to Ana the source domains are those things which we can easily think about, they are the parts of our physical world to which we are quite familiar. The target domains are related with the abstract form of the words or hidden from our sources.

Discursive practice.According to Fairclough (1992), production, distribution and consumption of text are collectively known as discursive practice. The relation between the text producers with the context of the production is also focused in discursive practice. Discursive practice also focuses on the consumption of the text. It means how the text is considered by the receiver. It can also detect the social identities of individual or of groups. The context of the discourse controls over the text interpretation. In this level, this study will concentrate on analysis of persuasive strategies used on billboards advertisement.

Persuasive strategies.In the modern era, we are surrounded by advertisement in every corner. All the national and multinational companies need a really big effort

to make an effective advertisement because of huge competition in the market. Modern advertisements do not pinpoint only the product, but also the advantages related to the purchase of these products. To encourage customers to buy a certain product, the ads creators use many persuasive techniques (Beasley and Danesi, 2002, p.15). As Shaughnessy and Shaughnessy (2004) state that one of the reasons why the persuasion is so important nowadays is that it is easy for competition to disrupt any price or functional advantage of the product. Even if the company have a good distributional system, changes in buying policies or reduction in the demand for the product can change distributor's preferences. Making successful advertisements is a complex process which requires certain knowledge. The successful ads cannot be done without specifying the target audience. Other important features are also creativity and visibility. Good advertisement should be original and imaginative. However, making an ad creative is not as difficult as making it trustworthy.

Argumentation.Argumentation uses language to justify or refute a standpoint, with the aim of securing agreement in views. The study of argumentation typically centers on one of two objects: either interactions in which two or more people conduct or have arguments such as discussions or debates; or texts such as speeches or editorials in which a person makes an argument.

Social practice.According to Fairclough (1992), discourse in social practice shows the relation of discourse with ideology and power. Ideologies are signs of reality. The realities link with the physical world, social relations, and social identities. These realities are built upon different levels of forms or meanings of discursive practices. These influence production, reproduction and transformation of relation of domination. Discursive practice of different context turns into ideologies and then creating the domination gets the power. There is always a struggle between ideologies which use discourse in different levels of power exercising.

Culture.The value of the use of language to transmit information is well embedded in our cultural mythology. We all believe that it is the faculty of language which has enabled the human race to develop diverse cultures, each with its distinctive social customs, religious observances, laws, oral traditions, patterns of trading. We all believe, moreover, that it is the acquisition of written language which has permitted the development within some of these cultures of philosophy, science and

literature (see Goody, 1977). We all believe that this development is made possible by the ability to transfer information through the use of language, which enables man to utilize the knowledge of his forebears, and the knowledge of other men in other cultures.

Women's positioning in advertisements. Feminist critical discourse analysis (CDA), as can be seen from its political perspective on gender, involves the critique of the interrelationship of gender, power, and ideology in discourse (Lazar, 2005). According to Fairclough (2003), discourse is part of social action because it consists of writing and speaking which reflect both acting and interacting. It implies that words can become media of interaction between the actor and the target, that is, between companies and consumers. Words which are presented in writing can inform things and also persuade people. In whitening cosmetic product advertisements, the persuasive language used by the companies marginalizes and puts gender stereotype on women, indoctrinating the idea that women have to be pretty. Thus, feminist CDA seeks to criticize the power of language as the reflection of social oppression toward women's natural looks.

In advertisements, there is a problem-solution relation indicated in the sentences (Fairclough, 2003). The text deals with customers' problems first, including their needs and desire, before providing a solution through the products offered. The text is also rich in meaning. It does not only contain letters but also semiotic modalities, such as visual images, layouts, gestures, and sounds (Lazar, 2005). There will be different strategic and communicative actions used by the advertisement companies to attract consumers' attention. The authors have the authority to create stories and to present women as either the subject or the object of oppression. So, the authors, or the cosmetic companies, make use of the female language. It uses some words related to women's beauty to attract their attention. It is as if the language used by those companies is women's voice that speaks to other persons of the same gender, so that they can be influenced through its persuasion.

This is the age of modern technology, in our society nowadays women's position has been changed. Media has been crucial to development of economic, political, social, and cultural spheres at the local, national, and global levels. Media through different means has remained not only the source of information and

entertainment but it has been able to produce and disseminate information, ideas, beliefs, values, ways of thinking, and narratives which can help us to understand and follow the socio-cultural happenings around the world. Some studies mention that changing portrayal of women in advertisements has been the result of increased number of educated women working outside the home. The position of women can further be discussed with reference to ideology and discursive structure

Ideological practice. An ideology is a set of beliefs towards something that affects our point of view on the world. It is set of values and feelings which are very close to us, and acts as the filter through which we see the world and analyze the things according to our ideology. Generally, we think that our beliefs are natural and obviously true. Van Dijk (1995, p. 17) states that "ideologies are typically, though not exclusively, expressed and reproduced in discourse and communication, including non-verbal semiotic messages, such as picture, photographs and movies." Ideology shapes power relation of the people and shapes the patterns of their discourse. In this world, every person has their own ideology. In other words, every person (advertisers are among these people) is affected by her/his own ideological constraints as well as ideological constraints of the dominant power relations in society, the advertiser can impose her/his ideologies on others in society through advertising.

Discursive structure. One of the important assertions that Michel Foucault made in The archeology of knowledge (1972) is that discourse are not only simply groupings of utterances, nor they simply sets of utterances which emanate from a particular institutional setting, but that discourse are highly regulated groupings of utterances or statements with internal rules which are specific to discourse itself. Discourse strategy refer to the constituents of discourse itself- the more abstract element within which particular discourse are produced. Discursive rules and structures do not originate from socio-economic or cultural factors as such, although they may be shaped to an extent by these factors rather they are a features of discourse itself and are shaped by the internal mechanisms of discourse alone.

Before beginning a description of discursive structures, it is necessary to describe the relation between discourse and the real. The focus of the archeology of knowledge is largely on the relation of texts and discourse to the real, and construction of the real by discursive structures. (Mills, 1997)

Likewise, Frow comments 'Discursive is a socially constructed reality which construct both the real and the distinction between them. It assigns structure to the real at the same time as it is a product and a moment of real structures' (1985, p. 2000).

Review of Empirical Literature

This sub section is an attempt to review the related studies, articles and reports. The literature review is important part as it contributes a valuable role during the process of research work. The most important role of a review is to generate and collect the ideas from the previous studies in the related literature as evidence to the present study. The reviews of some of related worksare as follows:

Subedi (2011) conducted a research on "Critical Analysis of Spoken Discourse: A Case of the Film Twilight". The main objective of research was to analyze the spoken discourse critically in terms of power relations and linguistic features. He used only the secondary source of data. The data for the study were collected judgmentally, analyzed systematically by selecting English film 'Twilight'. The spoken interaction was recorded in the computer and transcribed in orthographic form with the additional contextual features as far as possible. So, it was totally based on the subjective judgments of the researchers. This study found that power relations are inevitable features of any functional use of language; interaction is mostly controlled by the elders; the spoken discourse is mostly informal, colloquial, interactional and even impolite; and metaphorical expressions are pertinent in spoken discourse.

In the same way, Kaur, Arumugam and Yunus (2013) have conducted a research on "Beauty Product Advertisements: A Critical Discourse Analysis". The main objectives of the research were to analyze the linguistic features used in beauty product advertisement and to explore the discursive techniques employed in beauty product advertisement to manipulate women. They collected data from two popular local women's magazines, Celo and Women's Weekly. They have used Fairclough's three-dimensional framework to analyze how the ideology of 'beauty' is produced and reproduced through advertisements in popular local women's magazines. They found that advertisers use various linguistic devices such as direct address, positive

vocabulary, headlines, and catchy slogans to attract women. Similarly, advertisers use models or well-known local or international celebrities in advertisement to manipulate women. In the same way, advertisements promote an idealized lifestyle and manipulate readers to a certain extent into believing whatever that is advertised is indeed true. This study revealed how the ideology of beauty is constructed and reconstructed through magazines by stereotyping how beauty products are synonymous with better life. People in power (advertisers) use language as a means to exercise control over others.

Similarly, Iqbal, Danish and Tahir (2014) carried out a research entitled 'Exploitation of Women in Beauty Products of "Fair and Lovely": A Critical Discourse Analysis Study'. The major objectives of the research was to analyze the language used in fairness cream 'Fair & Lovely' and the strategies used by product advertisement to influence and exploit the women. They analyzed five advertisements of 'Fair & Lovely' having large number of viewers. For analysis they used Fairclough's three-dimensional model of discourse analysis which focuses on the representing and dominating 'Ideology' of beauty in women through advertisement of both print media and mass media. The finding of this study showed that advertisers use different lexical and discursive strategies to convince the female costumers and impose their ideology.

Following the same strength, Romanenko (2014) carried out the research entitled "Linguistic Analysis of On-line Advertising in English". The main objective of the presented study was to examine the linguistic analysis of on-line advertising in English and to identify the linguistic features and rhetorical figures employed in slogans. The research methods used in the descriptive thematic analysis and it possible with three thematic parts: alcohol and cigarettes advertising, non-commercial advertising and unspecified advertising of various products. For the purpose of investigation 150 advertisements were analyzed. The findings concluded statistically that the most commonly linguistic means in advertising slogans in relation to the thematic domain.

