

**CRITICAL ANALYSIS OF FAIRNESS PRODUCT
ADVERTISEMENTS**

**A Thesis submitted to the Department of English Education
In Partial Fulfilment for the Master of Education in English**

**Submitted By
Chandra Bahadur Rawat**

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

2019

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DECLARATION

I hereby declare that this thesis is based on my original work except citations, quotations, and references. I also declare that it has not been previously submitted to other institutions for the degree of any university.

Date: 04/08/2019

Chandra Bahadur Rawat

RECOMMENDATION FOR ACCEPTANCE

This is to certify that Mr. Chandra Bahadur Rawat has worked and completed this thesis entitled **Critical Analysis of Fairness Products Advertisements** under my guidance and supervision.

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DEDICATION

I want to dedicate this thesis to my beloved parents who sacrifice their dreams to make me happy.

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ABSTRACT

The present study entitled **Critical Analysis of Fairness Products Advertisements** is an effort to analyse the visual representation and designs of the advertisements which are used in fairness products ads. Van Leeuwens theory of multimodality, social semiotics and discourse analysis is taken as an analytical framework to analyse fairness product ads. This study used hundred fairness products ads as samples which were published in different Nepali newspaper, magazines and TVCs channels. This study used purposive sampling procedures and data were collected by using observation as a major tool. In this study data were analysed and interpreted critically. The findings suggest that text influence the consumers through their artificial and catchy languages. The ad maker uses various colours like pink, green, yellow, white, blue, orange and so on in the ads to attract the consumers. Furthermore ad maker used different designs, models images, products images, background music, celebrities, settings which helps to product unexpected designs of ads. TVCs of fairness product for men and women influence consumers by showing black skin colour changed into white after using fairness products. They showed the way of success, love and attraction in the ads after using such products. The consumers do not get influenced by the use of language, designs, setting of visual in TVCs ads before using any kinds of products.

This research consists of five chapters. The first chapter deals with background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitations of the study. The second chapter deals with related theoretical literature review, empirical literature review implications of the review and the conceptual framework. The third chapter deals with methodological part of the study. It consists with research design, sample and sampling procedures, sources of data, data collection tools, data collection procedures, and data analysis and interpretation procedures. The

fourth chapter deals with analysis and interpretation of data. And the chapter five deals with findings, conclusions and recommendations of the study.

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Lists of Symbols and Abbreviations

Ads	Advertisements
CDA	Critical Discourse Analysis
TVCs	Television Channels
TU	Tribhuvan University
SFL	Systematic Functional Language
Et al	and others

CHAPTER ONE

INTRODUCTION

This section includes the background of the study, statement of the problem, objective of the study, research question, and significance of the study, delamination of the study and operational definitions of the key terms.

1.1 Background of the Study

Women and men have attraction for very fair colour in every context. Everyone wants to keep relation with those who have fairer in their skin. In every context both girls and boys want to marry to those who have very fair in complexion. Advertisement for fairness product promote the idea that fairness is equivalent to beauty, confident and control over one's life, self-confidence and security, love, marriage and career prospect and overall social acceptance depending on the colour of one's skin (Islam et al. 2006 as cited Karan 2008). For that purpose different industries produce, different fairness cream to make people attract toward their product, they publish different fairness advertisement. They show the skin whitening colour in the advertisement. Skin whitening advertisement show fair skin means superiority and beauty. Today fairness is a word mentioned not only in the ads but also in the society, since people believe that being fair means being pretty, beautiful and handsome. The fact that only the fair skin mother can give birth to fair skin baby. This ideology commonly believed in our society as well as South Asia (Jones 2004). This statement focuses that to give birth of fair skin child there need to be a fair skin mother too. So, to being fair is like the compulsion for everyone for that purpose every person use different kind of fairness creams. First they observe the advertisement and when they feel good they will buy without reading any instruction.

Critical discourse analysis (CDA) is an interdisciplinary approach to the study of discourse that views language as a form of social practice (Fairclough,

1995). It helps to analyse discourse from the power perspective, social dominance, ideology and hegemony etc. Van Dijk (2001, P.532) defines CDA as a type of discourse analytical research that primarily studies the way of social power abuse, dominance and inequality are enacted, produced and registered by text and talk in the socio political context. It focuses on the theoretical concept of power, ideology and discuss on the issue of appearance vs reality.

Advertisement is a message to promote or sell a product (Petly, 2002; Arens, 2002) every consumers gather knowledge through ads after watching ads they think that what is good and what is bad. Ads producer used catchy language and attraction model to sell their product and to influence the consumers. They used different type of languages to make attraction like code mixing, word repetition, use of adjectives etc. and they used attractive colour paint to make attractive model of ads.

Generally, fairness product advertisers make the choice of language use to influence large audiences. Advertisers tend to give us messages that the advertised products are worth to use. They try to assure man and women can have attractive appearance if they use their products. By the help of language and other semiotic aspects advertisers attract the mass to buy the product. Now days most of the peoples use different kinds of fairness products in their daily life, but why how they become influenced by fairness products. Taking this as a problem in my study so, I want to analyse how peoples are being influenced by the fairness products texts.

1.2 Statement of the Problem

This study focused on how people seem to be influenced by the advertisement of fairness product. Advertisement is a message to promote or sale a product (Petly, 2002; Arens, 2002) advertisement especially commercial television has an impact (Pertly, 2002; Arens, 2002). The daily national newspaper might not reach everywhere in the county and also the majority of our country's peoples are not much educated to read the newspaper as well as advertisement. Besides some of our country people do not want to spend their money to buy newspaper and they want to see or get every types of news or advertisement through TVCs. Consumers gain knowledge by observing different ads about fairness thing. After the observation they think that they know well about what is good and what is bad. Then they bought different fairness product without knowing any instruction about it. Some advertisement have negative cultural ideas and focuses on how a women's beauty is measured by the degree of fairness of their skin (Arif, 2006). According to Karan (2008) no externally applied cream can change a person's skin colour. It is not good to judge someone by observing their fair skin. Someone can change their skin fairness by using cream powder etc.

1.3 Objectives of the Study

Objectives of this study are as follows:

- A. To analyse the visual representation and design of advertisements, and
- B. To suggest some pedagogical implications

1.4 Research Questions

1. What type of visual representation and designs are used in fairness product advertisements?
2. How fairness products ads influence the target peoples?

1.5 Significance of the Study

In fact the people over the county are not aware about what is happening around society and environment. They are totally depend upon the different media and when they want to use something they observe ads about it. And the ads maker take the benefit from their by using persuasive language catchy statement and shining colour and they use half-truth also. Every country have different advertisement policy but these are not implemented. So, I hope this research will help somehow to be aware of common people about that type of fairness ads. Furthermore it will helps to analyse the linguistic features and discursive strategies also. This research will be a reference and guidance for those who want to analyse the same topic with more various subjects such as food ads, garment ads, and service ads etc.

1.6 Delimitations of the Study

This study focused on how consumers are manipulated and influenced by the language, visual, and designs used in fairness product ads. This study was limited to the analysis of the visual representation and design of fairness product advertisements published in the local magazines and newspapers in Nepal. Observation was used as a major tool for data collection. The study was limited to the analysis of hundred samples of fairness product advertisements for the purpose of this study. The analysis was followed by Van Leeuwen's theory of multimodality, social semiotics and critical discourse analysis. There were many type of advertisement for fairness product but it was difficult to collect all type of fairness ads.

1.7 Operational Definition

Operational definition of the key terms are as follows:

Fairness ; Fairness is equivalent to beauty, confident and control over one's life, self-confidence, love, marriage and career prospect and over all social acceptance depending on the colour of one's skin (Islam et al, 2006; Karan 2008)

Advertising; Advertising is the mean by which goods or services are promoted to the public (Petly, 2003, p. 4). He also says that the advertisement goal is to increase sale of goods or services by drawing people attention to them and showing them in a favourable light.

Critical Discourse Analysis (CDA);In this research the critical discourse analysis means analysis of relation between language on fairness product advertisement and the power of the advertiser to construct ideology. According to Fairclough (2001, pp. 229 – 230), critical discourse analysis studies and analysis any type of discourse (written text, speech, gesture, symbols, sign, poster, electronic and printed advertisement and any type of communication) that systematically communicate with us.

CHAPTER TWO

REVIEW OF LITERATURE AND CONCEPTUAL FRAMEWORK

This section include review of related theoretical literature, review of empirical literature, and implication of the review for the study.

2.1 Theoretical Literature Review

Review of theoretical literature provides an insight to researcher related to a number of aspects that have direct and indirect bearing in the research topic.

