LINGUISTIC ANALYSIS OF FEMININE IDEALS IN PAKISTANI PRE-DOMINANT MAINSTREAM MEDIA ADVERTS

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ABSTRACT

Media is a powerful tool that helps to perpetuate ideologies, process of discrimination and power relation between social groups. Therefore, there lies an inevitable relationship between media, gender and identity. Gender representation in media varies across cultures but the notion of femininity linked with attractive appearance in advertisement industry can be seen in almost every part of the world. A recent approach to post-feminist averred that gender roles are changing and equality is approaching in every domain, but when it comes to media and advertisement the subject of language and gender is still a controversial issue. Considering this context, it is important to analyze how different cultures still portray and construct femininity in their context. Therefore, present study undertakes the linguistic analysis of Pakistani beauty Ads to examine how predominant mainstream media constructed a certain kind of femininity ideal through the language of cosmetic advertisements. The scope of this research is limited to female beauty adverts as theses advertisements texts "best conceptualize the sites of female struggle", where the addressee is subjected to certain position, "to which they can accept, reject or otherwise respond" to feminine ideals (Mills, 2012). 8 cosmetic ads were randomly selected from Pakistani media for qualitative analysis by using Feminist critical discourse analysis (FCDA) framework while Hoey's (2001) problem-solution model was adapted as a methodological framework with the purpose of analyzing the texts critically. The analysis revealed that media incorporate femininity ideals in contemporary advertising discourse where female body is presented as problematic that needs to be fixed at any rate and can be attained by buying their cosmetic products. Thus, by presenting numerous factors, such as environment, aging and existing bad products etc that affect female body; they present an ultimate (however temporary) solution to the problem i.e. none other than ways of enhancing good looks. This research and its detailed analysis of the intricacies of female representation in advertising industry would allow future feminists to challenge the core ideologies and possibly find alternatives to change stereotypes.

KEYWORDS: content analysis, beauty advertisements, feminine ideals, feminist critical discourse analysis, Pakistani media, stereotypical representation

INTRODUCTION

Beauty industries are enjoying worldwide success and advertisements are the key source to communicate their messages to mass audience. Cosmetic business is booming in Pakistan with Rs.150 billion market value and is increasing at an average rate of 15 % every year (Subohi, 2015). More and more media adverts are made to introduce new cosmetic products and in these beauty advertisements, ideological assumptions about gender are continually circulated and reinforced through discursive means as a common sense (Gill, 2007a; Jeffries, 2007; Ringrow, 2016). Media is an essential source of information that not only informs us about the world but forms our perception of who we are and what roles we are expected to play in society. In other words, media construct social realities (England, Descartes & Collier-Meek, 201; Hardt, 2004).

In terms of media representation, power structures are always at work. Lazar (2005) used the term "politics at work" to define how media representational choices are always politically selected i.e. media purposefully decides what and who to present, in what ways and in what relation to others? Whose interest should be served and whose should be suppressed? These political choices inform us about the distribution/balance of power dynamics between male and female in media discourses (Lazar, 2005). From past times to much contemporary media, femininity has always been linked with attractive appearance. From Disney princess of west to reality TV shows of east, female appearance has been fanaticized in a way male appearance is not. Followers of Marxism argued that media portrayed false and distorted social reality which is constructed and manipulated by powerful and political groups (Curran, Gurevitch, & Woollacott,

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1982; Dickey, 2003; Morris, 2006; Rouner, Slater & Domenech-Rodriguez, 2003; Shaheen & Parveen, 2003; Ullah & Khan, 2014).

Studies on female media representation are an established field of research in west (Gill 2007a, 2007b, 2009; Lazar, 2006; McRobbie, 2009; Orbach, 2010) but their findings can't be generalized to a completely different settings of eastern countries such as Pakistan. Pakistan is a country with the second highest population of Muslims where female images and their issues are considered as highly sensitive matters. Gender relations in this patriarchal society rest on two principles; "women are subordinate to men and that men's honor resides in the action of women of his family." Her rights of life are based on her accepting and obeying the social and traditional norms, says Jilani, a Pakistani political activist (Sundas, 2011, p.22).

Previously conducted studies have noted that Pakistan being an Islamic republic, surprisingly depict women as an object and physical commodity (Javed, 2005; Ullah & Khan, 2014). This presents a clear conflict between an ideology and its practical implementations. Media reports how "slim, smart and young female politician walk on the constitution avenue" while elderly female politicians were unable to secure any space in media reporting content. Women's actual thoughts, potentials, professional skills and academic achievements were least considered and remain unacknowledged (Amber, 2002; Shaheen & Parveen, 2003). According to Ali & Batool (2015) discursive approaches to media discourses can reveal the complex and subtle ways regarding media contributions in creating and sustaining gender identities.