Dhakal (2016) conducted a research on "Critical discourse analysis of advertisement" The main objectives of research to investigate the discursive technique used in advertisement. She used primary and secondary sources. The data for the

study were analyzed systematically by selecting beauty product advertising from magazine and newspaper. This study found that the advertisers employ their ideology and maintain power through the use of different linguistic features. Personal pronouns, adjectives, compound words are used as lexical features as well as questions, imperatives short phrase, verb less sentences are used as syntactic features. The study also found advertisers used scientific evidence, celebrity endorsement, use of numbers, partition of picture, use of emotive words, self-representation and so on to represent the identity of women

Similarly, Chapagain (2016) conducted a research on 'A Critical discourse Analysis of Political News Stories in English Dailies'. The main objectives of his research were to identify and analyze the formal features of political news stories critically in terms of metaphor, modality and transitivity and to analyze the discursive practices and ideological hegemony within political news stories from newspapers. He used survey research design to get the objective of his research. To collect representative data from three newspapers, i.e. The Kathmandu Post, The Rising Nepal and The Himalayan Times he used observation checklists as the tools for data collection and non-random purposive sampling strategy to select the data. He employed analytical and descriptive method to analyze the data. He found that the conceptual metaphors are used to highlight the relationship between two countries Nepal and India. Similarly, some high value model makers are used to carry over the positive image of Indian rulers in Nepalese society. He found that political leaders and news writers have used different discursive practices such as presentation of glorious past and fear to future to control the people ideologically.

Likewise, Rai (2018) conducted a research on 'Critical Discourse Analysis of Beauty Product Advertisement'. The main objectives of her research were to analyze the linguistic features of beauty product advertisements in terms of their lexical features that represents the identity of women. She used qualitative research design to complete the object of her research. She used observation checklist as a research tool to collect required data for her study. From the data she selected the hundred beauty product advertisements by using purposive sampling procedure. She analyzed and interpreted collected data descriptively by using Fairclough's (1992) CDA framework. After analyzing the data critically she found that beauty product

advertisers used different types of linguistic features such as pronouns, adjectives, compound words and sentences to attract women. Similarly advertisers used different types of strategies such as picture of celebrities, emotive words, and partition of pictures to manipulate women. This study revealed how the ideology of beauty is constructed and reconstructed through advertisements by stereotyping how beauty products are synonymous with successful life.

Dhakal,mainly focus on discursive technique used in beauty product advertisement and Rai focus on linguistic features in terms of lexical features.

In my study I focused on women's position in beauty product advertisement from feminist theory, social practice,ideological aspect, linguistic features in term of lexical, syntactic features.

Implications of the Review for the Study

The reviewed of literature helped me in different ways for my study. First of all, it gave me an idea about what has been found and what is left to be found. Likewise, it helped me to choose appropriate CDA framework for this research. In other hand I got various idea to analyzed images and pictures used in different beauty product advertisement .similarly, It gave me the ways how to conduct methodology, research tool, techniques, data collection procedures.

The study of Arumugam and yunus(2013) helped me to investigate hidden ideology that exhibits the power and intention of advertisers. Their work also helped me to work by using Fairclough's (1992) framework. It gave me insight about this framework and related idea with it. Likewise, the study by Rosul (2013) helped me to study on other semiotic aspect of advertisements. Along with the language; colors, image, and positioning of pictures are the things that I have got knowledge from this study. Likewise, I got methodological insights from the review of Abdelaal and Sase (2014). It helped me to figure out how different languages are used by different advertisers to lure consumers .Iqbal, Dannish and Tahir(2014) study helped me investigated and explored discursive technique that influences women. It means this study gave me inside on the strategy and techniques that advertiser adopted to influence women .Advertisers used certain ways to make audience believed that the

product was safe for them to used. Some of those techniques were celebrity endorsement, used of numbers, used of emotive language, scientific justification etc. In addition, these literatures also helped me to sketch conceptual framework and to make observation guideline selected appropriate research design, data collection and analysis procedures, sampling strategy. However, my study is different from other in the sense that it gives more focus on linguistic features in beauty product advertisement.

Conceptual Framework

Conceptual framework refers to overall sketch of a project. Here, it means a researcher's map that is usually developed at the beginning of the study and evolves till the end. It represents the understanding of the theories by the researcher and his/her conceptualization of the relationship between different variables which mainly deals with who and what aspects that should be studied. The conceptual framework of the study is presented diagrammatically as follows:

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┌──────────────────────────────────────────────────────────────────────┐
│     Analysis with Related to Three Fold-Framework of Fairclough 1992  │
└──────────────────────────────────────────────────────────────────────┘

┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
│ Textual analysis│      │   Discursive    │      │ Social Practice │
└─────────────────┘      └─────────────────┘      └─────────────────┘

   ┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
   │ Grammatical Level│     │Persuasive strategies│  │Ideological practice│
   └─────────────────┘      └─────────────────┘      └─────────────────┘

      ┌──────────┐             ┌──────────────────┐    ┌──────────┐
      │ Pronoun  │             │Discursive strategy│    │ Culture  │
      └──────────┘             └──────────────────┘    └──────────┘

      ┌──────────┐             ┌──────────────┐         ┌────────────────┐
      │   Verb   │             │ Argumentation│         │Women's position│
      └──────────┘             └──────────────┘         └────────────────┘

   ┌─────────────────┐                                    ┌──────────┐
   │ Cohesive Level  │                                    │  Model   │
   └─────────────────┘                                    └──────────┘

      ┌──────────┐                                         ┌──────────┐
      │Repetition│                                         │ Actress  │
      └──────────┘                                         └──────────┘

      ┌──────────┐                                         ┌──────────┐
      │Reiteration│                                        │An artist │
      └──────────┘                                         └──────────┘

      ┌──────────┐                                         ┌──────────┐
      │ Ellipsis │                                         │  Image   │
      └──────────┘                                         └──────────┘

      ┌──────────┐                                         ┌──────────┐
      │Substitution│                                       │  Beauty  │
      └──────────┘                                         └──────────┘

   ┌─────────────────┐     ┌──────────┐
   │Syntactic Structure│   │ Question │
   └─────────────────┘     └──────────┘

   ┌──────────┐            ┌──────────┐      ┌────────────────────┐
   │ Metaphor │            │Imperative│      │Diversity of feminism│
   └──────────┘            │ sentence │      └────────────────────┘
                           └──────────┘

┌──────────────────────────────────────────────────────────────────────┐
│            Discourse Analysis and Interpretation                      │
└──────────────────────────────────────────────────────────────────────┘
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Chapter 3

Research Methodology

This chapter appends the design of the study, sample and sampling strategy, sources of data, data collection tools and techniques, data collection procedures, data analysis and interpretation procedures and ethical consideration.

Design of the Study

I choose Discourse analysis as a research design. Discourse analysis is a qualitative research approach that offers the potential to challenge our thinking about aspects of the reality of beauty and beauty care practice. Discourseanalysisisthename giventoavarietyofdifferentapproachestothestudyoftexts,whichhavedevelopedfromdiffer enttheoreticaltraditionsanddiversedisciplinarylocations. Strictlyspeaking,thereisnosingle'discourseanalysis',butmanydifferentstylesofanalysisthat alllayclaimtothename. Whattheseperspectivesshareisarejectionofthe realist notion that language is simply a neutral means of reflecting or describing the world, and a conviction in the central importance of discourse in constructing. This chapter will discuss one approach to discourse analysis that has been influential in fields as diverse as the sociology of science, media studies, technology studies, social psychology and policy analysis.Discourse Analysis is a term which has come to have different interpretations for scholars working in different disciplines. For a sociolinguist. It is concerned mainly with the structure of social interaction manifest. In conversation: for a psycholinguist, it is primarily concerned with the nature of comprehension of short written texts: for the computational linguist, it is concerned with producing operational models of text-understanding within highly limited contexts.I follow three dimensional CDA design formulated by Fairclough (1992), however, I used qualitative research design to analyze data from magazine and newspapers. This study mainly focused to explore linguistic features used in different beauty product advertisements. The research design used in this research is descriptive qualitative design. In descriptive qualitative research the data   is in the form of words rather than numbers. Descriptive qualitative research which has natural setting and the researcher is the key instrument, qualitative means to find out how a theory works in different phenomena. The qualitative descriptive research is used to describe the linguistics

characteristics of beauty product advertisement and investigate the influence of consumer behaviors towards the beauty products. Following are the framework I focused on following three things

Text analysis. The analysis of text includes linguistic analysis in terms of grammar, semantics .the sound system and cohesion-organization above the sentence Fairclough,(1995,p.57).He follows systematic Functional linguistic as mentioned in the introduction of this proposal, and view text from a feminist perspective.

Social analysis. According to Fairclough's (1992) mainly focus on the way they describe the things and what type of vocabulary they are using when they advertise the beauty product of fair & lovely we can first analyze the choice of vocabulary and how they depict women through their choice of vocabulary. In the these Ads of fair & lovely the second person pronouns are extensively used which hides the actual actors, and presentation of phenomenon is reflected as natural process, the presentation of ads on media is as much establish discourse in a way that audience seems themselves in that phenomena in a way to be like those actresses. They set this discourse in a society in such a way that no one feels it. And they use such type of pronouns in the advertisements like you, us, yours. Such types of pronouns which present the phenomena that they are presenting the experience and views of every layman in their advertisements and they also use pronouns at the place of verbs to establish the strong relationship between the presenter and the viewers.Fairclough called this process as nominalization; where noun and pronoun is used instead of verb. For Example: "Every time you use it, you get fairness. Ready to take a fairness bet with us ". Butthe company and major actor hides themselves under the logo on product and pronouns). In the beauty advertisements, common pronoun such as "you", "your" and "we" are common. The use of first and second person pronoun indicates as that advertiser and company is making promises which are sincere and honest.