2.1.1 Advertising

In the present day world some of the company or goods product think that advertisement are most important means to promote or sale their goods. Now days we encounter with an advertisement while we are watching T.V, listening radio, searching internet, reading the newspaper or just crossing the street (Cook, 2004, P.1). While defining advertisement according to Goddard (1988) the word advertisement derived from Latin verb “advertere” which means to turn towards in other words, the main purpose of advertisement is to draw the attention of customer to the product or service which the advertiser wants to sell. Similarly, Arens 2006 defined advertising as the structured and composed non personal communication of information usually paid for and usually persuasive in nature, about products, goods, services and ideas by identified sponsors through various media. Advertisement is a means through which we can promote or sale our goods. It is not only the way of promoting goods, it is also the way to know and be aware about anything.

2.1.2 Nature of Advertising

According to Kumar (2002) advertising is a process which gives information to the public about the product and it is an element of the marketing mix and a part of promotion activity. He also says that it is a message which carries goods and services. The word advertisement, advertising are derived from a Latin word *adverte* which means turn toward says Goddard (2002, p. 9). Price, promotion product and physical distribution are the four main elements in marketing (Kumar, 2002). He points out that advertising carries a message of the product and the message may be visual or oral. According to Pertly (2002), advertisements have a number of factors; such as;

-) The goods and services to be advertised.
-) The means of advertising cheaply to a large number of people.
-) A population with sufficient education to be able to understand advertising messages.

2.1.3 Purpose of Advertisement

Ads are a technique to attract consumers to buy the product of a particular company (Chauhan, 2002). The main purpose of ads is to present an idea about a product through convincing language. According to Bolts & Sezer (1982), the purposes of ads are:

-) To sell a product and to introduce or establish a company's image in consumer land.
-) To locate its target audience or consumer.
-) Building up a relationship with its audience.
-) It expresses social values.
-) To establish a company's logo or slogan by using metaphors, puns & rhymes.

2.1.4 Types of Advertising

According to Raja Gopal (2000), ads are an art and cannot be limited to the theoretical boundaries. Many people think that ads are an accident of free economy (Telis, 2002 p. 3) but reality is different and the importance of ads in modern economy is very remarkable, advertising is everywhere and it is dynamic. According to Kumar (2002) there are various types of advertising which are mentioned below:

) Print advertisement (Newspaper, magazine, fliers etc.)

Print advertising is a form of advertising that uses physically printed media such as magazines and newspaper to reach consumers, business customer and prospects. Advertisers also use digital media such as banner ads, mobile advertising and advertising in social media to reach the same target audiences.

) Broadcast advertising (Television, radio & internet)

The term broadcast advertising applies to commercial aired on either television or radio which are typically called spots. It's also known as on-air advertising and it's the primary revenue generator for commercial television and radio station. It is also considered to be above the line advertising.

) Outdoor advertising (Billboard, trade shows, events)

Any advertising outdoor that publicizes your business products and services. Types of outdoor advertising include billboard, bus benches, interiors and exteriors of buses, taxi and business vehicle and signage posted on the exterior of your brick-and mortar location.

) Covert advertising (considered as advertising In movies)

Covert advertising refers to advertising that is hidden in other media, such as an action in a movie, drinking a coca- cola. It refers to as covert because it is not direct advertising but subliminally viewers often notice the product.

) Public service advertising (means advertising for social cause
Public service ad is a message in the public interest disseminated
without charge, with an objective of raising awareness of a changing
public attitudes and behaviours towards social issues.

) Celebrity advertising
Celebrity advertising using a famous person image to sell products or
services by focusing on the person's money, popularity or fame to
promote the product or service. If the famous person agrees to allow his
or her image to be used it is termed a celebrity endorsement.

2.1.5 The Role of Advertising

The role of advertising can be broken down into a series of links all of which
promote sale (Cartwright, 2002; 2014). According to Cartwright (2002; 2014)
the roles of advertising are:

-) To influence the behaviour of others in the supply chain.
-) To create awareness of product, ideas or services.
-) To facilitate changes.
-) To reinforce the behaviour of existing customers or users.
-) To create organizational brand image.

2.1.6 Concept of Beauty

According to Sharma (1994 p. 96) the concept of beauty is universal and
difficult to define, he says that "something that is beautiful in one place and for
one person may not be same in another place and for another person". Some
people love to listen Indian classical music but some do not have any interest,
also some people like water colour painting but other oil painting (Sharma;
1994). According to Ruth (2005, beauty varies from culture to culture because
a beautiful person in western culture may not be same in eastern culture.

2.1.7 Beauty in Men and Women

According to Kamath (2008), men wants to have his wife to be very fair. He also says that men will never ever think of marrying dark coloured girls. In the same way most of the girls want to marry with a men who is very fair in complexion. According to Kamath (2008) lots of men buy creams to look fairer. According to Ray (2005), one of the market research shows the result that 32 percent of the buyer of fairness cream are men, not women. He also says that women fairness cream does not match with men, so men need a different fairness product. For that reason Emani is the first company to lunch a fairness cream for men which is called fair & handsome.

2.1.8 The Concept of Fairness Products

According to Karan (2008), the famous & well known fairness cream Fair & Lovely was first test marketed in the southern state of India in 1975 which was available throughout the country by 1990's. The fairness products are marketed in over countries mainly in Asia and they have been the bestselling skin lightening creams in the world (Shankar, 2007 p. 102). History shows that the India is the largest market of fairness cream but they have spread to other part of the world, where the people are dark skin like Malaysia, Egypt, Nigeria & other African countries (Shankar 2007 p. 102). Recently a fairness cream has been launched for men. Male fairness cream was also launched in Nepal and other South Asian Countries.

2.1.9 Critical Analysis

A critical analysis is subjective writing because it expresses the writer's opinion or evaluation of a text. Analysis means to break down and study the parts. The purpose of critical analysis is not merely to inform, but also to evaluate the worth, utility, excellence, distinction, truth, validity, beauty or goodness of somethings. In critical analysis avoid to introduce your ideas by

stating I think or in my opinion keep the focus on the subject of your analysis not on yourself.

2.1.10 Concept of CDA

Critical discourse analysis is an interdisciplinary way to analyse the discourse. It is newly developed concept in the society. Because there is the great discrimination between the power relation on the society, so CDA raises the voice of voiceless people. According to Haque (2007 p. 2) critical discourse analysis is a process or method for analysing instances of discourse in order to expose hidden issue or agendas which are embedded in the society. With reference to Crystal (2008 P.123), critical discourse analysis is the perspective which studies the relationship between discourse events and socio political & cultural factors specially the way discourse is ideologically influenced by and itself influence power relation in society.

2.1.11 Principles and Objectives of CDA

Here the tenets or principle talks about the nature of critical discourse analysis. In the field of CDA, Fairclough (1995), Kress (1991), Hodge & Kress (1993), Van Dijk (1998) & Wodak (1996) are the major figures who contributed a lot to the development of the tenets or principle of CDA. They can be summarized as follows:

-) Language is social practice through which the world is represented.
-) Discourse/language use as a form of social practice in itself not only represents and signifies other social practices but it also constitutes other social practices such as the exercise the power, domination, prejudice, resistance & so forth.
-) Texts acquire their meaning by the dialectical relationship between text & the social subjects.
-) Linguistic features and structures are not arbitrary. They are purposeful whether or not the choices are conscious or unconscious.

-) Power relations are produced, exercised and reproduced through discourse.
-) All speaker and writers operate from specific discursive practices originating in special interest and aims which involve inclusion and exclusion.
-) Discourse is historical in the sense that text acquires their meaning by being situated in social cultural and ideological context and time and space.
-) CDA does not slowly interpret text but also explain them

Critical discourse analysis aims to investigate critically social equality as it is expressed, signalled, constituted, legitimized and so on by language used. It aims to raise the social awareness among the peoples. CDA also aims that to find out social inequality and injustice to explore who power, dominance, exploitation and hegemony are enacted in the discourse.

2.1.12. Analytical Framework

There are wide range of theory and analytical framework in CDA among them I have selected “Van Leeuwens theory of Multimodality, social semiotics and critical discourse analysis”.

Theo Van Leeuwen (1947) is a social semiotician widely recognized as a co-founder alongside Gunther Kress-an area of research concerned with the meaning-making potential and use of different semiotic resources including both communicative modes such as language and visual designs and media of communication. Modes, media and multimodality, Van Leeuwen has persuade and contributed to laying the foundations for the two main directions in modality; Exploring the use and mapping the meaning-making potential of individual semiotic resources and studying the ways they interact to create meaning in multi modes communication. Characteristic of Van Leeuwens work on multimodality are a strong concern with the role of socio-cultural and

political factors in communication and the assumption that analysis and interpretations are themselves meaning-making processes driven by individual and institutional interests. This socio-political orientation alongside their accessible presentation has arguably contributed to the influence of the framework presented in *Reading Images-The Grammar of Visual Design* (2006).

