

# **CRITICAL DISCOURSE ANALYSIS OF BEAUTY PRODUCT ADVERTISEMENTS**

**A Thesis Submitted to the Department of English Education  
In Partial Fulfillment for the Master of Education in English**

**Submitted by  
Muna Rai**

**Faculty of Education, Tribhuvan University  
Kirtipur, Kathmandu, Nepal**

**2018**

**CRITICAL DISCOURSE ANALYSIS OF BEAUTY  
PRODUCT ADVERTISEMENTS**

**A Thesis Submitted to the Department of English Education  
In Partial Fulfillment for the Master of Education in English**

**Submitted by  
Muna Rai**

**Faculty of Education Tribhuvan University  
Kirtipur, Kathmandu, Nepal  
2018**

**T.U. Regd. No.: 6-1-2-230-2008**

**M.Ed. Fourth Semester**

**Exam Roll No.: 28710128/072**

**Date of the Approval of the**

**Thesis Proposal: 20/08/2017**

**Date of Submission: 05/03/2018**

## **RECOMMENDATION FOR ACCEPTANCE**

This is to certify that **Muna Rai** has worked and completed this thesis entitled **Critical Discourse Analysis of Beauty Product Advertisements** under my guidance and supervision.

I recommend this thesis for acceptance.

Date: 05/03/2018

.....

**Dr. Prem Bahadur Phyak (Supervisor)**

Lecturer and Head

Department of English Education

T.U., Kirtipur

## **RECOMMENDATION FOR EVALUATION**

This thesis has been recommended for evaluation from the following **Research**

**Guidance Committee:**

**Signature**

**Dr. Ram Ekwel Singh**

Reader and Head

Department of English Education

T.U., Kirtipur

---

Chairperson

**Dr. Prem Bahadur Phyak (Supervisor)**

Lecturer

Department of English Education

T.U., Kirtipur

---

Member

**Ms. Madhu Neupane**

Lecturer

Department of English Education

T.U., Kirtipur

---

Member

Date: 20/08/2017

## EVALUATION AND APPROVAL

This thesis has been for evaluated and approved by the following **Thesis Evaluation and Approval Committee:**

**Signature**

**Dr. Prem Bahadur Phyak (Supervisor)**

Lecturer and Head

Department of English Education

T.U., Kirtipur

---

Chairperson

**Dr. Tara Datta Bhatta**

Professor

Department of English Education

T.U., Kirtipur

---

Member

**Dr. Rishi Ram Rijal**

Reader

Mahendra Ratna Campus, Tahachal

Tribhuvan University

---

Expert

Date: 20/03/2018

# **DEDICATION**

I want to dedicate this thesis to my teachers.

## **DECLARATION**

I honestly declare this thesis, which I have written, does not contain the work or part of work of other people, except those cited in the quotations and references. I also declare that it has not been previously or concurrently submitted to other institutions.

Date: 02/03/2018

.....

**Muna Rai**

## ACKNOWLEDGEMENTS

First of all, my sincere and special thanks goes to my supervisor **Dr. Prem Bahadur Phyak**, Lecturer and Head, Department of English Education, T.U. I really respect for his guidance and wise support though out my research journey. His inspiration ‘Believe in yourself’ remained the core path to my research.

I would like to express my sincere gratitude to **Dr. Ram Ekwel Singh**, Reader, Department of English Education, T.U., and Mrs. **Madhu Neupane**, Lecturer, Department of English Education, T.U., for their invaluable suggestions and critical comments in the viva of the proposal which helped me to take further steps for this research.

I am grateful to **Prof. Dr. Anjana Bhattarai**, Department of English Education, T.U., **Prof. Dr. Anju Giri**, **Prof. Dr. Laxmi Bahadur Maharjan**, **Mr. Laxmi Prasad Ojha**, **Mr. Guru Prasad Poudel**, **Mr. Ashok Sapkota**, **Mr. Khem Raj Joshi**, **Mr. Resham Acharya**, and **Mr. Bhes Raj Pokhrel** who taught me at different levels. Their constant love, support and guidance is the biggest strength of my academic career. Likewise, I cannot forget to **Prof. Dr. Jai Raj Awasthi** for material support.

Finally, I am thankful to all people who supported me during my research.

**Muna Rai**



## ABSTRACT

The present study entitled **Critical Discourse Analysis of Beauty Product Advertisements** is an effort to identify and analyze the linguistic features of beauty product advertisement critically in terms of lexical and syntactic features and to investigate discursive strategies used in beauty product ads to manipulate women. Fairclough's three dimensional CDA framework was used to achieve the objectives of the study. This study covers hundred beauty product ads as samples of different beauty products meant for women. I used purposive sampling procedure and data were collected using observation guidelines as the tools of data collection. The data were analyzed and interpreted descriptively.

The 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. The study shows still women are taken as a symbol of representation in media discourse.

This research consists of five chapters. The first chapter deals with background information of the study, statement of the study, objectives of the study, research questions, significance of the study, delimitations of the study and operational definitions of the study. The second chapter deals with related theoretical literature review, empirical literature review, implications of the reviewed literature and conceptual framework. The third chapter deals with methodological part of the study. It consists of research design, sample and sampling strategies, sources of data, data collection tools, data collection procedures and analysis and interpretation of the data. The fourth chapter deals with analysis and interpretation of the data. Finally, the last chapter consists of findings, conclusions and recommendations of the study.