Discursive analysis. This levels deals with level of text's production, distribution and consumptions that gives a glance on how power relations are established through text. As Fairclough mention all these sub categories of discursive analysis in his model of CDA analysis. Evidences, code mixing, daily influencing materials, challenges, demands, skin problems and weaknesses. As shown in the

example presented in the table that how they establish the power relationship and they presented actresses in such a way in their advertisements that it seems like their beauty is just because of the use of this brand and they capture the minds of their viewers that they are not able to think negative about it they establish such a relationship between the presenters and viewers that they are not able themselves for becoming the part of that discourse. They use such emotive words in their advertisements, that the interpretation of their viewers is positive and they establish their place in a society and promote their brand by using such devices and brands Logos that one specific community must use it. They also establish a strong relationship by adding scientific evidence in their brands and present them in such a way that it always establish positive discourse in the society about that brand. Code switching and code mixing is also used as a terminology in the advertisements but it also leave a strong impact of the viewers and the number of users will increase through this technique.

Population, Sample and Sampling Strategy

All photographs of beauty product advertisements found in three Women's Magazines and three Nari Magazines were used as the study populations. However, 100 photographs were selected as sample for the study. For selecting a representative sample, I used purposive non-random sampling procedure with the purpose of getting very rich information on concerned issue topic. This method is the most straightforward of all the probability sampling methods, since it only involves a single random selection and requires little advance knowledge about the population.

Research Tools

Observation checklist was used the main tool for data collection. Photographs of beauty product advertisement were captured from 'Narimagazine, and women's magazine, with the help of Samsung Galaxy A6.

Sources of Data

Both the primary and secondary sources of data were used for this study. This study was based on primary source of data. The firsts hand data were collected from

the selected beauty product like crème, face wash, shampoo, hair color, body lotion. I consulted various monthly Women's Magazine, Nari magazines, articles, journals and research documents as secondary sources of data.

Data Collection Procedures

I followed the step wise procedures in order to collect the authentic data. For the purpose of the study, first of all, I bought threeWomen's magazine and three Narimagazine which were published monthly. (100 item beauty product advertisement) as per the guidance of my supervisor. Secondly, I collected different photos of beauty product from different issues of Women's magazine and Nari magazine. Thirdly, I took the snap of 100 beauty product advertisements. Fourthly I gathered all photographs in my laptop and I selected photographs consciously. Similarly, I collected necessary secondary data from the reviewed to guide my work. Eventually after gathering related photographs, I started to analyzed data by using Critical Discourse Analysis framework.

Data Analysis ad Interpretation Procedures

The collected data were analyzed and interpreted in descriptive way by using Fairclough (1992)framework. This framework includes three major components,i.e. Text, discourse practices and socio-cultural practices.The text analysis (both spoken and written) represents the discourse including verbal,visual or verbal and visual texts.As mentioned in the previous section,I categorized lexical and syntactic features.I also analyzed the images given in the ads and the power and ideology that affected the society through the use of female picture.Moreover, I made active figure on women's representation in the advertising discourse.

Ethical Considerations

Ethical is the main phenomenon to be considered while doing a research so that the informant's identity may not be collapse .To avoid the risk of plagiarism, I gave proper credit to the authors of books, journal, articles and researcher work.This study were limited within 50 samples that I has collected. This study followed the fairclough's three dimensional framework for CDA (1992). Researcher should be

sensitive in the context of privacy of participant, inform consent & manipulation of data by him/herself. We know that, sensitivity is the main principle in ethical consideration of any kind of research activity.

During my study, I took photographs of beauty product which were publicly advertised in women's magazine and Nari magazine. I did not harm any stake holders of beauty product advertisement. I did proper citation and reference to the authors of the books, articles, journals and research works to avoid plagiarism. Moreover, I made a commitment for not using the collected data for other secondary purposes. Furthermore, the collected data were discussed and analyzed considering the right of privacy of the respondents by avoiding their real name.

Chapter 4

Results and Discussion

This chapter presents the analysis and interpretations of the data collected from primary sources. The data collected from observation checklist have been analyzed and interpreted to derive findings of the study.

The analysis and interpretation has been divided into three main sections of Fairclough's three dimensional frameworks. The first part deals with the micro level of analysis. It concerns with the linguistic features of beauty product advertisement. The second level of analysis investigates discourse strategies of beauty product advertisers to attract costumers towards their product. The third part of the analysis discusses the ideological and social meaning of advertisements with reference to women.

Women are the main consumers of beauty product and therefore this study mainly focused on how women are used as propaganda in media discourse.so this study is centered to unveil hidden ideology, power and discursive techniques through linguistic analysis. I have collected one hundred beauty product advertisements that included different varieties. The analysis has been made in line with the three-dimensional framework developed by Fairclough (1992). However, the results and discussion has been made as consistent as possible with the objectives of the study.

Linguistic Features of Beauty Product Advertisement

The first objective of this study was to analyze the linguistic features .I have analyzed the linguistic features mainly included vocabulary and syntactic aspects so there are discussed.

This study looked at hundred print advertisement published in different Monthly publishedNari magazine and women's magazines which were meant for women. Such as   ponds white crème, white beauty product strawberry suns cream ,streax hair color, fair and lovely fairness cream, Emami oil, facial kit , Vaseline . The beauty product advertisements were collected from weekly and monthly published

women's magazine and Nari magazine. The linguistic aspect future included the analysis of following features:

Lexical features. This section presents the analysis of the lexical features found in the language of beauty product ads .I have focused on the use of pronoun, adjectives, and verbs (related with the tense) found on Beauty product advertisements. For example. Following figure shows the use of adjective:

Fig.1 Lexical features   *(Source: Nari magazine2020,vol.5)*

*Use of adjectives.*Adjective is an important language features used in beauty product advertisements. The advertisement in beauty product use a great variety of adjectives with positive and negative connotation. Adjectives are always associated with certain quality and here they represent to the words that imply both positive and negative meaning related to the beauty products. The use of both positive and negative adjective has been found as a common linguistic features used in beauty product ads. The main aim of advertising is to sell the product as much as possible.For example Positive adjective are used to attract attention of customers which presents the useful information about the product. 'These adjectives usually evoke positive emotion, fantasy, dreams and desires'(Kaur,Arumugan& Yunus,2013,p.64.) positive adjective have more effect on the users as they highlight the quality of products advertised. For example, '*Silky smooth shampoo and Advance Hair fall solution, its pro vitamin formula fights Frizz'. (*Pantene shampoo figure 1)

Positive Adjective

Source: NariMagazine 2020,vol . 6

Source: women's magazine 2020,vol.7

Positive adjectives. Ageless, young, whitening ,long lasting ,shiny, bright, strong, long nourished, beautiful, age control, dandruff proof, smooth ,flawless, glow, blemish free skin, softskin ,skin nourishing , enriched, anti- age fresh, dramatic, fabulous, superlight, are used as the positive adjective.

Negative Adjective

Source : Women's magazine 2020,vol.7

In contrast negative adjective also found for example - Wrinkles, dark circle, hair fall, puffiness, sunburn, pimples, acne , pigmentation, scars, dandruff, sun rays, freckles, age spots, compound words are put together to make new meaning which helps to strengthen its meaning. Advertisers make a defense by using such compound word that the products are worth to use to rejoice beauty.

*Use of pronouns.*A pronoun is a word that replaces the noun and helps to avoid repetition and make sentence more understandable. It helps to avoid repetition and make sentence more understandable. The advertisers use second- person personal and progressive pronoun to address the costumers individually and personally. The advertisers use second- person personal and progressive pronoun to address the costumers individually and personally. Personal pronoun highlights the value of addresses. In beauty product advertisements, producer use personal pronouns to value the audience. The advertisers use second- person personal and progressive pronoun to address the costumers individually and personally.

The second person and possessive pronouns such as 'you', 'yours', 'us', 'our' helps to address the readers directly and personally are used in a great number. The advertisers try to create a space for readers by using personal pronouns. They make readers feel that they are in groups and those products are made for them. By using personal pronoun they present very strong statements that enforce audiences to get the product. The picture shown below is taken from Nari magazine'' published on 2020, Jan)This advertisement is an instance of Sun silk shampoo.

Figure 2.Lexical Features   (Source: Nari magazine 2020,vol.5)

The words 'you', 'your' helps to create a strong bond of relationship between producers and consumers. Likewise, consumers feel safe when they see the words 'you', 'your' and the like in the advertisements. They also feel that they are highly valued personally rather than as a part of mass. Kaur,Arumugam and Yunus(2013,p.65.) claim that "The use of pronouns in advertisements helps create friendly atmosphere to persuade the audience'. They have found the excessive use of pronoun viz. we, its. You, yours, our and her in the ads. Khalid (2015) also goes in the same way. They all believe that the second person pronouns used in the advertisements directly address to the consumers, which fairclough (1989, p. 62.) calls 'Synthetic personalization, a common feature of such advertisements. The picture shown below is taken from Nari magazine published on feb 15, 2020.

Here, in the given sample, the words in bold faced are pronouns. There are varieties of pronoun used in the beauty product advertisement for instance, personal pronoun, and second person pronoun. The following I have been found from the data collected for the study.