The first edition of *Reading Images; The Grammar of Visual Design* was published in (1996), the book presents two central tenets of Halliday's systematic functional linguistics (SFL). The first is that every text simultaneously realizes three broad types of meaning or metafunctions:

-) **Ideational /representational** - representing patterns of experience and the logico-semantic relation between them (e.g. addition, temporal, sequence, causality)
-) **Interpersonal/orientational**-enacting social interactions, relations and values.
-) **Textual/organizational/compositional**-interweaving ideational and interpersonal meaning into cohesive and coherent text.

The second tenet is that the meaning potential of semiotic modes can be modelled paradigmatically as a system of interrelated options each of which is realized through a distinctive structure.

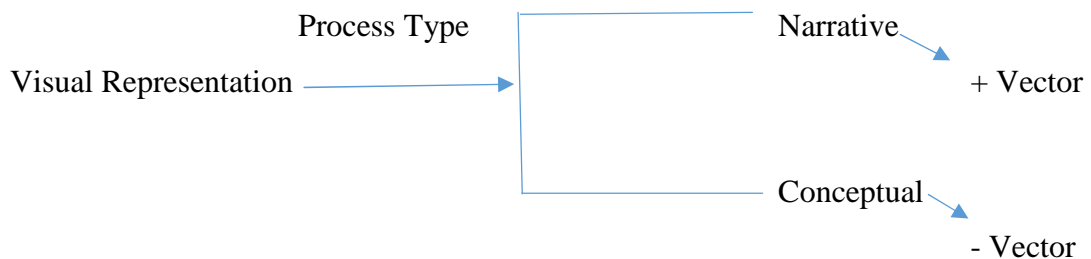


Figure 1: Two main types of process in visual representation (Based on Kress and Van Leeuwen 2006 [1996] p. 59)

The simple system in figure;1,for instance represents the two main types of process that Kress and Van Leeuwen (2006)recognize in visual representations borrowing Arnheims (1974) concepts volume and vector. Narrative/dynamic processes include one or more vertical relations between volumes, or visual entities perceived as distinct. The theory of multimodality can be found in writing and discussion related to communication theory, linguistics, media literacy ,visual literacy and design study (in the inclusion of the design study this multimodality theory can study about layout,colour,font,typography,images, repetition of words, languages, motto and text analysis etc.

2.1.10.1. Design study of advertisements

Design can have different connotations in different fields of application, but there are two basic meanings of design; as a verb and as a noun.

Design (as a verb; to design) is the intentional creation of a plan or specification for the implementation of an activity or process.

Design (as a noun; to design) can refers to such a plan or specification or to the created object, etc., and features of it such aesthetic, functional, economic or socio-political. The process of creating a design of advertisements can be brief or lengthy and complicated, reflection, modelling, interactive adjustment and re-design.

Layout –layout refers to the whole plan design of images. So, try to keep layout simple.

Colour design – selection of colour is also the very important task while designing advertisements. Normally, black and white is boring, but some ads demand black and white colours.

Font – selection of font size is also play the vital role to make ads attractive.

Images – generally images attract peoples first. Selection of a good images and planning it smartly in an ad is another smart way to grab people’s attention.

Languages – selection or use of also very important part in ads. Emotive and catchy languages can attract people’s attention quickly.

Repetition of words – while designing ads one thing that we need to keep in our mind is repetition of words. Repetition of words helps peoples to memorize the name of products.

2.2 Review of Empirical Literature

Likewise theoretical literature refers to some theoretical aspect, empirical literature also refers that some previous research which were conducted in the related filed. Empirical literature provides us some guideline to move ahead in our project. So, here are some empirical literature which I have found while I reviewed.

Vashid & Esmaeli (2012) have conducted the research entitled the power behind images; advertisement discourse in focus. This paper aimed to investigate intension and technique of consumer product companies to reach ore consumers and sale more product. Norman Fairclough 3-D model and Kresh & Van Leeuwens grammar of visual design were used to analyse the data. They analysed 6 different advertisement (Product & Non Product) for this purpose. Their study showed that when a private producer intends to persuade the viewers to buy special product, they give the power to the viewer.

Iqbal, Danish & Tahir (2014) have carried out the research entitled “exploitation of women in beauty product of Fair & Lovely”, a critical discourse analysis study. This study basically aims that to focus on the use of language in fairness cream Fair & Lovely and the strategies used by product advertisers to influence and exploit the women. This analysis is based on Fairclough’s three- dimensional model of discourse analysis which focusses on

the representing and dominating ideology of beauty in women through advertisement of both print media and mass media. The finding of this study shows that advertisers use different lexical and discursive strategies to convince female customers.

Bhatta (2013) conducted a research on “critical analysis of classroom discourse”, this study aims to analyse the classroom discourse critically in terms of interactional control, politeness and power. He used both primary and secondary sources of data. Teacher and student at secondary level of three private schools of Kathmandu district were the primary source of data. He recorded nine conversations from selected schools. As a research tool he has used observation and audio recording. He found that teacher dominance had reflected in turn taking system in exchanging structure topic control and over all discourse.

Kaur, Arumugan & Yunus (2013) have conducted research entitled beauty product advertisement; a critical discourse analysis. This study focused on the use of language in beauty advertisement and strategies employed by advertisers to manipulate and influence their customer. The analysis was based on Fairclough’s three-dimensional framework. For this purpose they examined beauty advertisement in local English magazines from critical discourse analysis perspectives. This study demonstrates how the ideology of beauty is produced and reproduced in the rough advertisement in popular local women magazines.

Subedi (2001) conducted a research on “critical analysis of spoken discourse, a case of the film Twilight”. The main aim of this research was to analyse the spoken discourse critically in terms of power relation and linguistic features. He used only the secondary source of data. The data for the study were collected judgementally analysed, systematically by selecting English film Twilight. The spoken interaction was recorded in the computer and transcribed in orthographic form with the additional contextual feature as far as possible.

This study found that power relations are inevitable features of any functional use of language and metaphorical expression are pertinent in spoken discourse.

Romanenko (2014) conducted the research entitled “linguistic analysis of online advertising in English. This research aims to examine the linguistic analysis of online advertising in English and to identify the linguistic feature and rhetorical figures employed in slogans. The research method used in the descriptive thematic analysis and if possible with three thematic parts alcohol and cigarettes advertising, non-commercial advertising & unspecified advertising of various products. For the purpose of investigation one hundred fifty advertisements were analysed. The finding concluded statistically that the most commonly linguistic means in advertising slogans in relation to the thematic domain.