# TABLE OF CONTENTS

	<b>Page No.</b>
<i>Declaration</i>	<i>i</i>
<i>Recommendation for Acceptance</i>	<i>ii</i>
<i>Recommendation for Evaluation</i>	<i>iii</i>
<i>Evaluation and Approval</i>	<i>iv</i>
<i>Dedication</i>	<i>v</i>
<i>Acknowledgements</i>	<i>vi</i>
<i>Abstract</i>	<i>vii</i>
<i>Table of Contents</i>	<i>viii</i>
<i>List of figures</i>	<i>xi</i>
<i>List of Symbols and Abbreviation</i>	<i>xii</i>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1-6</b>
1.1 Background of the Study	1
1.2 Statement of the Problem	3
1.3 Objectives of the Study	4
1.4 Research Questions	4
1.5 Significance of the Study	5
1.6 Delimitations of the Study	5
1.7 Operational Definition of the Key Terms	6
<b>CHAPTER TWO: REVIEW OF RELATED LITERATURE</b>	<b>7-30</b>
2.1 Review of Related Theoretical Literature	7
2.1.1 Concept of Critical Discourse Analysis	7
2.1.1.1 Principles of Critical Discourse Analysis	9
2.1.1.2 Objectives of Critical Discourse Analysis	11
2.1.1.3 Agendas of Critical Discourse Analysis	12
2.1.1.4 Ideology and Critical Discourse Analysis	13
2.1.1.5 Society and Critical Discourse Analysis	13

2.1.1.6	Fairclough’s Critical Discourse Analysis Framework	15
2.1.1.7	Critical Discourse Analysis in Advertisements	17
2.1.2	Concept of Advertisement	18
2.1.2.1	Nature of Advertising	19
2.1.2.2	Types of Advertising	20
2.1.2.3	The Role of Advertising	20
2.1.2.4	Advertising and Culture	21
2.1.2.5	Language and Visual Images in Advertising	22
2.1.2.6	Representation of Gender in Beauty Product Advertisements	23
2.2	Review of Empirical Literature	25
2.3	Implications of the Review for the Study	28
2.4	Conceptual Framework	29
<b>CHAPTER THREE: METHODS AND PROCEDURES OF THE STUDY</b>		<b>31-33</b>
3.1	Design of the Study	31
3.2	Sample and Sampling Strategy	31
3.3	Sources of Data	31
3.3.1	Primary Sources	32
3.3.2	Secondary Sources	32
3.4	Data Collection Tools and Techniques	32
3.5	Data Collection Procedures	32
3.6	Data Analysis and Interpretations	33
3.7	Ethical Considerations	33
<b>CHAPTER FOUR: ANALYSIS AND INTERPRETATION OF DATA</b>		<b>34-59</b>
4.1	Linguistic Features Analysis	34
4.1.1	Lexical Features	35
4.1.1.1	Use of Pronouns	35
4.1.1.2	Use of Adjectives	38

4.1.1.3	Compound Words	40
4.1.2	Syntactic Structure	41
4.1.2.1	Questions	41
4.1.2.2	Imperative Sentences	43
4.1.2.3	Verb less Sentences	44
4.2	Discursive Practices in Beauty Product Advertisements	45
4.2.1	Celebrity Endorsement	46
4.2.2	Scientific Evidence	48
4.2.3	Use of Number	51
4.2.4	Use of Emotive Words	52
4.2.5	Self-representation	53
4.2.6	Partition of Picture	53
4.2.7	Irrealis Representation	54
4.3	Power and Ideology in Beauty Product Advertisements	56
 <b>CHAPTER FIVE: FINDINGS, CONCLUSION AND</b>		
<b>RECOMMENDATIONS</b>		<b>60-67</b>
5.1	Findings	60
5.1.1	Linguistic Analysis	61
5.1.2	Discourse Practice Analysis	62
5.1.3	Social Practice Analysis	62
5.2	Conclusions	63
5.3	Recommendations	65
5.3.1	Policy Related	65
5.3.2	Practice Related	66
5.3.3	Further Research Related	66

## **REFERENCES**

## **APPENDICES**

## LIST OF FIGURES

	<b>Page No.</b>
Figure 1: Fairclough's Three-Dimensional Model for CDA	16
Figure 2: Fairclough's Three-Dimensional Model for CDA	30
Picture 1: Drama Black Kajal	36
Picture 2: Pond's Cream	37
Picture 3: Pamacare Body Lotion	40
Picture 4: Transform Hair Shampoo	42
Picture 5: Asta Berry Lotion	43
Picture 6: Rose Face Pack	44
Picture 7: Vacci Makeup Kit	46
Picture 8: New Lakme Makeup	47
Picture 9: StreaX Cream Hair Colour	48
Picture 10: Asta Berry Sun Protection	49
Picture 11: Emami Hair Oil	50
Picture 12: Cell Fusion C	50
Picture 13: Cover Girl Lipstick	51
Picture 14: Chemical Peel	53
Picture 15: Enricher Cleansing	54
Picture 16: Lux soap	54
Picture 17: Garnier Face Pack	56
Picture 18: Lotus White Glow Cream	57
Picture 19: Acnes Cream	58
Picture 20: Almond Pamacare	58

## **LISTS OF SYMBOL AND ABBREVIATIONS**

Ad	Advertisement
DA	Discourse Analysis
CL	Critical linguistic
CDA	Critical Discourse Analysis
M. Ed.	Master of education
T. U.	Tribhuvan University
Viz	Namely
Et al.	And others