- ⟩ Impress with your eyes.
- ⟩ Lock the fragrance and shape of your hair
- ⟩ Enrich your beauty papaya face soap
- ⟩ Chemical peel- A fabulous gift for your skin.
- ⟩ Express yourself. (face cream)

⟩ Change the way you look.(Garnier facial pack)

⟩ Hide your greys not your passion

The above mentioned examples clarify that advertisers make great use of pronouns. They that pronouns are the strong means to create feelings of belongings between the groups who use those products.

*Use of verb forms.*In a sentence, a verb is taken as one of the important parts, which is used to demonstrate an action or a state of being. Verb is a main component of a predicate without it there would not be a sentence. I have found, many verbs to refer an action in the advertisements. Mainly the advertisers use present tense to indicate that whatever said by them is a general truth which helps them to create positive impact of their product to the audience. The present tense also suggests that the action is happening right now and result can be seen in the present moment. The collected data shows that in beauty product advertisement present tense is the most commonly used. For instance:

Figure 3. Use of Verb Forms   Source:- (source: Nari magazine 2020, vol.5)

Figure 4. Use of Present TenseSource: (source: Nari magazine2020 vol.5)

This advertisement is promoting about weightless smooth strength & nourish for hair repair serum. The use of simple present tense can be seen in the sentence which says, Hair oil keratin oil weightless and smoothing repairs, serum   strengthen an d Nourish   free of sulphates, parables and glutens '*weightless and smoothing repairs, serum*' In this sentence the verb *repairs* indicates that it has used present tense which provides the common sense that the action happens at present. So, for its result the costumers should not wait for the long time. Similarly, it also indicates that whatever said in the sentence is truth so the advertisers attract and convince more people to buy their product. (See Appendix-4)

Syntactic structure used in advertisement. I have analyzed the syntactic structure found in beauty product advertisement here in this section, in the advertisement the questions are asked to the readers which enforce them to think about their beauty problems. Kaur, Arumugam and Yunus (2013, p.63) in the also found the use of questions i.e.'Want it ? (Avon Lipstick), Why just color when you can shine? (Avon Lipstick), did you know that bagatelle means "light, musical composition' in French and that pettilant women slightly spakling? (Channel Lipstick,(2013,p.63).The question used in beauty product ads help readers to create a personal relationship by engaging them on informal conversations rather than merely conveying information of the products. The advertisers further impose readers on thinking about their problems and changing their attitude.

Question helps reader to discuss on their beauty products. It is more thought provoking in relation to other discursive techniques. It seeks to find the answers of the questions from the audience. Generally, question force the audience to use the advertised product indirectly. These questions are mass related which carries large number audiences. It aims to influence the audiences by giving the space to discuss them about their beauty related problems. It is the most useful technique used to change the audience's attitude.

Figure 5. Questions Used in Beauty ProductSource: (women's magazine 2020 vol.6)

Through the help of questions, advertisers try to get answers from the readers. Such question plays crucial role to create discourse in beauty product ads. The questions requires answers from readers and make them decide the solutions to the problems they often face regarding the beauty products. In other words, these question try to show what product can do if they use and what problems they might have if they don't use. These questions help to draw the attention of the readers and give them full confidence and power to use it. (See appendix)

The following are the examples of questions used in beauty product ads:

⌡ You think having glow that catches the fancy world is difficult
⌡ Are you worried about your skin problem?
⌡ Why don't you try it?
⌡ Why let frizz rule your life?

*Use of imperative sentences.*Imperative sentences convey the meaning of order, instruction, suggestions, and so on. I also noted the use of imperative sentencesKaur et al.(2013) and Khalid (2015) also believe that the excessive use of imperatives in the beauty or fairness product ads is meant to persuade the readers to buy product and further try to establish a closer relationship between the products and consumers. (See Appendix-4)

Figure 6.Use of imperative sentenceSource: (NariMagazine 2020, vol.5)

Figure .7 Imperative structure   *Source: (Nari Magazine 2020, vol.7)*

The imperative sentences look catchy and have more strong meaning. The purpose of using those imperative sentence create a sort of force on the buyers. For example:

)   Enriched with vitamin E
)   Stay youthful
)   Developed with dermatologist

*Cohesion.*Cohesion in the language of advertisement   present section focuses on cohesive devices found in the beauty product advertisements.

*Repetition.*Repetition is a rhetorical device that repeats the same words, phrases or poetical lines a few times to make the message clear and more memorable. The Repetition help to deliver impression to the audience through emphasis on key words and ideas. The data shows that on beauty product advertisements advertisers repeat some key words frequently.

Figure 8. Repetition of the Key WordsSource: (Women's Magazine 2020,vol.6)

The above mentioned cosmetic product is the advertisement of beauty product for women which is advertised by one of the famous crème Lotus Herbals . In this advertisement, repetition of some keywords, '*White* glow skin*, whitening*&Brightening gel crème .Here, *white* and *whitening* refers it unveils visibly fairer skin by reducing dark spot.

Brightens- It enhances skin's radiance naturally. *Gel crème* gives reason good for all skin types including oily and combination skin.

The advertisement repeats the words are repeatedly used in the advertisement *white, whitening, gel cream for whitening Glow* several times. By repeating the key words advertiser may attempting to make sure that the readers catch the main message and idea of the product which promise and claim to be able to make women more attractive and beautiful with white glow skin. The repetition of the words create positive image of the product in the readers' mind which make them to buy the product. (See Appendix-4)

***Use of ellipsis*.**Ellipsis is an omission of some words to make sentence short and sweet but while omitting some words message should not be changed. It is a

characteristic of advertising, as Goddard (1998) argues that advertising language often attempts to reproduce the indirect nature of spoken language in order to establish closeness with the readers. The collected data shows that ellipsis is used in the language of beauty product advertisements. For instance :

Figure 9.Use of ellipsisSource: (Women's Magazine2020, vol.6)

The use of ellipsis as shown in the sentence in the advertisement above *allday moisture body lotion.*Instead *It can remain all day moisture body lotion*. 'It' is omitted *thenalso* almost people think that body lotion remain whole day. So, in ellipsis some words are omitted by keeping the words on beauty product from which the meaning and message can be assumed. Ellipsis makes language of advertisement more catchy and memorable.

Use of metaphors.Metaphor is a part of figurative language which describes as object by referring to another object that is considered to have the similar kind of meaning to the object being described. Metaphor is a rhetorical device, which transmits the meaning of the original name of the object to another object. It is a conversation of a word from its usual use to a new use. The collected data shows that metaphor is used on beauty product advertisement attract the customers. For instance:

Figure 10 use of MetaphorSource: (Women's Magazine 2020,vol.6)

This is the advertisement of Face-wash where the advertiser has used metaphor feel the face. In the ads one beautiful lady using face wash she seems very freshness here the face wash compared with feeling i.e washing face .This metaphor gives lively images of the quality of face wash. Therefore, advertisers use metaphor to make the advertisement attractive, lively and more interesting.

Discursive Strategies Used on Beauty Product Advertisements

The second objective of this study was to explore discourse strategies used on beauty product advertisement. The strategies used on beauty product advertisement show power relation between advertisers and consumers in advertising discourse. In this regard Fairclough (1989) argues that there is the difference between power in discourse and power behind discourse. Power in discourse deals with how "powerful participants controlling and constraining the contributions of non-powerful participants" (p. 46). Generally, The discursive practices refer to the research question two on the discursive techniques used in advertisements to represent the identity of women. This level of analysis involves studying the text's production and consumption, focusing on how power relations are enacted.

This study has relate to the use of different discursive techniques advertisers to establish power relations through texts. As the discursive practice contains a discourse and a genre; the former can be of various form, i.e. political discourse, economic

discourse, academic discourse whereas the latter is a particular way of using language in a certain context. The relationship between text and social practice is mediated practices. Language is social and contextual phenomenon which is shaped by discursive practices. A social institution consists of different discursive practices and orders of discourse.

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Celebrity endorsement. The data of the study mostly portray pictures of young women with smooth skin along with body copies that use positive adjectives to describe the desired effect of using product. This representation leads the readers to associate the women in the ads with the product. In the ads we can see highly renowned female celebrities are shown which tends to give more positive meaning to the consumers that they are beautiful of the beauty product they use (Appendix.4) picture are the examples of celebrity endorsement.

Figure 11.Celebrity EndrosementSource: (Women's Magazine 2020, vol.6)

The above picture is taken from women's magazine weekly published on 2020 march **.**In this advertisement there is one beautiful Indian actress   *Sonakshisinha* looking very impressively   with a smiling face . She is presented as one of the beauty model   'Pantene hair shampoo which protected up to 6 hrsstongerhair.

On her above, there is written '*sonakshi has broken cycle of weak hair'now here in nepal , 'Up to 6 hrs stronger hair'***.**Here these words are easily captured by women or readers. *Everyone* eyes are attracted by the beautiful figure of celebrity and readers try to get information about the product. The basic purpose of using sensible or catchy words to attract the customers.So,celebrity picture with catchy words gives more emphasis on the beauty product ads**.**

Figure 12.New CelebrityEdrosementSource: (NariMagazine 2020, vol.6)

The above picture   '*Newlooklakmemakeup'* is taken from NariMagazine published on feb,2020. In this ad, Bollywood actress KareenaKapoor's photo is attached with lakme products. Multi-beauty products i.e. Lip stick , powder ,eye, mascara ,face cream are advertised with gorgeous look of kareena . On its right of the ad, there is written' Last up to 16 Hours' in big capital letters. Just below the products we can see 'Be magical Everyday', " Newlakme Absolute'. This advertisement tries to show the eyes and lips look beautiful when women wear lak me beauty products. The wide Expressive eyes and smiling face look more sexy in the lakme beauty products. " The advertisements seem to insinuate that women who aspire to be beautiful should have big,expressive,sexy eyes' (Kaur et al.,2013,p.69.)