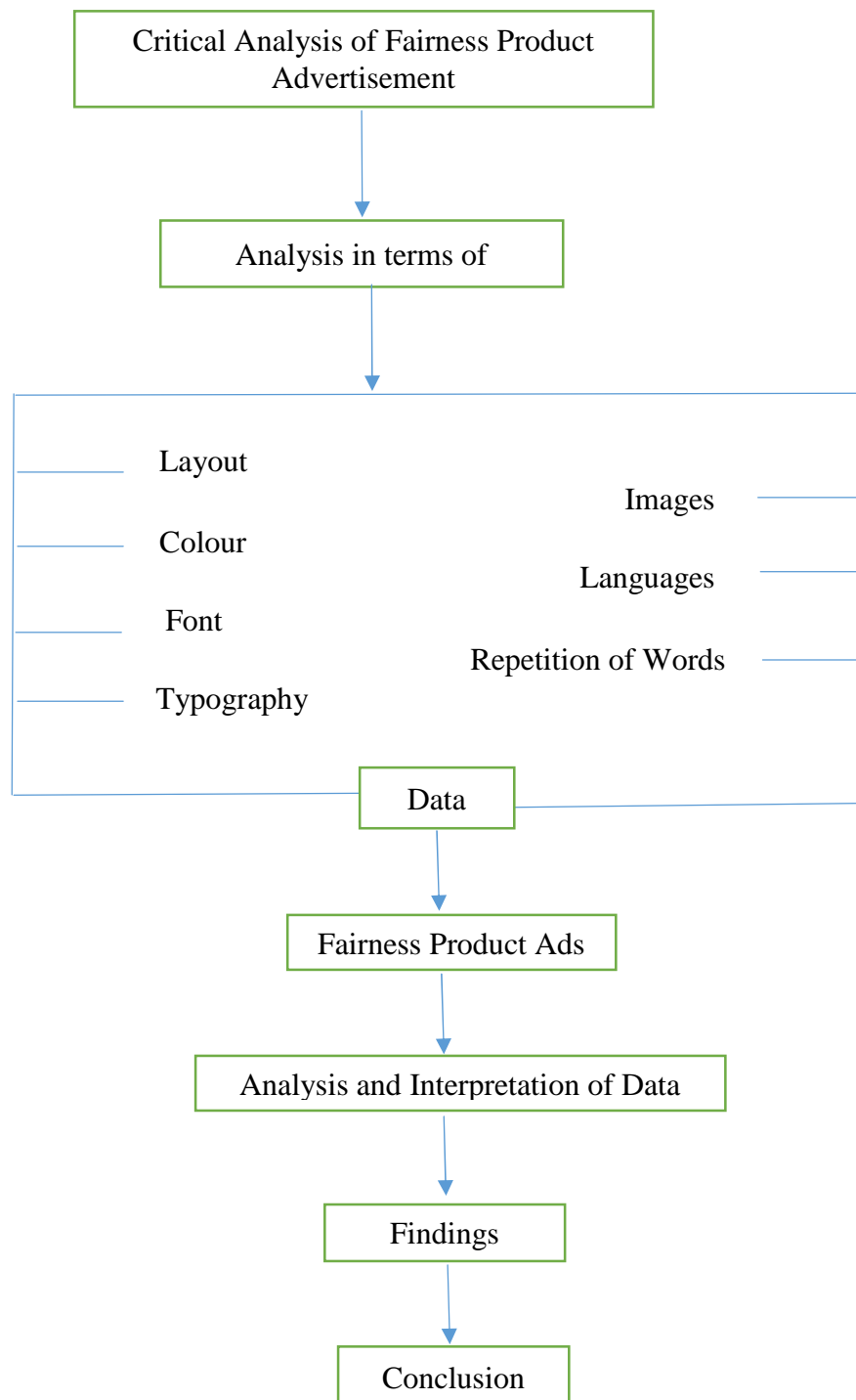
2.3 Implication of the Study

In every research work/field the literature review always play the crucial role to make completion of the research. According to Kumar (2009, P. 30), “the literature review is an integral part of the entire research process and makes a valuable contribution to almost every operational step”. When we review the empirical literature it provides insight about the background knowledge, methodologies, research gaps and other important aspects of the research. Theoretical literature helps us by providing knowledge about different theoretical aspect of research field. And it also provided me the knowledge of different socio cultures ethically and in religion with relation to learning. Similarly, the review of empirical literature has helped me to develop the conceptual framework. It also help to find out the gap between the previous researches and the existing situations of this filed. Further it helps to improve methodology too. After reviewing all above literature I have learnt different things and idea which I will draw in my study. Most of the above study focuses on the linguistic features so I got the chance for how to analyse linguistic

features. Furthermore I have learnt how to implement the research method and how I can collect research samples etc.

2.4 Conceptual Framework

Conceptual framework is the skeleton of every research work. It shows the relation among the various concept of the study. The conceptual framework of the study is presented as follows:



CHAPTER THREE

METHODS AND PROCEDURES OF THE STUDY

This section deals with the method and procedure that were being used for conducting research. This research followed the following methodology to fulfil the objectives of the research.

3.1 Methods of the Study

Method is the fundamental part of every research work. Method provides us some guidelines and shows the way how we can make complete our research. It is also a systematic way through we can collect data and analyse those data. According to Kerlinger (1996, P. 279) "a research method is a plan structure and strategy of investigation, so convinced as to obtain answer to the research question and problems". This research used qualitative approach by using interpretative discourse analysis method. A qualitative study was appropriate for this study which seeks to investigate how discourse in advertisement involves people's construction of meaning. According to Merriam (2009, P. 5) "qualitative research is interested in revealing the meaning of a phenomenon, understanding how people perceive their experiences, how they construct meaning and how they attribute meaning to their experiences".

This study used critical discourse analysis to analyse and interpret data. Guther Kress and Van Leeuwens *Reading Images; The Grammar of Visual Design* (1996) presents an analytical framework based on two central tenets of Halliday's systematic functional linguistics (SFL). In order to answer the research problem I used Van Leeuwens theory of multimodality, social semiotics and critical discourse analysis.

3.2 Population Sample and Sampling Strategy

The sample of this study were 100 samples of fairness product advertisement published in different newspaper, magazines and TVCs. The sampling strategy

was purposive non-random sampling procedure. to collect data I visited different publications and stationary. After that I analysed the visual representation and design of advertisements.

3.3 Research Tools

For this research 100 samples of fairness product advertisements published in newspaper, magazines and TVCs were taken as data. Observation was the major tool for this research. I used my mobile phone MI Redmi 6 to take the snaps and to recorded videos of advertisements.

3.4 Sources of Data

In this research I used both primary and secondary sources of data. The primary data were different 100 samples advertisements of fairness product. And then I consulted with different books, article and documents as a secondary sources of data.

3.5 Data Collection Procedures

- A. At first I visited different publications and stationary of Kathmandu district.
- B. Then gathered different newspapers and magazines in which fairness product ads are printed.
- C. Then I observed one to one ads carefully.
- D. Then I selected the ads for analysis and interpretation to find out the results.
- E. Finally I analysed those all ads about fairness products critically by using Van Leenuwens theory of multimodality, social semiotic and critical discourse analysis.

3.6 Data analysis Procedures

Collected data were analysed descriptively. Critical discourse analysis always need descriptive analysis of every data. I analysed 100 samples of fairness product advertisements to get the results of this research.

3.7 Ethical Considerations

Ethics is the main phenomenon to be considered while doing a research so that the informant's identity may not be publicised. To avoid the risk of plagiarism I gave proper credit to the author's books and journals. This study was limited within 100 samples that I will collect. This study followed Van Leeuwen's theory of multimodality, social semiotic and critical discourse analysis.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the analysis of data and interpretation of collected data. This study aims to analyse and observe the visual representation, designs of the Fairness products ads in terms of different three meta functions, it aims to analyse how the common peoples are influenced by fairness products ads and it want to suggest some pedagogical implications that's why common peoples didn't get influenced by those ads before they use. For the purpose to meet objectives here I collected different hundred fairness products ads among them eighty five printed ads from different magazines and newspaper and fifteen ads from different TVCs channels. In the process to observe those ads I found that the ad maker use various textual and lexical features in fairness products ads to impress fairness products users. They use different adjectives, personal pronouns, emotive words, and so on to address the consumers.

Both men and women are the consumers of fairness products ads. But in the comparison of fairness products users the majority women is more than men. Because women are taken as a symbol of love, beauty and sexual outlook. Ad maker impose their power by using various designs, print sizes, fonts, languages, dress up, setting, colour, background music etc. in different fairness ads. Most of the fairness products are about sun cream and hair shampoo, because everyone wants to keep the very fair in every moment and everyone wants to be more attractive than other. I analysed those ads by using Van Leeuwens multimodality, social semiotic and discourse analysis as a analytical framework.

4.1 Text Analysis of Printed Fairness Product Ads

This study looked at eighty five printed ads which are as follows Tresemme hair colour cream, Lorea paris hair cream, Livon hair shampoo, fair and handsome, streax hair cream, Okhati Ayurvedhik soap, Uv guard sun protection cream, Gulabari, Savlon moisture shield hand wash, Me Glow

fairness whitening cream, the One female white glow cream, Oriflame hand and body cream, Shine brighter lotion, Papaya fairness soap, Lamour fairness soap, the One lipsticks, Noni power wash, Jasmel Aloevera, Clinic plus hair shampoo, Joy papaya cream, boro plus lotion and so on. Ads were collected from different magazines and newspaper.



Picture No. 1: Milk & Honey Body Cream



Picture No. 2: The One



Picture No. 3: Boro Plus Moisturising Lotion

The text of advertisements use attractive language to create attraction of consumers. Most of the fairness products ads use personal pronouns to address the consumers. There used different kinds of adjectives, numbers, and repetition of words. Fairness products ads maker used the images and voices of celebrities. Because the common peoples think that what celebrities said that is true Common peoples believe on the foreign companies and they think that what is written in the fairness ads by foreign company that's is very true. So, common peoples are influenced by catchy languages and combinations of words and celebrities images and simple sentences structure also. So, by observing those advertisements consumers get influenced and buy the products.

4.1.1 A motto

Everything which are exist in this world have their own motto. According to their motto they made their own ideology. Without motto no one can established their ideology. So, after the analysis of eighty five printed ads it was found that they all had common motto to publish the fairness products ads. Every ad maker's main motto to publish ads is to extend/spread the information about their products.



Picture No. 4: Revlon Butter Cream



Picture No. 5: Loreal Hair Cream



Picture No. 6: Tresemme Hair Shampoo

Ad maker wants to promote and sell their products by publishing ads. The ad maker use different designs, colour mixing, word mixing, and different models for the purpose to get readers attention. For examples Lorea hair cream uses a motto like superior protection colour protection. Another ad Tresemme uses a motto like up to 3 days Frizz control, Revlon uses motto like vivid colour. These ads try to spread the positive message in the in the mass of consumers by using their motto in fairness products ads.