Considering these representations, it is important to critically examine the construction of femininity through advertisements. Media being the most powerful and forceful tool, should be questioned for marginalizing and stereotyping women. The stereotypical link of beauty with femininity is weakening and dragging women down to just as commodities and objects, instead of empowering them. In this regard, theoretical approach to FCDA helped in demystifying the presupposition and hidden ideologies, in the language of cosmetic adverts that may reinforce outdated gendered stereotypes. Purposive sampling technique was used to collect 8 Cosmetic/beauty TVC, which were randomly selected from 3 popular Pakistani TV channels Hum, Geo TV and ARY. Textual analysis is used to analyze these beauty advertisements.

RESEARCH QUESTION

Q1. What type of femininity is constructed through the language of cosmetic advertisements?

RESEARCH OBJECTIVE

To explore the type of femininity, constructed through the language of cosmetic advertisements.

SIGNIFICANCE

The position adopted in this study is that cosmetic advertisements must be challenged and critique in order to eliminate the taken-for-granted assumptions such as heteronormative culture, stereotypical gender identities and overarching emphasis on female appearance. This process will ultimately enable consumers to critically analyze the ways in which they are addressed and encourage them to challenge the stereotypical gender identities that are constructed and then normalized as a norm. It is important for media addressees to recognize the convincing, deceptive and manipulative messages that are being presented to them, so that they would stop taking active involvement in a culture of suppression. Additionally, this research would challenge advertisers of beauty products to be more conscious about the signals they are sending to their viewers.

LITERATURE REVIEW

The term 'gender' is a social construction (Lindsey, 2015). Eckert & Mc Connell (1992) in their book *language and gender* explained "sex is a biological categorization, based primarily on reproductive potential whereas gender is the social elaboration of biological sex" (p.10). The conception of gender is deeply rooted in our thought process that influences our behaviors, attitudes and the roles we play as male or female. Since the rise of second wave of feminism, one domain that has been widely investigated is the connection between gender and language, and the way language is used to represent gendered identities. These identities are present in society but are further reinforced by social institutions in general and media is one of them. As Morgan, Shanahan and Signorielli (2009) states, media discourses are the key source of shaping and creating certain realities and understandings. According to Fairclough (1989), 'discourse' stands for both text and talk in real use context. It's a medium of constructing as well as conveying those ideas to mass audience in a variety of settings. Foucault (1980) argued that discourse (written/spoken) is never random. They are always influenced by the dominant ideological system of its producers. Power structures in eastern societies such as Pakistan are not only exercised explicitly but also took the subtle and innocuous forms. The subtle forms of hegemony are exercised by making it seem natural and a common sense. Gracmsci (1971) in his concept of hegemony define mass media is an important site to exercise and naturalize power relations. Similarly, beauty adverts reinforce ideologies regarding female body; her status is constantly circulated through text and talk to make it seem natural. Therefore, present study by following Fairclough (1989) consider spoken language and written slogans of cosmetic adverts as a discourse for critical analysis with the purpose of highlighting the tacit and vivid strategies employed by sexist media for relegating women to mere objects and commodities.

Cosmetic adverts in west has taken as sub-genera of advertisement discourse and are a part of larger studies based on magazine and female overall physical appearance in media context (Benwell & Stokoe, 2006; Jeffries, 2007; Mills, 1995; Talbot, 2010). The prominent work in this domain includes Lazar (2006, 2007, 2011) who specifically focuses his attention on how empowered female identity is used in beauty advertisements to sell beauty products, Coupland (2003, 2007) analyzed 'scienticized' language which is used to persuade female consumers and Harrison (2008, 2012) studied how masculinity is negotiated to appeal both hetero and homosexual males, respectively. Analysis in west so far concluded that commercials present women with an ideal standard of beauty which is worth achieving to gain respect and attention in society. (Furnham & Stephanie, 2011; Lambiase & Reichert, 2003; Szymanski et al., 2011). Research regarding women objectification is not new in west however this area of research is largely unexplored in this part of the world. Few researches that had attempted to critically analyze Pakistani adverts are as follows:

Khan & Anwar (2016) explored stereotypical representation of female in 150 adverts of different categories. They applied constructionist approach to analyze TV commercials in terms of their language, voiceovers, models, the selling product and the message conveyed by these ads. Their findings suggest that women are presented with regard to their traditional roles such as wives, daughters, and mothers or as shy, dreamy, passive, submissive, emotional and easy to manipulate beings. On the other hand, men are presented in relation to their professional and physical strengths, they are dominant, rational, high achiever and powerful. These messages work as a base to strengthen patriarchal roots and are not innocuous or meaningless reflection of society but are biased and unidirectional in their representation of genders (Dates & Barlow, 1990). Sundas (2011) in her mixed method research intend to investigate the roles and status of Pakistani women and concluded that media is a true reflection of Pakistani society in terms of female representation. Her analysis encompasses several advert categories ranging from food items to communication and mobile networks. Research findings suggested that cultural beliefs and ideas were reflected in TVC in most subliminal ways. Women are portrayed as stereotypical wives, conveying an indirect message that institution of marriage is the only important ladder to achieve success. Another study conducted by Khan (2014) particularly deals with code switching in the language of cosmetic