Figure 13. Celebrity Endrosement   Source: (Nari Magazine 2020,vol.6)

This picture is taken fromNari magazine published on 2020,feb.In this advertisement   ShreyaAgrawal is placed at the left side of the page. Her figure is represented by shiny long silky hair. At the top of the ad,' *'a colouring gel that comes with two special ingrediant' is written and just below it is written 'love and care'. ' acolouring gel that comes with two special ingrediant'* **.**This advertisement clearly shows the hidden ideology behind images. The big letter Love and Care give emphasis on the quality of product .It show the positive aspects of the ' streax hair color' by assuring consumer that this hair color is completely worth using.

Figure 14.Celebrity EndrosementSource: (NariMagazine 2020,vol.6)

The celebrities are the public figures that are known to the audience. Usually they are actors, models, singers, businessman, players or leaders. This beauty product advertisement is taken from Nari women's Magazine published on 2020,feb. This is the advertisement of natural fairness crème face crème where one of the beautiful Bollywood actresses PreetiZinta is promoting face crème with beautiful smile and impressive face. By showing the face of actress, advertiser wants to make the costumers believe that the secret of   PreetiZintafair and smooth creme is   Fairness face cream. Similarly, there is the picture of product and the picture of actress by this advertiser wants to show that smooth and beautiful skin of actress is the result of their product. In this regard, Kaur et.al (2013) argue, that every woman wants to look beautiful and attractive as the images reflected in advertisement. Similarly, they found that the use of model or the celebrities in advertisement is a technique used by advertisers to manipulate people. The ideology of power is depicted by the celebrities in the advertisement.

Use of puffery. Advertisers use different strategies to persuade people to buy a product. Sometimes, they make unrealistic claims about the product which cannot be proved or disproved and such type of strategy is called puffery. It is a form of advertising in which products or services are presented as a superior than other without any evidences. It is characterized by exaggeration and hyperbole. Sometimes advertisers mention some hyperbolic statements to grab attention of the costumers or to make product more attractive. The collected data shows that advertisers used puffery as a discursive strategy to attract the costumers. For example:

Figure 15.Use   of PufferySource: (NariMagazine 2020,vol.6)

This is the beauty product advertisement of Boroplus body deodorizer for women. Here, advertiser claims that just one use of body deodorizer of Boroplus can control the unpleasant smell of a women's body for a whole day. It is a more exaggeration of the product where it seems the effect of its use is advertised more than it can do. It is considered as a puffery because body odor cannot be measured and only one use may not be enough to control body smell for a whole day. Such types of claims attract customers to buy the products.

Use of association principle. Advertisers use different kinds of persuasive techniques to sell their product among them psychological concept is one of the important techniques to attract costumers towards their product. In this regard, Lindstrom (2008) argues that consumers are exposed to hundreds of advertising messages and ideas each day, but many are unaware of the psychological concept and knowledge that are used to create many of today's advertisements. Similarly, Benjamin (2004) states that in the field of advertising, application of psychological concepts began in the late 19th century and early 20th century. Association technique

is a psychological concept of advertising that tries to link a product or idea with something already liked and desired by the target audience such as fun, pleasure, beauty, family, health, wealth, and success. Firstly, advertisers create a strong emotional response and then associate that feeling with the brand. Association technique is also known as emotional transfer. The collected data shows that in beauty product advertisements association technique is used to attract customers. Here, is a sample of use of association principle. For example

Figure 16. Use of AssociationsSource: (NariMagazine 2020, vol.6)

Figure 17.Use of AssociationSource: (Women's Magazine 2020, vol.7)

This is the advertisement of Lipstick mascara where advertiser has used five pictures; i.e. picture of beauty product and another is picture of three young girl and they seem very happy. Similarly, there is one phrase ' *Make up brands owned by celebrities'* This phrase states that all the beauty product make up brand are owned

by celebrities which presented in the beauty product advertisement .In this advertisement, advertisers associate with their owned makeup which creates friendship and happiness. Influence of such advertisement can be seen in our society for example, when someone gets job, gets married, gets baby or in any moment friends and relatives asks for party and where there is celebration or party there everybody decorates themselves. In this way beauty product is associated with happiness, friendship, and good relationship. It is also associated with the medicine like refresher when any person make up by using different beauty product .They that feel they are the most beautiful angels in the world .it creates happiness by inner heart due to their beautiful face. And they forget all the sorrow and they enjoy their inner feeling and shares with their friends. Such types of advertisements are used by the companies to make the positive perception of the costumers towards the product. In this regard Scott (2004), states that with the help of psychologists, advertisers were able to increase their knowledge of concepts such as association, memory, perception, and emotion in order to reach in the mind and soul of costumers.

   Scientific evidence. Scientific evidence is also discursive technique used in beauty product advertisement. Producers try to show the clinical proof by using Clinical language in the product. They try to assure the client that these products are less harmful to use for example:

Figure 18. Use of Scientific Evidence   Source: (NariMagazine 2020, vol.6)

This ads is taken from "Nari – Magazine' published on 2020,feb.In this ads there is written SPF20PA+++ in big letter. It means this sun cream is clinically best from sun protection.

The next ads is pond's crème. In this ads the same beautiful faces are shown in two different looks. Pond's is written in big capital letter and below it is written clinically proven to reduce wrinkles in week. This ads meant to emphasize that pond's crème is best for removing wrinkles on the face only in two weeks and it is also safe for use.

Figure 19. Use of Scientific Principle   Source: (Women's Magazine, vol.7)

Likewise, another example of Bridal make up-

Figure 20. Use of Scientific EvidenceSource: (Women's Magazine 2020,vol.7)

This is the advertisement of Bridal makeup it is taken from from women'smagazine published in 2020 April.This ads is about Bridal make up. In this advertisement, advertiser used picture of unknown people who are representing the beauty product of Bridal make up on her face and seems very beautiful and happy. In this ads In its top there is written *slimming, beauty ,laser ,anti -ageing ,Dermat, hair*

design, skin care, body -firming, nutrition counselling. etc .This ads contains Body firming ,Nutrition, skin care language term taken from science discipline.

Similar , next example of scientific Evidence is given below.

Figure 21. Use of Scientific Evidence   ***Source: (Women's Magazine 2020,vol.7)***

This ads is taken from women's magazine which was published 2020 April. In this ads,there is written 96‰ less hair fall and up to 20X strongest hair.It means if we use this hair oil then it reduces our hair fall up to 96% and it also makes hair stronger up to 20X.

These all examples try to prove that those product are scientifically tested and are safe to use

Self – representation. Self representation and flattery is another special technique used in advertisements. The advertiser flatters ther readers by mentioning positive traits which evoke positive self representation and images.It is a strategy used to make the advertisement more attractive**.** The flatters the readers by using the phrases like; 'be magical everyday', 'the finest', 'you worth it' 'celebrate beauty of life'. By implementing positive images in the readers mind, the advertiser stimulates reader's desire and persuades them to buy product.

Partition of picture. The next technique is comparision of the same picture .no. 27. Are example of this technique.In these advertisements, female faces are shown into two parts.

Figure 22. Partition of PictureSource:(NariMagazine 2021 vol.6)

These two pictures are taken from Nari Magazine published on 2021 may.One side is face covered with pimples,acne,wrinkle whereas the other part is soft as well as clean.It means advertisers want to show that if women use those products then they can get beautiful skin.Advertisers themselves create beauty problems and also provide solution to the problem.

Figure 23.Self – representationSource: (NariMagazine 2020,vol.6)

They assure their products are the solutions to women's beauty problems.After using those products women rejuvenate their beauty as well as recharge their skin.They choose the language that portrays their ideology to the number of audience.

Irrealistrepresentation. Irrealist representation strategy is used to create an unrealistic condition or a delusion toward their consumers' mind which aims to persuade the consumers by influencing them to buy the products. In order to convince

the readers about the product, the advertisers use beautiful celebrities as models for the representative of their products as the models get their present appearance because of using the product. Besides beautiful model is presented, the advertisers also convince the readers through words which provide 'positive representation' and 'scientific evidence'. Those words give a power toward the consumers' delusion that their product can make them become beautiful. Code switching/ mixing is also used to increase a number of consumers and establish the power relationship in all communities that have a different language. The advertisers switch their language to establish a positive discourse among various communities. This is the way how the advertisers use various techniques to establish a power relationship and increase their production, consumption, and distribution in the society.

By using strong metaphor and simile they create irrealist image in the product. some of its example are as follows:

- Looks up to 10 years younger (pond's crème)
- Dive into fantasy (scent fog)
- As soft and fragrant as flower (Lux soap)
- Get moonlight Fairness in skin just in 7 days (Fair & lovely)

Figure24. Irrealistic reprentation   Source: (women's magazine 2020 ,vol.8)

The above statements show advertisers and producers used various discourse strategies to influence women. They tried to show women's identity with beauty and glamorous. By using attractive female figure and catchy language they not just sell their just only sell their beauty product also they make women awake about beauty their beauty and fitness.It shows how advertisers create illusory identity by the help of

langauge,discourse practise and color combination to qwe women's feelings. In this regard Kaur,Arumugam and Yunus claims " advertisements can influence women and shape their behavoiur by creating a web ofdelusions" (2013,p.67.)