4.2 Analysis of Visual Characteristics of Fairness Products Ads

Under the visual characteristics I studied different advertisements in terms of the following attention seeking devices.

4.2.1 Languages

Languages play very crucial role in every advertisements to spread the message and to attract the attention of readers and to spread messages of ads/ad makers with in the consumers. Most of the ad maker use code switching and code mixing also. They used both English and Hindi, Hindi and Nepali, Nepali and English languages to attract the attention of readers. Most of the ad maker used English language in the comparison of other languages because English is common all over the world. If somewhere and sometime English is being difficult to understand there they used code switching. For example the following pictures.



Picture No. 7: Meglow Whitening Face Cream

Use both English and Hindi, English and Nepali, Nepali and Hindi. There English language is written in big font because English language can be more effective to attract the attention and common peoples also believe in foreign company and foreign languages. And big font is used in the lower part of the ad. And there used Hindi and Nepali languages for the purpose to make understand everyone.

4.2.2 Repetition of Words

Among the different features of ads the repetition of words is also the important attention seeking feature. Repetition of words is a policy to make ads effective and to attract the readers. Most of the ad maker use this repetition of words in their ads because the repetition of words help readers to memorize the name of products. Reader can easily understand that words which is repeated time and again. Repetition of words tries to create the positive image of the products in the consumers mind. The following ads



Picture No. 8: Clinic Plus



Picture No.9: Oriflame Face Cream

were taken from the kantipur Daily newspaper on 15th baisakh which was about a hair shampoo clinic plus, where a word Baliyo is repeated in four times and a word Kapal is repeated in three times. Another ad is about skin care cream which name is Oriflame North for Men. Here a word Men is repeated in in two times, a word skin is repeated in four times, and a word fairness is repeated in three times.

4.2.3 Font Size

Font size is an essential feature for printed ads. Font size can make ads more attractive and more visible. Different ad maker used different font sizes to make ads attractive. But most of the ad maker used big font to draw the attention of readers. The purpose to use big font is to make visible from a far distance also. Big font help to read clearly and it helps to understand the concept also. Further big font can be more understandable also. For examples the following pictures



Picture No. 10: UV Guard



Picture No.11: Oakthi Ayurvedic Soap

were taken from the sukrabaar.com newspaper. The name of these products are Okhati Ayurvedik soap and Uv Guard sun protection cream. In these ads the name of products are written in big font, motto of the products is written in medium font and the features of products are written in small font. The organization of different sizes make impressive model of ads.

4.2.4 Images

Among different attention seeking devices images are also the most important devices which are used to draw the attention of the consumers. Generally images attract the peoples first. In fairness products ads there used different models and products images. Basically images are used on the top of the left hand side of advertisements. Every ad maker knows that when someone first looks at newspaper or magazines they are attracted by images. So they used a best and super popular models and fine fresh fairness products images. When common peoples saw models images in fairness products they think that wow by using this product a person can be like model and this product is best for everyone. Most of the ads which used images those images are larger than the text always. The following pictures are taken from Nepali newspaper where there used different celebrities images by showing their very fair and smooth skin in their face. Further the ad maker showed a fine and impressive images of products also to attract the attention.



Picture No. 12: Newlook Facewash

Picture No. 13: Newlook Lotion

4.2.5 Colour

Selection of colour is also the very important task while designing the advertisements. Normally black and white is boring so, ad maker used different colours like light pink, yellow, green, grey, blue, orange and so on to attract the attention of peoples. In the fairness products ads pink colour is commonly used than other colour. Combination of different colour makes more attractive ads.

For examples the following ads



Picture No. 14: Lifebuoy Shampoo Picture No. 15: Lamour Soap



Picture No. 16: The one Lipstick

there used white and grey background with white colour of letters and pink cover of products and celebrities face is shown in dim white colour. Pink is always taken as the symbol of beauty, love and attraction.

4.2.6 Layout

Layout refers to the whole plan design of images. Ad maker use various kinds of strategies while designing the ads to make it attractive. They used different colour designs, different font sizes, different models images, and languages and so on. By using the variety strategies they make ads attractive. By the analysis of all 85 printed ads it is found that the layout of all ads is similar to each other. The following ads



Picture No. 17: Swish fairness Cream



Picture No. 18: Astha Berry



Picture No. 19: Okathi Papaya Soap

shows the layout of ads. The ads are about the fairness products the name of products are swish fairness cream for men, Asta Berry Sun Cream, Okhati Papaya Whitening Soap. These ads used both images image of models and products. There used different font sizes and there used number also. The name of products is written in the below of the page in Swish Fairness Cream ad, but in ads Okati Papaya Soap and Astha Berry Sun Cream there wrote at the top part of the page. There showed a models images which were being changed after using those products. Features of all ads showed serially. There used vividness of colour in swish ad there used deep grey colours, in ad of Okhati Papaya Soap there used full yellow at the top of page then grey and green colour is used in the low part of page. But in the ad of Astha Berry Sun Cream there used full green colour and yellow is also used in the cover of fairness products. In every ads there showed every models face half black and half very bright.

4.2.7 Typography

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of types involves selecting typefaces, point sizes, line length, line spacing, letter spacing, and adjusting the space between pairs of letters. The following ad



Picture No. 20: Enamoran

was taken from Nepali magazines Nari. The ad is Vocue Espana. There used various words in various styles. The arrangement and adjustment of words is so attractive. Spacing and font sizes provide extra looks of ad. The image of model is also covered by words.

4.3 Visual Analysis of TVCs Fairness Products Ads (interpersonal function)

Here I observed 15 TVCs fairness products advertisements. In the process of observation I found that all ads have common motto like love, attraction, and success. In my observation ad 1 is about hair shampoo. The name of product is Dove. In this ad the motto is established like Dove nourishing secrets healthy ritual for growing hair. It want to suggest common people if you want to grow your hair you need to use this hair shampoo. The setting of this ad takes place from a beautician room. There raised a question like what is the right length of hair? At the starting of this ad which makes compulsion to every consumers to search about the answer. Without using the product no one can get the exact answer so, this is the ideology of ad maker who impose their power through the question in the ad .There is a girl who is performing in this ad her name is Nayanka a fashion stylist. At first she was happy because she did not know about the right length of hair. But later there divided a hair size into different three stages like wow, amazing and oh la la. According to this ad oh la la is the right length of hair which a Nayanka did not have. Later when she got a chance to use a dove moisturising hair shampoo and she got a right length of hair Oh La La which provided her a great happiness in her life. It means that happiness is the most important in everyone's life which we can get from our fair complexion and the right size of hair also. It suggest that to be happy we need to be fair and fresh in every moments.

Similarly Ad 2 is about the body wash soap. The name of this product is Dettol soap. In this ad the motto is to keep away from every kinds of disease. According to the motto this ad appealing to use Dettol soap to everyone for the

purpose to keep far away from any kinds of disease. At the starting of this ad there came three children and start to play in the dirty water. At the same time there came three women who were mother of those three children. Among three women two women were worrying about their children because they thought that there can be different types of germs which can transform different kinds of disease to their children. But one woman was looking so confident because she known well about Dettol soap which helps to kill all the germs from baby's health. After some time their baby came out from the dirty water and started to wash their body with Dettol soap. And after washing their body all babies looks like so healthy and confident. So the theme of this ad suggested that confident is needed everywhere and for every one's life. To keep ourselves confident we need to be healthy, fair and fresh. So, we can use different types of fairness product like Dettol to keep ourselves fine and confident in our life.

Ad 3 is about fairness cream for women which name is Lakme. Here in this ad the motto is to keep fair till the 14 hours and it also helps to keep everyone professional. In this ad a women used Lakme cream in her home and she came out for her daily work out. While she was walking on the way at that time two girls watched her very carefully, but she was in her continuous journey. And she reached her office and worked very hardly from office to home nonstop till 14 hours but her fair skin didn't got damaged. So, she suggest everyone to keep professional yourself you need to use this Lakme cream. It means that to keep ourselves professional is most important in everyone's life. But to being professional only knowledge is not enough we need to be fair too.

Ad 4 is about the body wash soap which name is Santoor soap. The motto is established is like hot star special. This ad suggested that if you want to be a hot star pleas use this body wash soap. In this ad the combination of colour, background music, mass of peoples, dress up of actress were quiet match able. Here in this ad at first a model who was speaking in front of mass and audiences also feel amazing when they saw that type of hot model. Later a

small baby also start to speak very confidently like her and she was being popular like celebrity. Which is the result of Sontoor soap. According to these activities this ad suggested that after using Sontoor soap everybody can be hot star like a star in ad.

