

## **Exploitation of Women in Beauty Products of “Fair and Lovely”: A Critical Discourse Analysis Study**

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**Abstract:** *This study will examine beauty advertisement of a product from the perspective of Critical Discourse Analysis. This study is basically focus on the use of language in fairness cream Fair & lovely and the strategies used by product advertisers to influence and exploit the women. Language is a Discourse so Advertisements are form of media discourse. CDA tends to explore various social theories that analyze the interaction of language, power and ideology in various context. This analysis is based on Fairclough's three-dimensional model of discourse analysis which focuses on the representing and dominating “Ideology” of beauty in women through advertisement of both print media and mass media.*

*The findings indicates the different approaches, life styles, texts by advertisers to manipulate and exploit the beauty, ideology of women by forcing the point of view that product is giving you the everlasting beauty. The study also explore how social actors use specific structures and situations in construction of reality and highlighting of stereotypes, to control the mind and maintain power over the audience.*

**Keywords:** *Language, advertisements, discourse analysis, women, fair and lovely, product, ideologies, Fairclough's model*

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### **1. INTRODUCTION**

Media discourse is multidisciplinary which covers the terms of ethnography of communication, conversational analysis, cultural studies, and critical discourse analysis and so on. Media replace all older resources of knowledge and information and understanding of world. Role of media is very obvious in constituting people's realization of world, constructing realities, highlighting cultural values and norms and implicating power. Multinational companies use some specific tools in their print media ads to persuade their receivers and change their attitudes and choices, by dominating their special cultural values, their ideologies and beliefs. Advertisements are made to target a specific group for some specific purposes. Producers use some specific medium to target their group for example women are keen in watching dramas and reading magazines so they go for print media. Language and Visuals of advertisements play main role to attract viewers specially women.

There are so many television commercials and women's magazines which commercialize those beauty products influenced by women, and through this we pressurize them that they must hold their beauty by using various beauty products at any cost (Baudrillard, 2005). Through textual and visual aspects advertisements presents a stereotypical “ideal” women to persuade their audience. As “advertising is the most influential institution of socialization in modern society” (Jhally, 1995). This perspective shows how social actors and how they exercise their strength and construct power to manipulate women's beliefs. Lau and Zuraidah (2010) perceived that advertising has been subtly distorting reality and manipulating consumers to make them buy a way of life as well as goods.

Fair & lovely is one of the most popular whitening cream used in the society the purpose of this research is to analyze all the aspects of this brand that why this brand is so popular in the society. This brand is widely excepted and use in 2007 and still it's very common, they establish a positive discourse of this brand in the society that all those persons who suffers from inhumane attitude and degradation just because of their complexion they must feel free now because a brand is introduced in the society who make them fair and they can survive in a society with relaxing attitude without any inferiority complex.

This paper will examine the characteristics of language used in beauty product "Fair & lovely". Fair & lovely is a well known and very famous beauty product among women and even men. Study will explore how advertisers present specific identities, visuals, texts and ideologies for the promotion of their products and manipulation of women's beliefs. How they dominant figures, weakness and demands are represented through particular language uses and how this language influence the behavior of consumer's attitude and maintain its power. For analysis, of these particular slots of language use, the framework is Norman Fairclough's three dimensional model of Discourse analysis, which explores the discursive relationship of text with society and culture.

## **2. HYPOTHESIS**

Exploitation of women is involved in the advertisement of Fair & lovely

## **3. RESEARCH QUESTIONS**

- 1) What are the textual features in the beauty products of Fair & lovely?
- 2) What are the key aspects of the socio-historical conditions that carry out these formations?
- 3) What are the discursive feature present in the advertisement of Fair & lovely?

## **4. OBJECTIVES OF THE STUDY**

The objectives of the study are:

- A critical discourse analysis of selected beauty product advertisement language.
- Study of visuals representations in these advertisements.
- Study of beauty stereotypes, women ideologies, ideal figures, maintenance of power through media representation.

## **5. DELIMITATION**

The advertisements of fair & lovely are only used data comprising of five advertisements.

## **6. LITERATURE REVIEW**

It is normally admit that the first advertising agency in the United States was opened by one Volney B. Palmer in 1842. Located at the 'N.W. Corner of Third and Chestnut Street, Philadelphia,' Palmer's office was an unlikely precursor of today's agency monoliths.

Present time is the best time from 1950s to onward to work on advertisements. There are basically three revolutionary approaches which each and every industry was faced. Printing press contrivance, creative revolution and last that is happing now a days.