Power and Ideology in the beauty Product Advertisements

The third objective of this study was to explain how the concept of beauty is interlinked with other social aspect. The current trend, situation and background information of the beauty is looked in this section. It means social practice analysis deals on how the 'ideology of beauty' is produced in the past and how it is practice at present. The concept of beauty is diverse to the old days with what we have in the present. The study shows, previously women used to paste their face with different homemade beaut products. Nowadays the things have changed. Today women are so much attached with their beauty and the use the products which are highly advertised in the media.Kaur ,Armugam and yunus says 'The beauty myth dates back to the past where women then had also used various traditional products to enhance their appearance. For instance, women in the olden days painted their faces used mud,clay,leaves,flower (Kaur,2013,P.69)Women today used different cosmetic product are highly obsessed to boost their physical appearance.

In advertisements, ideologies are the produced and reflected within the discourse by the advertisers. The main purpose of ideology is to bring change in the society. Similarly, ideologies are abstract things which can be applied in real situation. Similarly, beauty product advertisements were also guided by the advertisers/ companies' ideologies like cultural ideology, patriarchal ideology, and social ideology. So, by beauty product advertisement they are not only promoting their products, they are also spreading some message to the society. Sometime such messages can bring negative change in the society. So, the advertisers should be careful about social responsibility while designing the beauty product advertisement. The collected data shows that beauty product advertisers are also guided by some socio cultural ideologies.

Figure 25.Cases of power & ideologySource: (Women's Magazine 2020, vol.8)

The advertisers creates self-dissatisfaction between the consumers. They show renowned celebrities rejoicing their beauty because of using their products .Advertisers influence women to buy the product by showing smooth skin, fair skin and beautiful appearance which lead to successful life .Advertisers and producers (who are in power) borrow the language from other disciplines to brainwash consumer's mind. They promote the idea of beauty by putting the most appealing beauty image in their advertisements through text and pictures.

Figure 26.Cases of Power &Ideology   Source: (Women's Magazine 2021 vol.8)

Advertisement promotes the concept of ideal beauty and effect women's perception of fashionable style and beauty. 'Beauty product advertisements are able to have control or power over consumers. some women are sometimes misled in believing what is advertised is' Kaur,Arumugam and Yunus (2013,p.69)

Figure 27.Power of Style and Beauty Source: (Women's Magazine 2020, vol.7)

Advertisement makes feel women in order to be 'in -group' rather than out-group' they should purchase their products.

Figure 28. Power and StyleSource: (NariMagazine 2020 vol.8)

They are made to feel that attractive appearance is essential which leads to successful life.so, we can say that advertisement not only spread the idea of beauty product but also figure out the value, culture and practice of beauty in the society. They also make women aware of their beauty which is judge by the society itself. Advertisers and producers give the concept of' ideal beauty' which is unbelievable and hard to achieve.

Figure 29. Practice of Beauty   *Source: (Women's Magazine 2020, vol.8)*

This is an advertisement of fairness product for women, where famous Indian Actress YamiGautam is promoting fairness cream. This beauty product advertisement wants to spread a message that white complexion is more powerful than the dark complexion of people. Similarly, if a person wants to be confident and successful in his/her life they need to be white skinned. In this way, advertisers compare success of people with their beauty product. By spreading such messages in the society the advertisers' manipulate costumers mind and create the inequality between people in terms of complexion of the skin. In fact, actual confidence and skill are the inner qualities of person which are the result of hard work and continuity. These qualities cannot be installed by using fairness products.

Figure 30.Power &Ideology   Source: (Women's Magazine 2020, vol.8)

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Women's Positioning in Beauty Product Advertisement

After analyzing the beauty product discourse in magazine from feminist theory, I came to find that women are presented in empowering ways and it shows the completely changed status compared to traditional period. This is the age of modern technology, in our society nowadays women's position has been changed. Media has been played crucial to development of economic, political, social, and cultural spheres at the local, national, and global levels.

It has been found that advertisers highlight how their product are solution to women's problem. For instance, by using eye cream it can help alleviate crow's feet, eye bag, dryness and dark circle problems. The manufacturing of content and techniques invoking inadequacies technique employed dupe women. Moreover it was found that use of model or well-known local or international celebrities is another techniques to show proper position of women power in society. These celebrities seem to reflect power over others and are successful. Every women would look like beautiful and attractive as reflected in the image in the magazine. The testimonies by local and international celebrities help endorse a product. positive self-representation too is a wonderful example of the best positions of women in beauty product advertisement .It was found that how they can benefit from the product and the language that is set for women in connoted with a feeling that women need to be fixed and protected, also a more emotional language is noticed on the packages of products that are manufactured for women. It was found that there is increasing pressure for all women to look young and attractive. Women is willing to take the risk of enhancing their appearance so that they become more comfortable in themselves and may be society would perceive them better, Media through different means has remained not only the source of information and entertainment but it has been able to produce and disseminate information, ideas, beliefs, values, ways of thinking, and narratives which can help us to understand and follow the socio-cultural happenings around the world. In Nepal, television along with internet has become the main source of social media. In fact, television is the most powerful source of social media which covers both urban areas and rural areas. Many researchers are of the opinion that television advertisements present idealized images of appropriate behavior and role for women, making television advertisement an important factor that shapes desired and

appropriate behaviors and roles of each sex in developing nations. Some studies mention that changing portrayal of women in advertisements has been the result of increased number of educated women working outside the home. In contrast, entrepreneurs recognize that consumption is related to the creation and production of sense of self. The greater is an association with the sense of self, the greater will be the capacity to buy products for consumption. This paper posits that media, and especially television programs, promote images that appeal to traditional gender role to support economic enterprise of sale of traditional women's apparel.

As compare to tradition women ,In ancient period , It was found that they used mud, clay as a means of beauty product but today's time has been totally changed and women's position has also been vast difference between modern and tradition women. It was found that Today's women are dissatisfied to their bodies, Therefore beauty standard of our society always looking perfect and in good shape is pressuring women to go cosmetic procedures. So, it has been easily accessible these days. So, I came to know that women   todays are so obsessed with looking attractive and are willing to go to great length to acquire their desire.

Diverse images of women in beauty product advertisement. Among 100 beauty product advertisement I found diversity of feminism. I found some of the advertisement used women as scientific evidence as clinically proof beauty product example; clinically proven to reduce wrinkles in 2 week, the best medical skin solution for your beautiful skin. Skin : plus cell fusion - c . In beauty product advertisement I found women self- representation which reflect their own ideal identity.

From the feminist beauty product magazine I identified magazine that addressed power asymmetries, the link between individuals and environments, contextual analyses, and a focus on competencies. Within the theme of intersecting identities, I recognized   beauty product women magazine that addressed race, class, sexual orientation, and disabilities. In the age of modern technology as compare to traditional women, todays women are so   obsessed with looking attractive and willing to go great length to achieve their desires. In certain time they can earn money so that they become economical strong which represent their living standard in the society. When entered in the beauty product advertisement, programed, they become more

well renowned then earlier, and they maintain high social-status Women are highly chosen in terms of beauty which themselves become more independent in the present time, women' become the perfect example of women empowerment. With the help of new technology, women empowerment has highly increased in society.

So far women are used as high business purpose to sell their product. Especially celebrity, model, artist, actress have been using to increase product identity globally. The main propose of beauty product advertisement is to get benefit from cosmetic item by using women's images.

Analysis of beauty used in beauty product advertisements. Analysis of beauty, it has been found that from the beginning of humanity, that man has sought to define beauty. Whether by philosophy, mathematical constructs, social studies, or biology, the fascination with and the study of beauty has consumed our emotions and intellect. Many myths about this powerful force in our daily lives have been created, and some continue to be believed. Recent studies are shaping a new reality of beauty, one founded on evolutionary and biologic findings that link our fascination with beauty to our reproductive success. Cosmetic surgery, itself, may be an ongoing part of our biologic adaptation.

It was found that Scientific disciplines as diverse as biology, physics, and psychological aesthetics regard symmetry as one of the most important principles in nature and one of the most powerful determinants of beauty.

The results are depicted in where each images color-coded represents different type of stimulus. The Presentation of the picture in sequence reflects the average set of *most beautiful* within each of the three different category. These findings was supported by textual analyses, discursive strategy and social features analysis that revealed interactions amongst the factors *Textual analysis group*(experts, non-experts), *Discursive strategy* (scientific evidence and irrealist representation), social features analysis (ideological practice used in beauty product advertisement) It was found that beauty is crucial instrument for women which represent their living standard and In the present day of today' age beauty has been good example of women to represent their personality and identity. It was found that beauty product advertisements represents the identity of women as a symbol of beauty.

Discussion of the Result

In the collected one hundred beauty product ads I have found that the ads maker use various strategies while making the ads. The ad makers use not only the linguistic elements in the ads but also the semiotic elements to attract the consumers. The finding also suggests the combination of visual image; linguistic text and colors influence the customers. The Ads maker use such texts only to sell their products. The name of product also contains some influencing words which motivate the customers towards the product's name. The textual analysis, discursive strategy and social analysis are described below:

The major findings on the linguistic features used on beauty product advertisements include that personal pronoun like ' you , 'your', 'our' , 'us', are used mostly to show the close relationship between producers and consumers have been found in the advertisement use of direct address or pronoun 'you' carry certain message that the customer is of utmost important. Advertisers believed when readers see direct address' you', 'your' they become happy and think such products are especially made for them. For example '*Give your skin up to 60%...now you can'*by using these pronouns advertisers make readers to feel that they really care for them.