Ad 5 is about hair cream colour which name is Streak. The motto of this product is to make success in professional life. In this ad there performing a super star Sonakshi Sinha. There was also another women who want to be a singer but she is worrying about her damaged hair. Later when she is working in the kitchen and she was singing very slowly at the same time a Sonakshi came there and asked her are you a singer. But the women said very slowly sometimes in c...o..ll...e..ge at the time Sonakshi suggested that don't hide your hidden power, use this Streak hair colour cream and be confident and professional. After using that hair cream she was being popular star like Sonakshi. According to this ad knowledge is not everything to be success in everyone's life, we must need to be fair too. The setting was also the very effective part of this ad which takes place from a future singing stars home. Colour combination of dress is colourful. Sonakshi used half blue and half black and another women used full black. The colour of dress used by Sonakshi represents the vividness of hair colour and full black dress used by another girl represent the colour of hair.

In the same way ad 6 is about hair oil which name is Tresemme. Ideology established in this ad like used by professional. Motto is after using this product you will get your keratin, argon, and smooth. In this ad a super actress performed. She want to keep herself professional always so, she used that Tresemme to keep her hair silky, smooth and attractive. In this ad there showed after using this product she became so confident and more popularized while she was standing on the stage. So, by this ad we can say that attractive hair style also can play the vital role to make someone professional and popularized. Another thing is dress up which is the important to keep

professional. In this ad according the changing style of her hair she changed her dress also.

Ad 7 is about fairness product for male which name is Fair and handsome. As we know that men need something extra than the women always because women have very soft skin but men have hard and rough skin in the comparison of male. Here the motto of this ad is removes dirt, oil and sweat. In this ad there performing a super star who was struggling too much in his daily life. This suggest that every male need to work hard to make happy their family. Male need to sale their sweat to earn money. In the period of working they don't have time to take care of their skin so, in this ad there showed a model used this Fair and handsome to protect his skin and to keep is fair always. After using that cream he became very fair and at the same time when a girl saw him and say HI handsome.... Hi handsome..... So, this ad suggested that attraction is the most important part in everyone's life. Main aim of this ad is to impress opposite sex. And according to our society that male can be success who will be success to attract female towards him. Furthermore this ad suggested that love is not enough to make impress someone we must need fair akin too. Back ground colour and music is also perfectly match able with the obstacles of life. What type of activities a super star held the background colour was also being changed according to the situation. The colour of dress was also full black which is the symbol of difficulty.

Ad 8 is about face wash which name is Joy papaya wash. Ideology is the face care expert. It is difficult to keep clean and fair to our face because we are facing with different obstacles in our daily life. To pass our daily life we encountered with various dirt and dust in whole day which can damage our fair skin. So, for the purpose to keep fair to our face we need to use some fairness products. So, here in this ad showed a place which was looked like desert there were not any green plant only dry mud we can saw. And there grow a girl image from the middle part of the ground. This part of ad showed that life of

human is covered by full pain and sorrows. And in next part of ad there showed a crowd of vehicles in the road and another side there showed a girl image which is covered by full of sweats. This suggested that one person need to facing with thousands of troubles in everyday life which we can saw in a girls sadness face. But after using joy papaya cream she was very happy by seeing fairness in her skin. The theme of this ad is only success is not everything in human life, to became successful person we need to be beautiful and handsome also. Fairness always play crucial role to make someone a best competitor in day to day life.

Ad 9 is about sun cream which name is new Lotus sun cream. Ideology in this ad is fighter and brighter. The motto is one sun cream double roles. It is difficult to do different two task at the same time by same thing. But here one sun cream played double roles one is to fight with sun light and another is to make skin bright. For the purpose to lure the consumers there performed a beautiful girl in the beautiful environment. In this ad there showed a greenery ground which represents the beauty of girl. A girl was walking alone in the open ground with one piece cloth without worrying about the sunlight with other dust. Because have a new lotus sun cream which helped her to keep fair for whole day and sun light also cannot damage her skin colour. The theme of this ad is keep yourself confident and happy always. When we are confident about everything in our life we will be happy ourselves.

Ad 10 is about face wash. The name of product is Himalayan Neem face wash. In this ad the ideology is established like khus raho kushal raho in Hindi language. And the motto of this ad is destroy the pimples and make fair with clean face. The setting of this ad is from a beauty soap. There performing two sisters. An elder sister have very fair skin without any pimples, but younger sister have pimples on her check. She want to remove that pimples and ask her elder sister. And elder sister suggest that to use Himalayan Neem face wash but don't use soap. Because the Himalayan Neem face wash is soap free face wash

which helps to remove pimples. According to her elder sisters suggestion she used Himalayan neem face wash, after using that she have got a very fair and pimple less face. Slow background much suggest the seriousness of younger sister. The changing role of background colour suggest that the fairness of face. Theme is success and happy. A younger sister was being success to remove pimples and after seeing her pimple less face she was very happy.

Ad 11 is about body spray for men. The name of product is Wild Stone. The ideology of ad maker is in Hindi language Log To Notice Kareng. Motto of this product is to keep fair, happy and attractive. The setting of this ad is placed from a supermarket. Where a girl was looking for a gift at the same time a boy gave his impressive entry with using that spray which helps him to attract the attention of girl. A girl was looking continuously to him and she didn't know that a cup fall down from her hand and it broke. Then both girl and boy started to pick up those broken pieces of cup at that time a spray used by a boy attracts a girl and they became close friends. The theme of this ad suggested that attraction is most important in human's life. The music used in the background represents the amazingness in every time. Colour of dress up is another influencing part where a boy used blue coat and white shirt which is the perfect combination of beauty. A girl used full blue dress which represents the colour of products images.

Ad 12 is about hair oil. The name of product is Emani Kesh King. This ad was taken from kantipur television channel. The ad maker built the ideology like the king of oils. Motto of this product is to stop hair fall down and it help to grow new hair also. In this ad there are two different persons one was women who was performing in the favour of product. There she said when I used this oil it didn't help me only to stop my hair fall down it also helped me to grow up new hair. In the similar way there came a doctor and said this is the 100% Ayurvedic oil which helps can help you to keep safe from any kinds of problems which are related to hair by showing the certificate of that product.

Background colour, music and setting of this ad is really different than other ads because this ad is about the product of ayurvedic. So, there showed the various colour of various herbs which represents to ayurved. This ad suggested that the confidentiality is most important part for everyone's life in every field.

Ad 13 is about hair shampoo. The name of product is clinic plus. The ad was taken from Zee TV channel. The ad maker's ideology is in Hindi language Jaahaa Se Mili Baala Ko Majbuti. The motto of this product is to make hair strong. The setting of this ad was taken place from a beautiful house which have a beautiful garden around there. In this ad there performing two women a daughter and mother by sitting in the garden. At first both daughter and mother were playing game with their mobile phone by showing their hair with each other. But suddenly a daughter stand up and said in Hindi language Mere Majbut Baal and her mother asked her Kaahaa Se Milaa and daughter replied Jaha Se Mili Baalako Majbuti clinic plus. According to this ad we can say that we need to make our every moment as well as our health structure very strong.

Ad 14 is about female face cream. The name of product is Lakme. This ad was taken from colour TV channel. The setting of this ad was placed from beauty studio to super market. In this ad there used a light grey colour which is similar to the colour of product. The background colour is changeable which represents the characteristics of product. The dress up of performer are also in light grey colour. In this ad there performing a beautiful girl who always uses that cream. Another girl asked her by observing her picture (itni khub surat kaha se hogai and natural). Then a beautiful girl showed a Lakme cream and used and said her I always use this cream which helps me to be like that. After using that cream she attracts the attention of every persons while walking along the road. The theme of this ad is success and attraction. After using that cream a girl was being success to attract the attention of everyone towards her.

Ad 15 is about massage oil. The name of product is Navaratna oil. This ad was taken from Kantipur TV channel. In this ad the ideology is like (chiso chiso cool cool) the motto of this product is to make fresh in every moment by providing relief from headache, back pain, tiredness and many more. The setting of this ad is from a stage programme because performer want to suggest everyone to use Navratna oil. In this ad there performing a bran super star Amittabachchan which represents that the Navaratna oil is also the brand among other oil which we can use everywhere, every time, whenever we fell pain. The choreography of this ad so attractive. And all the performer used deep red colour half coat and a super star also used red colour shirt which have white stripe which represents the colour and characteristics of product. By the music used in background we can feel relaxed. The theme of this ad is be active and energetic always as usual by using Navaratna oil.