CDA is a major discipline to investigate any phenomena within language variances in social context. CDA gives a framework to study the relationship of society and discourse, text and context, power and Language (Luke, 1995/1996, 2002, Fairclough, 2001.)

According to (Van Dijk 1993b:131) CL and CDA is "a shared perspective on doing linguistics semiotics or discourse analysis. Habermas, (1977) claims "any language is used for social force and domination. And being a researcher, I totally agree with this point of view where ever we lived or which Language we used it legitimizes our relations and links of organized power.

### **6.1. Fairclough CDA Model**

For the last few decades Fairclough's model and approach is considered the most important and the center of the CDA. He is the pioneer of CDA and gave so many approaches and theories

regarding CDA he called his earlier approaches regarding discourse and Language called critical study of Language (1989, p. 5). He defines the aim of his this approach “a beneficence to the widespread lift of consciousness of exploratory social affiliations and relations by locus of language” (Fairclough, 1989).

Fairclough explains the importance of this discipline in his (1985, 1989, 1993), works and he uses CDA as an approach to study domination as a resource in struggles, social change, against exploitation and cultural change. In his approaches he mainly focused on the study of institutional discourse and power.

Fairclough (1989, 1995) gave his model for CDA analysis and this model consists of three dimensions all these dimensions are interrelated with each other.

- a. The target of analysis (visual, verbal and visual texts)
- b. The methodology on the basis of which we can receive and produce text (viewing/speaking/listening/ writing/ reading/designing) by creature aspect.
- c. All the conditions which are the key aspects of the socio-historical conditions and carry out these formations.

Fairclough gave three aspects to critically analyze any text

- a. Text analysis (description)
- b. Processing analysis (interpretation)
- c. Social analysis (explanation).

Chouliaraki & Fairclough (1999) said that the communicative interaction according to the CDA shows the linguistics and semiotic features on conversations and interactions that how they are systematically connected with one another and what's going on linguistically or thematically in a Society

Fairclough's three dimensional model of analysis is very much useful not only in linguistics, but also in other fields like semiotics and so many other disciplines if we want to critically analyze any text either its spoken or written.

Fairclough (1992) three experimental stages are linked to discourse definition. He said in his model that all languages are part of social practice. He also locates three dimensions on the basis of which he operate Language as a discourse. An three dimension i-e social and historical, discursive, textual (Fairclough 2001) are also analyzed in a data given below. Margret (2005) use Fairclough approach of CDA to analyzing English as a second Language. He said that availability of and access to linguistic resources is part of a person's political economy which means that the analysis of ESL texts lies well within the purview of CDA.

## **7. RESEARCH METHODOLOGY**

Advertisements are media discourse which involves language and social processes. This framework is used to show the link between the nature of social practice and the properties of language “texts”. Its aim is to explore the relationships among language, ideology and power and to find out how advertisers persuade the women to buy their products.

To investigate my hypothesis. Researcher attempt to analyze five advertisements of fair & lovely having a large number of viewers.

The present study falls into the realm of mixed method research. Fairclough's three dimensional model of analysis is used to critically analyze the advertisements of fair & lovely and advertisements can be analyzed on three perspectives i-e textual, discursive and social.

Five different advertisements of Fair & Lovely have been selected for analysis. Those five ads are selected for CDA analysis having the maximum number of viewers and played maximum times on TV and other social media sites. The aim of the study is to explore the ideology, visuals, stereotypes, specific linguistics features behind the particular images.

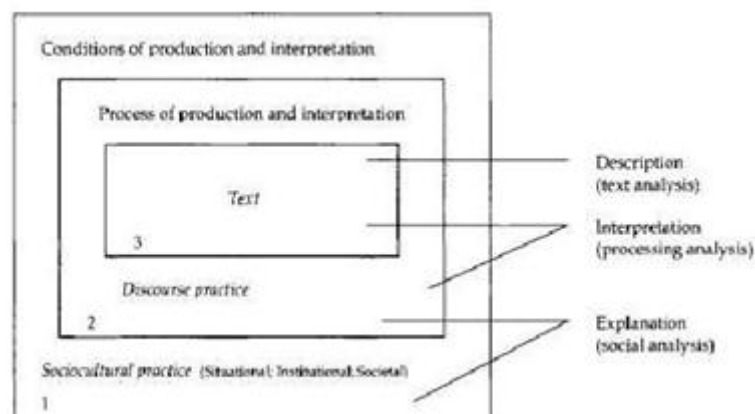


Figure 1

## 8. DATA

Phase 1

(Launch phase)

1986-2006

Lightning the passion in her

It was the first product enters into the fairness segment. It positioned itself as a beauty cream which increases beauty within 6 weeks and help in making a girl beautiful and fulfilling her dream of getting married. All the TV advertisements were based on this theme.