Similarly, it was found that adjectives were profoundly used on beauty product advertisement to attract the costumers towards product. Advertisers use adjectives to highlight the best qualities of the advertised product which expand emotional appeal and creates more believable message. Advertiser use both negative and positive adjectives to persuade the readers. Both adjectives have pivotal role to the readers' mind and heart.

The positive adjectives are related to the qualities of product i.e. ageless, younger, anti- wrinkle, and anti-dandruff, smooth, strong. Such positive adjectives helps to highlight the use of products and its advantages. Those Positive adjective refer to the value that can be experienced by the customer if they use that product will get if they buy the product. Those positive adjective will be inserted in the mind of people /audience .It refers to cook opinion; he said that the adjective words refer a 'fusion' that will imbue the characterless product with desirable qualities (Cook 2001,p.1o8.)

While for the negative adjective, are linked to the problem existed before having/using the product being advertised. The negative adjectives found in the ads are; Wrinkles, dark circles, age spots, grey, oily skin, dry skin, sensitive skin are the adjectives used to show the negative aspects of not using the products. These negative adjectives are used to show unequal power between producers and consumers. The use of compound words create a new meaning as well as make the words more catchy and strong. In the same way, regarding syntactic structure advertisers use short phrase instead of long sentences. They believe short sentences are most worth to use. For example; your beauty our care, sun is joy, nothing to hide, enrich your beauty and so on. Advertisers also used questions and imperative sentence as syntactic features. Question and imperative gives customers a space to think about the product and make choices.

Likewise, beauty product advertisers used present tense to indicate that whatever said by them is a general truth which helps them to create positive impact of their product in the audience. They use simple present tense in presenting the information and grammatical question to involve the audience directly. And the use of imperative is to persuade people to use the product .It was found that advertisers have used repetition on beauty product advertisement to make clearer and give emphasis to quality of the product. In beauty advertisements ellipsis were used to make the language of advertisement short and memorable. It was found that Ads maker thought that metaphor is also the important instrument to change the concept of women towards beauty product. Metaphor was used as an exquisite instrument in beauty product advertisement to persuade women or customer.Metaphor was used on beauty product advertisements to make the advertisement attractive, more interesting and lively. In advertisement repetition was used to make women more attention and careful towards beauty product.

Similarly, I observed some persuasive strategies used on beauty product advertisements.After analysis and interpretation of data, the major findings on strategies used by advertisers to manipulate people are as follows: The advertisers made thin attempt for Positive representation eg. '*Istrengthen my hair like I Strengthen my body'*

'Her skin is radiant and flawless, now you can have pinkish radiance flawless skin,' (Garnier face cream). The advertisers manipulate women by giving fact about their beauty product through the 'positive representation', the positivity of the product is encouraged by providing such scientific evidence words to present their professionalism of product and make perception because the products are proven with a scientific evidence and provide many benefits.

Similarly advertisers use celebrity endorsement, It was found that advertisers used celebrity endorsement technique to stimulate consumers to buy their products to improve their looks and eventually be satisfied. Likewise, they used picture of experts, picture of common people and picture of celebrities to attract women to buy their product. Mainly it was found that advertisers used celebrity endorsement in order to influence the customer and provide present information of the about the product. Ads maker used celebrities to convince and persuade people to use beauty product. Moreover it was found that beauty product advertisers use various powerful discourse strategies such as promoting through implication, irrealist representation, scientific evidence/clinical test proof, and motive words to attract women to buy product being advertised. Generally, advertisers used association technique on beauty product advertisement where they associated their product with positivity, elegant, stunning, happiness, friendship, and beauty.

Similarly, it was found that advertisers used puffery to attract costumers where they wrote unrealistic claims about the product which cannot be proved or disproved. For e.g.Boroplus no.1 *'works within to fight the ill- effect of pollution' and pulls out impurities caused due to air pollution*there is no any proof to claim it as a Boroplus no.1 . It was found that beauty product advertisers use various powerful discourse strategies such as promoting through implication, irrealist representation, scientific evidence/clinical test proof, and motive words to attract women to buy product being advertised.

Similarly, producers and advertisers imposed their power and ideology in the text along with semiotic features. Mainly, they used famous model, actress to influence women towards the product. Female figures, fair skin, language used, colors, image display, picture position also plays crucial role to lure readers. Likewise, headline of advertisement also play part in capturing costumer's mind.

Some of its example are 'Glamour is simplicity', 'stay luminous' , ' Enrich your beauty', 'change the way you look' , ' Hide your greys not your passion' , ' Feel the magic in your hair'. The language used in headlines appeal women to use the products and get recharge their beauty.

It has been found thatthrough the words used in advertisement, the advertisers attract people to be customers. The example of the word used in Pantene advertisement: '*smooth and strengthen hair', 'strength to be smooth', 'strong is always beautiful'*. And the words used in face crème: *radiant and flawless skin, tighten pores* instantly. All these words have social significance to people in or it can be said that ads can affect public in terms of social. since, *pantene, , garnier, clinic plus, Lux* advertisement are one of the popular ads, so it can be seen in public. After seeing/hearing many times, ads automatically influenced public in such a way of thinking. Every people of society agree to that those product in ads easily enhance their appearance. Similarly, they also agree that the term of 'beauty' is what the ads displayed. The advertisers of ads being studied has successfully used a variety of discourse strategies in order to promote their product.

Beauty product advertisers and producers express the concept of ideal beauty in the text. Ads makers replicate the beauty of women in language, image and colors to fascinate women to buy products. Generally, they exercise their power through linguistic and nonlinguistic means that affect the society. In print media emotive language plays vita role to evoke advertiser's ideology. Rosul (2011, p.77.) claims "Fairness ads use discourse to control the mind of the common people. Fairness and exercise their power through their ideological texts well as visual image in the form of attractive model for advertising. Likewise, they represent the identity of women as if women are the symbol of beauty. Moreover, they portray the beauty in wide eyes, expressive lips, soft skin and smiling face that accredit being beauty in the society.

It has also been found that advertisers exercise their power through linguistic and non-linguistic means that affect the society. It was found that some advertisements mislead people by their ideology. After seeing/hearing many times, ads influenced public in such a way of thinking, therefore it was found that due to attractive beauty product advertisement ideology enhanced public appearance in the society. Similarly, it was found that beauty product advertisers were guided by some

ideology and they spread message accordingly. Likewise, it was found that advertisers practice their ideology without concerning its impact on society moreover It was found that some ideology have social significance to people or it can be said that ads can affect public in term of social.

Chapter 5

Conclusions and Implications

This section presents the conclusions and implications of study on the basis of the analysis and interpretation of data. The major objectives of the study is to analyze the linguistic features of beauty product ads in term of lexical and syntactic structure, to investigate the discursive techniques employed by the advertisers to represent the identity of women and to suggest pedagogical implication. For this purpose I have collected one hundred beauty product ads published in women's magazines and newspaper .Observation checklist were used to collect data and data were analyzed based on the CDA framework developed by Norman Fairclough (1992).

Conclusion

This study uses Critical discourse analysis as an approach of the study that lead to the analysis of three levels of discourse structure: textual, discursive and social analysis. From the textual analysis I came to conclude that advertisers have a different ways in constructing language features such as use of pronoun. Similarly, the beauty product ads contain both positive and negative adjective word in illustrating the desirable qualities and the problems existed before using the product. Those words have a strong role in influencing people in manipulating them as the adjectives words construct the ideal identity of hair and skin. Both of ads sue disjunctive syntax but in different purpose, it is used to attract the audience attention.

Likewise, Imperatives, questions and short phrases are the examples of syntactic features. Generally, advertisers use short phrases instead of long sentences. They use simple present tense in presenting the information and grammatical question to involve the audience directly. And they use of imperative is to persuade to use products. They believe that shorts and simple phrases are catchy and more effective for the customers. During the research, I reflected how I was influenced by the beauty product advertisement of 'fair & lovely ' advertisement ' Get moonlight fairness in your face just in seven days'. The word moonlight has highly engraved me. Advertisement look attractive while persuading readers to buy the product. They have access to discourse and that is how they can control the mind of customers. I found

that the advertisers also employ several strategies such as celebrity endorsement, unrealistic representation, clinical test proof, scientific evidence, and positive-self representation. This phenomenon shows how the power of language can be utilized to persuade the women towards beauty product advertisement.

Actually Advertisements represent the identity of women as a symbol of beauty. The producers and ad makers communicate their ideology that women should have good appearance to live ideal life. They splash their power through language over large number of audience and complete them to use the products. Advertisers try to attach women's identity with beauty in parallel to examines cooking as women's identity and way to apply power. They show what they have said is true and what is advertised is worth to use.

In term of social features analysis, I found thatthe advertisers used word and phrases which have social significance to people and they also can affect public in term of social. After seeing/hearing advertisement many times, it influence public, such as the way of thinking when people agree that products in ads will enhance their appearance. The advertiser's presents the term 'beauty' in their product .Additionally, the beautiful public figure (Celebrity) is used as the model of the product to clarify people perception of beauty in society. These ads being studied are able to have control or power over people.