4.4 Organizational Analysis of TVCs Ads

According to the observation of all over mentioned ads setting is the first and most important part of every fairness not only fairness other products ads also. Because by the setting everyone can understand the theme of ads. Setting provides the clear concepts about the products motto. For examples in the ad 1 and 2 there was quiet different setting ad one is from a girls own house where she can feel free to do anything. But ad 2 the setting was taken place from a beautiful environment and where there is a small pond. A small pond which was filled with full dirty water. Similarly in the ad 3 and 4 there was also two different situation for setting. Ad 3 is about Lakme fairness cream. The setting was placed from house to office. Which represents that to be continue in your work makes you professional. To be professional you need get fair skin. And the ad 4 is about the body soap. The setting of this ad was from television to stage show which represents to became hot star. In ad 5 and 6 there was also two different setting. The aim of two girl from two different ads is to be super star. In ad 5 there was a girl who was singing in her kitchen and at the same

time there came a super star and suggested her don't hide your inner capacity and use Streak hair cream which promote your confidence level. And in ad 6 a girl wants to keep herself a professional so, the setting is from sailon to stage programme. In ad 7 and 8 there was different setting than other ads. In those ads ad maker wanted to show extra. In ad 7 a super star struggled too much like roiling a tyre and running very fast and hardly which suggest that men need to do more hard work than women. And in the ad 8 the girl image grow up from the middle part of the ground. It shows that women are like earth they need to face many difficulties in their life. Likewise the same way by analysing all ads we can say that most of the fairness product setting takes place from studio, stage and from open environments.

Sound is also the most important part of in every fairness products ads. Every ads have a background music which is related to the theme of ads. Every ads music inspire peoples to use fairness product. It shows that after using fairness product you will be success in your life you will achieve your goals.

Background colour, products images and dress up of performer also plays the most vital role to impress the consumers. In every ads there used different types of shining and attractive colours like blue, pink, white, orange, green and so on. According to the products there showed different herbs images. In fairness products ads every artiest used very attractive dress and combination of dress colour like blue pants white shirts, whole black and black and white. For examples in ad 1 there a model worn very clean and white t-shirt which indicates to success and happiness. In ad 2 three children worn grey half jeans pants and one child worn a blue t-shirt another two child worn white t-shirt. It showed that how much they feel relaxed in their days. In the same way in ad 7 there was a male character who was full naked later he worn a sendo it shows that the struggle of life. And the next part of fairness product ads is to use celebrities and their voices. Most of the peoples think that what celebrities did in the ads is very true and what they suggest that is most important because peoples believe on celebrities.

CHAPTER FIVE

FINDING, CONCLUSION AND RECOMMENDATION

This chapter presents the major findings, conclusions, and recommendations of the study on the basis of analysis and interpretation of collected data. This study aims to analyse visual representation and design of the fairness products ads. That's why common peoples are influenced by fairness products ads, and furthermore it want to suggest pedagogical implications for fairness product users. For the purpose to meet my research objectives I have collected different hundred fairness product ads as a sample, among them eighty five ads were printed from different newspaper and magazines and fifteen ads were from different TVCs channels. The collected data were analysed by the framework of vanleenuwens multimodality social semiotics and discourse analysis. After analysing and interpreting the data it can be concluded that the ad maker uses various strategies while making ads. While making ads ad maker use different linguistic features, different languages, emotive words and so on to attract the consumers. After analysing eighty-five printed and fifteen TVCs fairness ads the finding suggest that only the text cannot be enough to impress the consumers, the combination of visual images and colour is also the most important things in printed ads. And in TVCs ads setting is most important first then background colour , performance of actor and actress , background music , dress up used by artiest and so on. The major findings of this study based on the analytical framework have been presented below.

5.1.1 Ideational Meta Function/Analysis

The ads maker uses simple structure to arranging the words and sentences which helps to understand concept better about every fairness products ads. For example ad maker used simple words like excellence, control, smooth, protection, ultra-shine, perfect, brighter, transform, free, and so on. Similarly the sentences are like your first love definitely back, all eyes on lips, transform your hair to salon smooth and so on. The use of simple words and sentences

structures helps to understand easily about the products. Use of different kinds of personal pronouns and possessive forms like your, yourself, our and ours helps to build the close relationship between consumers and ad maker. Use of different emotive words and the repetition of words helps to boost the power of memory. Most of the ads maker use multiple languages while making ads like English Hindi, Hindi Nepali, and so on. When there are multiple languages in ads at that time consumer feel ownership.it means that consumer can be from different country and different back ground who have their own languages.

The use of unexpected design of ads helps to convince peoples of truth. By using different models, different images, font sizes, typography, layout, colour, colour of products images and so on, helps to feel truthiness about the products. In the ads ad maker showed half part of face is white and half part is black and there suggested that after using fairness cream black colour is changed into white. Setting of the ads and spacing of words and sentences spacing, length, adjusting, and the pairs of letters also make attracted consumers. Ad maker showed the close relation with in the visual and verbal characteristics of ads. The position of objects and peoples along vertical and horizontal lines at various degrees also reveal aspects of visual representation. Various objects were horizontally or vertically elongated to different degrees. All elongated shapes can be titled, either towards the right or towards the left.

5.1.2 Visual Analysis of Inter Personal Function

A type of imaginary relation is established with the viewer to represents the-inter personal function visually. In ads the imaginary relation is realized by content, social distance, and modality. According to the analysis of all over mentioned advertisements it is found that the content played the most vital role in fairness products ads. It means that the connecting process or to be connected with viewer/audiences. The content is realized by gaze. In every ads the ad maker established the interaction system between the images and the target audiences is set up by the gaze of the peoples, places and things shown in

images and the positions of those to each other. Kress and Van Leeuwen(1996 p. 122) described a gaze as follows. Gaze is used as a semiotic resource to represents the relation between images either by direct eye- contact or no eye- contact. In most of the ads female represented images may be depicted as establishing a case relationship with the viewer using their sexual outlook. For examples figure 3 and 4 there used two beautiful models images. Both models are looking straight towards the viewer with their beautiful smile. Social distance and modality are another crucial part of advertisements to make impress audiences towards their products. Using of models voices, their images and they used real models acting in TVCs ads. They showed the fair skin, silk hair and confident on them in ads. First they imagine the situation and they prepare the video and then made it contextualized. For example TVCs ads 7 and 8 showed the variation of setting and struggle with success of life. It means that imaginary ads have close relationship with different social groups. Setting of ads itself impose the meaning and theme about the products. Similarly modality is also the most essential part of every ads. To impress the consumer ad maker used variation of models in fairness products ads. Likewise colour is the most important to attract the attention. Vividness of colours make attract the common peoples towards products. Most of the fairness products ads used light pink colour because pink colour is always taken as a symbol of beauty, pretty, and love. And pink always represents the women. Within the combination of pink colour there used green, grey, white, yellow and blue colours also. The size/frames of ads, time duration, interaction with viewers, making simple structure of modality, typography helps producers to influence the consumers. The used of different visual aspects in advertisements appeals consumers to use the fairness products and get recharged their beauty.

5.1.3 Textual Function Analysis

In every advertisements connection of different characteristics is most important. Here, textual function means to spread message by the combination of verbal and visual characteristics of ads. In every ads only text can suggest

some kinds of meanings, but images help to be clearer about the products. So, the ad maker use text related to the expression of images. In the TVCs ads they direct the acting skills and situation according to the dialogues which artists will produce. Feelings of characters is another important part in TVCs ads. Speech acts are presented via lot of dialogues as a text. For examples in ad 9 there the dialogues are managed like this one sun cream double role fighter and brighter. There a girl acted like a boxer gave one paunch and showed bright skin face. And in ad 11 the dialogue is in Hindi language like log to notice karenge .in this ad when a handsome boy came a girl feel amazed herself by seeing that boy and she were looking continuously towards him. So by this description we can concluded that to make impress audiences the unity/connection between the dialogues, acting and text with images play most crucial role in every advertisements.

5.2 Conclusion

On the basis of hundred analysed fairness products advertisements it can be concluded that advertiser use various type of strategies and linguistics patterns such as persuasion techniques, technical vocabulary and some visual images to catch attention of audiences. The ad maker influence consumer by using direct address pronouns, adjectives, emotive words, showing half-truth about their products. Furthermore they used imperatives sentences, questions, and short phrases which makes consumer compulsion to think about the product. Ad maker use questions like this why don't you use? After reading this question everyone wants to search answer. And for that purpose they used the products first. So this type of textual features were used by ad makers to influence the consumers. The ad maker uses various colours in the ads. Among the different attention seeking devices the use of colours is also the most important device. Most of the ad maker used light pink, yellow, green, white, and brown and so on. The colour should be matched with the colour of products that's why it will suggest theme of ads. By observing the colour used in the ad consumers can imagine the benefits of products. Apart from colour feature ads maker also

make use of different designs of ads like typography, layout, images, setting, back ground colour, back ground music, and dress up, voices of artists and so on. The use of images is also the best way to attract the attention of consumers. Ad maker used a superstars/celebrities images in the ads by showing their bright skin, silky hair, and smiley faces. When common peoples saw a celebrity in the ad they think that after using this product he/she became like that. Ad maker use various font sizes in ads like the name of products is in big font size and its motto is in small size. They arrange the length of letter spacing and pairs of letters also provide some extra looks.