Phase 2

(Expansion)

2001-2006

Changing her destiny

in this phase brand tried to expand itself by increasing its consumers base it started targeting younger age college women and even rural women who all are modernize and believe more in cosmetics and faster result than in home remedies

Phase 3

(revolution)

2006- Onwards

Empowering her to go

Further in this phase brand completely changed its campaign and started focusing on emotional values of customers

Beautiful.....always

Who says beauty fades over time?

Fair & lovely give you the easiest way to look and feel young, the new anti aging fair & lovely is specially formulated for mature skin with revitalizing enzymes to prevent wrinkles. The promise of fairness which lasts a lifetime.

Fair & lovely

Night fairness treatment for double action fairness

Remaining data which I use for analysis is attached on appendix and relevant examples from data are quote in analysis.

## **9. ANALYSIS**

### **9.1. Textual Analysis**

In textual analysis, According to Fairclough's (1992) we mainly focus on the way they describe the things and what type of vocabulary they are using when they advertise the beauty product of fair & lovely we can first analyze the choice of vocabulary and how they depict women through their choice of vocabulary.

In the these Ads of fair & lovely the second person pronouns are extensively used which hides the actual actors, and presentation of phenomenon is reflected as natural process, the presentation of ads on media is as much establish discourse in a way that audience seems themselves in that phenomena in a way to be like those actresses. They set this discourse in a society in such a way that no one feels it. And they use such type of pronouns in the advertisements like you, us and other. such types of pronouns which present the phenomena that they are presenting the experience and views of every layman in their advertisements and they also use pronouns at the place of verbs to establish the strong relationship between the presenter and the viewers. Fairclough called this process as nominalisation; where noun and pronoun is used instead of verb. For Example:

“Every time you use it, you get fairness....Ready to take a fairness bet with us?”

(Fair & lovely is a product of “Unilever” but the company and major actor hides themselves under the logo on product and pronouns). In the beauty advertisements, common pronoun such as “you”, “your” and “we” are common. The use of first and second person pronoun indicates as that advertiser and company is making promises which are sincere and honest. The use of personal pronouns establishes a certain type of relationship between the advertisers and the readers (Smith, 2004)For example, the pronoun “we” is regarded as authoritative and implies power while “you” reflects a personal engagement as the reader is addressed directly. In addition, the use of “our” does reflect a certain “us” versus “them” feel to it.

The impositions of questions for drawing readers intentions and give them confidence.

“Who says beauty fades over time?”

“Ready to take a fairness bet with us?”

Such questions establish a close relationship with readers/ recipients and gives them a sense of inequality between producers and consumers. That if they use this product then this difference can be finished and they emerge, such type of discourse by using questions in their advertisements that the viewers feel themselves bound that they must buy that product otherwise they are suffering from the loss. And they know the psyche of the women so they add such question to increase the market value of the product.

Another feature is the use of syntax(disjunctive) in sentences, that is use of phrases without verb and subjects, such as;

“Beautiful always,”

“Not just a cream.... It’s a fairness treatments.”

“Forget marks forever.”

Fairclough's also study the grammatical feature and grammatical categories under the heading of textual feature. The major aspect is vocabulary, mostly the use of adjectives is common to give positive and negative effects to meaning. These adjectives are related to quality of products, brand connotations etc.

Beautiful always, Feel young, Fairness treatment, anti marks, forget marks forever, double action fairness, unbeatable fairness etc.

Positive adjectives are used to high-light the positivity of the product. The positive adjectives are used to highlight certain qualities and values to the ideal woman, which stimulates certain emotions, fantasies, dreams and desires among women and these adjectives are used to arouse the feeling that we must buy that product that all those adjectives must be used with our names also,

like it is a universal truth that every men and women thinks there must be a huge social circle of him/her always praising her beauty that's why when they listen all these types of words They want her to be there and for this it's necessary to use that product, and this is how that company increases their market value and tends the feelings of women according to their profit scheme.

Through the use of causal and conditional adjuncts (so, because, if, that's why) producers motivates women to “buy the product” by providing reasons, as we say this with confidence.