From the overall discussion the most obvious theme in the advertisements is the ideal appearance or look for women. Advertisers use various strategies to manipulate women to purchase their product. Their positive self-representation is evident when they claim their product provide benefits. I came to know that the advertisers have the means to promote ideal standards of beauty. Women, the main consumers of beauty products consciously or subconsciously are coaxed into buying the products advertised. Thus it seems it is not easy to ignore the persuasive nature of advertisements. They shape ideas of what it means to be a woman in our society. People believes advertisements can influence consumers to purchase a product that they have never used before. They urge women to care for their appearance by recommending products that could help achieve a perfect complexion.

Implications

Based on the major findings and conclusion of the research some policy related and practice related implication have been made are as follows:

Policy related. Language teaching is guided by the policy of the government as well as the educational institutions responsible to impart courses related to a particular field of study. This study throws light on the type of language used in the beauty product advertisements. It is revealed that ads make use of both visual and linguistic features to attract customers.

The language of advertisement is generally taught in the faculty of management in the business communication course; hence the syllabus designers need to incorporate the linguistic (textual features) (personal pronoun, imperative sentences, both positive and negative adjectives,long and short sentences, imperative , images, colors, discourse practices, symbolic and emotive language in the courses for language teaching.

As English for business communication also taught as faculty of Education in TU, the findings of this study may be included in such a course to better update it. The linguistic and non -linguistic features pointed out in this study can be incorporated in the syllabus.

Similarly, the language of ads can also be incorporated in compulsory English course at various level depending upon the difficulty level of the textual, discourse and social practice items and situations. Likewise, gender related issues are also need to be included in the text that could help students raise voice against gender prejudice. It is necessary that CDA should be taken as a separate research design and field of study in a research methodology the course.Similarly,   some of the policy level implications are as follows.

One of the findings shows that the advertisers present with reference to the findings so,

) The curriculum and syllabus designers should consider the aspects and forms of language which are used in real fields.

) From the findings, it becomes clear that the advertisement not only include the language, but also involves the images and symbols so, the syllabus and curriculum designers should incorporate the beauty product advertisements as teaching materials while designing ELT curriculum.

) The syllabus designers can incorporate linguistic and non-linguistic features of beauty product advertisement in course.

) Department of English should include different language strategies.

) Department of English should include beauty product advertisement language used in it.

) It should be included the curriculum related to beauty product advertisement language.

Practice related. Language is for communication and understanding. Unless it is practiced in a real contextit cannot be mastered. Keeping in view the findings of this study, prospective teachers and students are recommended to hold discussion in the class related to the language, paralanguage and image used in the beauty product advertisings. As the study finds the beauty product ads massively use personal pronouns, positive and negative adjectives, imperatives long& short utterances, these items should be practiced in the classroom.

Discussions and debates can be held on the use of women for beauty product advertisements. Further discussion can also be held in the use of emphatic and imposing language in ads. A debate can be organized on the topic ' women as a symbol of beauty' Similarly , project works related to the images and colors used in the advertisement to decipher their symbolic meanings.Therefore the following Practice level implications have been drawn:

Teachers should need to devise various exercise to make the students practice the linguistic features unearthed by this study such exercises can give the students a flavor of language in operation. Such practical activities make them play with authentic language of advertisements.

Teachers can use different beauty product ads as teaching materials to teach different linguistic and non-linguistic features.

) Teacher can make students engage students in field and project works related to the language, images, and colors used in the beauty product advertisement to interpret their symbolic meanings.

) Teachers can ask students to critically analyze the language and pictures used on beauty product ads.

) Teachers can teach contextual and functional meaning of language through beauty product advertisements.

Further research related. This is not a complete research on the language of advertisement. It researched a very small segment of the language; hence it cannot be a conclusive study. There are various areas that need to be researched in order to complete the study on the language of advertisements.

Further research on the language of advertisement related to other products (such as food, beverage, clothes, garments, electronic gadgets .etc) can be conducted. A study on the images of advertisement would rather be very interesting so is the study of colors particularly used in various advertisements.

In addition, analysis of advertisement from media such as internet, television can also be undertaken. In the same way, further, study can be done on different visuals ads using different research design .i.e case study, interview with people .Thus,further research may include other beauty product as well as a bigger sample size. The current study analyzed only hundred types of beauty product advertisement. Future researchers can be conducted on other beauty products from other sources such as magazines and multimodal commercials. Moreover, an in-depth study of advertisements from different perspective is also needed in future.Eventually, further studies on the field can be done more cosmetic product and companies can be examined to have a more complete image of the field.

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Appendices

Appendix– 1

Observation Guidelines for the Analysis of Lexical Features

Lexical Features

1. **Use of pronoun**	EXAMPLE
	⟩ Impress with your eyes. See
	⟩ Lock the fragrance and shape of your hair picture
	⟩ Enrich your beauty
	⟩ Brings glow in your face like real diamond.
	⟩ Chemical peel- A fabulous gift for your skin.
	⟩ Express yourself.
	⟩ Change the way you look.
	⟩ Hide your greys not your passion.
	⟩ Feel the magic in your hair.
	⟩ Pamacare forever with you.
	⟩ Your beauty our care.
	⟩ Keep playing with your hair. Dove shampoo
	⟩ Its finger snap tested.
2. Use of adjectives	Example
	⟩ velvety smooth with long loosing
	⟩ keep away with dove conditioner
	⟩ stay luminous 24 hours
	⟩ lusciously thick & strong shampoo
	⟩ strong health & long shampoo
	⟩ Repair daily sun damage for youthful radiant
	⟩ Silky & shiny soft hair
	⟩ Blackest black eyeliner

3. Use of compound word	Example
	⟩ Age miracle day crème
	⟩ Expressive wide eyes
	⟩ Anti-hair fall shampoo
	⟩ Anti-acne treatment kit.
	⟩ UVA & UVB sun's protection
	⟩ Anhydrous & Advanced scar Night crème
	⟩ Anti- Blemish cream
	⟩ Oil free & spotless Glowing skin
	⟩ Shine & Smoothness streax hair cream color

Appendix – 2

Observation Guideline for the Analysis of Syntactic Structure

1. Question	Example
	) You think having glow that catches the fancy world is difficult
	) Are you worried about your skin problem?
	) Why don't you try it?
	) Why let frizz rule your life?
2. Imperative	Examples
	) Enriched with vitamin E (papaya face soap)
	) Stay youthful (sun's cream)
	) Developed with dermatologist (bridal makeup set)
	) Instant glowing fairness (Fairness face cream)
	) Dreamy youth (Loreal face crème)

Appendix– 3

Observation Guidelines for the Analysis of Discursive

Discursive Strategy used in beauty product advertisements

3. Celebrity Endorsement	Example
	) a coloring gel that comes with two special ingredient' is 'love and care'.
	) *sonakshi has broken cycle of weak hair now*
	) *wear a new face*
	) *Hide your greys not your passion*
	) *Be magical everyday*
	) *Celebrate beauty celebrate life*
4. Scientific evidence	***Example***
	) *100 percent natural pure shampoo*
	) *Clinically proven to reduce wrinkles in 2 week*
	) *The best medical skin care solution for your beautiful*
6. Self – representation	***Example***
	) *Be magical everyday*
	) *You worth it*
	) *Keep playing with your hair*
7. Position of picture	***Example***
	) *Chemical peel. A fabulous gift for your skin (Face pack)*
	) *Enrich your beauty fairness with IPL treatment (Garnier*
	) *Face pack (facial kit)*

8.Irrealist representation	Example
	) Get moonlight fairness in skin just in 7 days
	) Brings a glow in your face like real diamond
	) As soft fragrant of flower
	) Lookup to10 years younger
	) With Sakura essence to tighten pores instantly give your skin up to 60 % more pinkish radiance (pantene)

Appendix – 4

Beauty Product for Women

Use of imperative sentences

Source: (Nari Magazine2020, vol.5)

Use of Pronoun

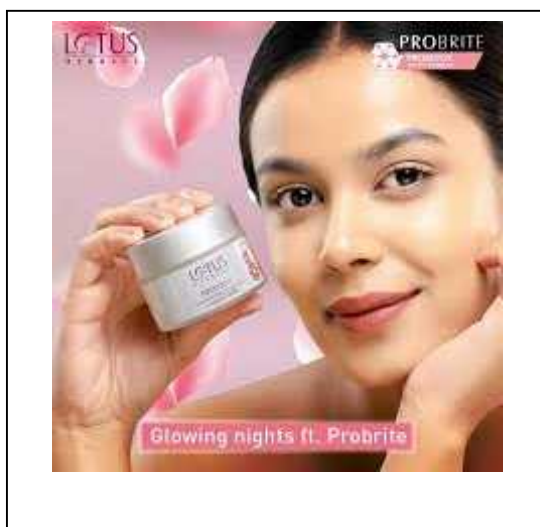*Source: (Nari Magazine2020, vol.5 & vol.6)*

Use of Adjective

Source: (Nari Magazine2020, vol.5& 7)

Use of Verb Form

Source: (Nari Magazine2020, vol.5& 7)

Scientific Evidence

Power and ideology

Source: (Nari Magazine2020, vol.6)

Partition of Picture

Source: (Women's Magazine 2020, vol.6)

Irealist Presentation

Source: (Women's Magazine 2020, vol.8)

Repeatation

Elipses

Source: (Women's Magazine 2020, vol.8)

Celebrity Endorsement