Advertisements of fairness products promote the idea that fairness is equivalent to love, beauty, and success. In every context it is valued that to live for a happy and successful life everyone needs to get fair and attractive appearance. So, for that purpose everyone wants use fairness products to keep themselves very fair and attractive. So, the ads maker use the benefit of this things and product different types of advertisement by using different models and linguistic features to share their ideology with the consumers. By publishing ads ad maker impose their power with common peoples. Most of the common peoples believe on celebrities, they think that what the celebrities says that is right and. Consumers believe on the foreign company and they think that what is written by the companies in the advertisements

TVCs ads of fairness products claim to change skin colour of consumer from black to white and thus their fate will be changed into success. To make influence of common peoples ads maker offer to popular celebrities to perform in the ads and there they showed after using their products every celebrities have promoted their beauty as well as knowledge. They used vividness of colour and back ground music. Dress up worn by participants is another influencing part for common peoples. So, using such kinds of strategies ad maker imply their hidden power with consumers. Finally it can be concluded that every ads maker wants to make their advertisements extra and more attractive which helps them to make their products promoted. Every ad maker

have common motto to influence the consumers and to sell their products. But every ad makers used their own ideology and strategies to make them popular among other. Finally this study shows that CDA approach is a best way to uncover power behind languages and images used in fairness products ads. This approach helps to reveal how consumers are dominated by the power of language used in ads.

5.3 Recommendations

Based on the findings of the study policy, practiced and further research recommendations are follows.

5.3.1 Policy Related

Every nation have its own policy in every sectors. Likewise this study is related to the field of language so, teaching of language is guided by the policy of the government, information ministry and education ministry. Here this study shows light on the type of language used in the fairness products advertisements. Generally the language of advertisements is taught in the faculty management in the business communication course. But this cannot be enough so, when we want to be more clear about the language of ads a syllabus designer need to incorporate with the different linguistic features used in the ads.

An English is teaching as a subject in the faculty of education also, but there is not any inclusions about the language of advertisements. If the curriculum designer include the text like the findings of this study it will provide more benefit to everyone who wants to gain knowledge about the different characteristics of fairness products as well as other products advertisements. The policy should be made to provide multilingual text as language education for those who wants to enhance their language skills i.e. reading, writing, speaking, and listening. The information ministry who controls the ads could take some measures to restrict the advertisers from using various strategies to

influence and manipulate the consumers. The ministry can take the steps to compel the ad agency not to manipulate the consumers through the fairness products ads.

5.3.2 Practice Related

Policy is not sufficient for the successful implementation of any programme. That's why I think that the research study can be implied for different pedagogical purposes. The findings of this study suggested that the teacher and students need to discuss about the text used in the fairness products advertisements. They can study about different pronouns, objectives, questions, adjectives, emotive words, imperatives, and short phrases and so on which are used in the fairness products advertisements, which can be practiced in the classrooms.

There can be organized the discussion and debates programme about different topics which are related to the fairness products. What type of symbolic meanings carried out by the different images and colours used in the ads that can be taken as a project work by students. The students may develop their thinking of ideas and information towards contextual and functional as learning through discuss education.

5.3.3 Further Research

This research is complete research to meet the objectives of this study. But this is not complete research in the field of fairness products ads. This is not complete research in the process to analyse language/designs and visual representation of ads. This study only looked print ads ad TVCs ads of fairness products. There are various area that need to be researched in order to complete the study about languages/designs and visual representation of advertisements. Further research can be done on the billboard advertisements this research in mainly based on the fairness products ads. Other research can be done on the other products like garments, foods, sweets, fruit juice, toothpaste etc. This

study focused on the ads from different magazines, newspaper and from different TVCs channels. But other research can focus on the ads from different social sites. This research used Van Leeuwens the theory of multimodality, social semiotics and discourse analysis as an analytical framework, but other research can follow other framework to analyse the data. Further research can use other research design like case study, interpretative, and survey as well.

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Appendix: I

Guidelines for the analysis of visual characteristics

Visual Characteristic	Examples
Text	Linguistic features Pronoun, noun Adj etc.
Images	Celebrities images, Product images
Layout	Whole design
Font	Large, middle and small
Repetition of words	
Typography	Adjustment of words and sentences
Colour	Pink, blue, orange, yellow green etc.
Languages	English, Hindi & Nepali

Appendix: II

Observation Guidelines for the Organizational Analysis of TVCs Ads

Organizational Items	Example
Setting	Where it takes place
Dress up	Colour and style of dress
Background music	Emotive or romantic
Background colour	What type of colour is used
Dialogue	Log tyo notice kareng

Appendix: III

Images of Fairness Product Advertisement



CLINIC PLUS+

जब जरा सुख बलियो
तब कपड़ा सुख बलियो

35x 100%
की नमी रखाता
बलियो कपड़ा, बलियो स्वास्थ्य

**PROTECTION
PREVENTION
& FAIRNESS
ALL-IN-ONE!**

NEW! SAVE 30%

NORTH FOR MEN
Moisturizing Fairness Face Cream SPF 18

SPF 18

- Dark spot prevention
- Even skin tone
- SPF protection
- Visibly fairer skin through natural skin lighteners

Lighter skin in 7 DAYS

50g / 1.8oz

ORIFLAME
Cosmetics & Skincare

NORTH FOR MEN
Moisturizing Fairness Face Cream SPF 18

Lighter skin in 7 DAYS

50g / 1.8oz

POLAR WHITE DUNE

NEWLOOK
Beauty For All

100% Natural

NEWLOOK
Veggie Glycerin

FOR DRY AND ITCHY SKIN

VERSATILE SKIN CARE

MULTI-PURPOSE DEEP HYDRATING AND SOFTENER

NON GREASY / NON BURNING

1ST IN WORLD

1st step for beautiful skin

CLEANSING

6
Natural extracts

- Moring Aloe Bark
- Mano-Greeng Root
- Ginkgo Biloba
- Shikoinin Cocoon
- Pink Fucusosa Leaf
- Glycerin Guba Root

NEWLOOK
Beauty For All

120 ml



गोरेपन की नयी खोज

मीगलो व्हाइटनिंग क्रीम
जिसके साथ ही आपको सफ़ाई के लिए भी
दिन में 4 बार मीगलो व्हाइटनिंग क्रीम का उपयोग
करना चाहिए। इससे ही आप का त्वचा सफ़ाई
की गई होगी।

MEGLOW
whitening face cream
[FOR MEN]

SPACEMAN

VOGUE

EXCLUSIVE
A MUSE
MÁS BUENAS
DEL MUNDO
Miranda
Kerr
Sobre su vida
segura, amor
y el poder
de la moda

VISTIENDO
CADA
EDAD
DE LOS 20 A
+ 100 A
Por Claudio Serrano,
Melanie Griffin,
L'Oréal's Helena
Y Chantal
Giles
Hasta el final
de la vida
se puede
ser joven
y feliz

+87
HALLAZGOS
INCREDITOS
PARA TU
ARMARIO
Y UNA PELO
LESSÉ QUE
TE DA
CHOCANTE

LOOKS
QUE
ENAMORAN

LAS MEJORES DE LOS MEJORES ESTILOS
LA BELLEZA DE LA FORTUNA
Y LOS SECRETOS DE LA FORTUNA

COMPLETE YOUR LOOK WITH

360°
FAIRNESS

- INSTANT SKIN WHITENING
- 6X LIGHTER DARK SPOT
- 13X LIGHTER SKIN TONE
- OIL REGULATION
- SWEAT CONTROL

SWISH MBV
AVAILABLE IN PHARMACY

THE ONE

ALL EYES
ON LIPS

UP TO
30%
OFF

LUMINOUS
FINISH
FOR YOUR LIP

LIVE
YOUR WAY TO
PERFECTION

SUPER COLOUR &
COMFORT WITH LONG
WEAR LIPSTICK

THE ONE LIPSTICK
LUMINOUS FINISH
FOR YOUR LIP
100% WATER RESISTANT
15g
Rs. 219

THE ONE LIPSTICK
LIVE YOUR WAY TO
PERFECTION
100% WATER RESISTANT
15g
Rs. 219

THE ONE LIPSTICK
SUPER COLOUR &
COMFORT WITH LONG
WEAR LIPSTICK
100% WATER RESISTANT
15g
Rs. 219