### 9.2. Discursive Analysis

This levels deals with level of text's production, distribution and consumptions that gives a glance on how power relations are established through text. As Fairclough mention all these sub categories of discursive analysis in his model of CDA analysis.

Strategy used in Advertisement	Linguistics Devices
1. Celebrity endorsement (Anti-aging cream)	By using a celebrity endorser like “Hema Malini Who says beauty fades over time? The promise of fairness. which lasts a life time.”
2. Scientific evidence “	with revitalizing enzymes to prevent wrinkles.”
3. Code switching/ mixing	“Fair & lovely hai unbeatable, lagi 5 caror ki shart”
4.Emotive words	Not just a cream Face Polish. Vitamin Mask. Night Fairness. Daily Fairness

The main audiences of beauty advertisements are women so producers consciously used the discourse strategies of introducing famous celebrities, models, scientific evidences, code mixing, daily influencing materials, challenges, demands, skin problems and weaknesses.

As shown in the example presented in the table that how they establish the power relationship and they presented actresses in such a way in their advertisements that it seems like their beauty is just because of the use of this brand and they capture the minds of their viewers that they are not able to think negative about it they establish such a relationship between the presenters and viewers that they are not able themselves for becoming the part of that discourse.

They use such emotive words in their advertisements, that the interpretation of their viewers is positive and they establish their place in a society and promote their brand by using such devices and brands Logos that one specific community must use it.

They also establish a strong relationship by adding scientific evidence in their brands and present them in such a way that it always establish positive discourse in the society about that brand.

Code switching and code mixing is also used as a terminology in the advertisements but it also leave a strong impact of the viewers and the number of users will increase through this technique.

Code switching and code mixing is also used to increase the number of users and establish a power relationship all communities having different languages. They switch their Language to establish a positive discourse among various communities with relevance to their Language to establish power relationship in community.

This is the way how they use various techniques to establish a power relationship. And increase their production, consumption and distribution in the society and exploit women by presenting them in all these various techniques.

### 9.3. Social and Historical Analysis

According to Fairclough this level deals with ideological conventions, it explains the current situations, trends and background information. As in figure 2. a famous Bollywood actress Hi Mia Mania is shown as brand logo in Fair & a lovely commercial of India. Images of attractive models and a complete procedure which step by step turns from darkness to fairness makes women excited about producing and arousing the feeling of being an ideal one in them too. Another good feature is the use of challenges as we are confident, and big money as award is the best way to maintain their power and confidence among them.

The way they present all these factors their tone intonation and stress pattern present these social phenomena and how they establish specific discourse in the society.

## **10. FINDINGS**

In this study researcher mainly focus on the Language of fair & lovely that how the company owners will use Language as it said that:

“For life, something is needed, and for something, a need is created”

In this research we mainly studied the use of Language that how this specific brand establish hidden discourse in the society to increase the numbers of users. The use of Language is very important in very daily life in all things through the use of Language.

In this study we locate all those features which are use in the advertisements of Fair & lovely like nomalization, use of nouns instead of verbs and scientific evidences, emotive words, code switching, celebrity endorsement, disjunctive tone pattern and other so many features.

## **11. CONCLUSION**

The purpose of this study was to analyze some advertisement of beauty product Fair&lovely to see what types of representations are there and how the producers constructs reality and maintains their power by manipulating women's ideology .

By analyzing these advertisements it may be concluded that advertisers use various linguistic devices such as direct address, positive vocabulary, headlines, and catchy slogans to attract women. In addition, the vocabulary used in the beauty product advertisements in this study is ideologically contested. Based on the data analysis, it can be summarized that the most obvious theme in the advertisements is the ideal appearance or look for women.

The findings indicate that women will look more beautiful with wrinkle free eyes, with no marks. And for all these purposes only Fair&lovely is perfect and desirable product. Fairclough's 3-dimensional model explains these relations between discourse and ideology.

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## Appendix



Figure 1



Figure 2

**Brand Logo**

**antiAgeing**

Hydrating cream for mature skin loaded with revitalising enzymes

*Beautiful... Always*

Who says beauty fades over time? Fair and Lovely gives you the easiest way to look and feel young. The new antiAgeing Fair & Lovely is specially formulated for mature skin with revitalising enzymes to prevent wrinkles. The promise of fairness which lasts a lifetime.

**Brand Logo**

Figure 3





Figure 4



Figure 5



Figure 6

### AUTHORS' BIOGRAPHY



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