advertisements in Pakistan. 12 beauty adverts were analyzed socio-linguistically. Her analysis focused on gender, educational, social class; geographical locations and context of languages being code switched. Her concluding remarks suggest that Urdu is undergoing a shift both morphologically and phonologically. The use of English is increasing in Pakistani advert because of its prestige at global level and because it is the language of upper class. Thus, code switching reflects the language preference and practices of Pakistani consumers. The idea of clear skin and beautiful hair is gaining importance and advertisers use English to validate and authenticate their claims. Thus, Pakistani media reflect/ cause social changes. Ali et al. (2011) compared the perception of young university students towards the use of deceptive claims of beauty adverts and the buying behavior of these student consumers. Five-point likert scale was used to measure the correlation between these two variables and results indicated positive significant correlation which means that the increase of deceptive claims by those brands also increases the buying rate of consumers.

A new approach to Post-feminism averred that equality is approaching in every domain. Women are now enjoying the rights and privileges which were once enjoyed by men and are participating in work fields which were once considered as male related professions. Women of 21st century have achieved equality and now she can focus on other aspect of her life e.g. enhancing physical appearance (Lazar, 2005). However, it is crucial to critically analyze the claims that gendered languages and ideologies are no longer an issue in media representation. According to Lazar (2005) hegemonic power structures are never constant rather they adapt, modify and change according to the changes in social conditions in order to sustain long-term acceptance. Previous researches in Pakistani context primarily analyzed the roles of women as wives, daughter, and mothers in media advertisements. Those who studied female representation in terms of their physical appearance are few and included all advertisement genres while the studies that analyze this domain from FCDA perspective are even fewer. This leaves the room for further research. Therefore, present study in order to fill the gap in this line of research undertakes the analysis of cosmetic beauty adverts and explored its language from the perspective of Feminist CDA.

THEORETICAL FRAMEWORK

FCDA, the term generally attributed to Lazar (2005), is a sub discipline of Critical Discourse Analysis which tends to focus on gender ideologies as opposed to other social variables. The major premise of FCDA, as elaborated by Lazar (2005), is "to show up the complex, subtle, and sometimes not so subtle ways in which frequently taken-for-granted gendered assumptions and hegemonic power relations are discursive produce, sustained, negotiated and challenged in different context and communities" (p. 142). The first principle of FCDA entails that a critical analysis of discourse which sustain patriarchal social order is a form of analytical resistance which may enable feminist linguist to achieve equal and just social order. Therefore, present study through its analysis of gendered discourse in Pakistani media aims to add its small contribution for this cause. The second tenet of FCDA holds that the prevailing conception of gender is an ideological construct which on the basis of sexual differences categorize male and female into dominant and subordinate social groups, respectively. The hegemonic gender ideologies are constantly enacted, practiced and circulated through the means of every day's text and talk as a common sense which ultimately accepted by the community at large. These discursive practices present power relations as gender norm that makes it "as invisible power, misrecognized and recognized instead as quite legitimate and natural" (Lazar, 2005; p.10). Following this definition, present study attempts to understand the ways in which femininity is constructed, produced and sustain through the language of beauty advertisements.

METHODOLOGICAL FRAMEWORK

PROBLEM SOLUTION PATTERN (2001)

The problem-solution pattern has been introduced and extensively used by Michael Hoey (2001). Benwell & Stoke (2006) particularly explored this model in the backdrop of beauty adverts to explore commodified

femininity. Ringrow (2016) in her research study on English-French cosmetic advertisements adapted and modified this model by incorporating Benwell & Stokoe's (2006) theory of *'Commodified Femininity.'* Present study adopted her version of Problem-solution model to analyze cosmetic advertisements in Pakistani context.

PROBLEM SOLUTION PATTERN

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                    situation (optional)

                      Problem Stage

  problem 1:           problem 2:          problem 3: Life
fragmented aspect   Existing Product         style and
 of appearrance                              enviorment

                       Response

 Positive        Positive        Positive          All response
Evaluation        Result      Evaluation and      elements can
                              Positive Result        include
                                Combined         Fragmentation
                                                   discourse
                                                   (optional),
                                                 Transformation
                                                   Discourse
                                                (optional), and/or
                                                surface appearrance
                                                   discourse
                                                   (optional).
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Model is primarily consisting of 3 stages which may or may not follow the pattern linear fashion. It can be multi layered e.g. response and problem stage can switch their positions and can be repeated more than once within a single example. It begins with '*situation*' which is then preceded by '*problem stage'* that explains the issues. According to Ringrow (2016), problem stage in beauty adverts usually consist on the "aspect of female appearance that the targeted consumer is presumed to be unhappy about or wish to solve, improve or change" (p.38). The problem stage is further divided into three types *(problem 1,2,3)*. Third

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stage as identified by Hoey (2001) could either be *'recommended response'* or *'plan'* and fourth stage consist of *'response'*. Response can further take the form of either 'positive result' or 'positive evaluation' or otherwise it can produce combined result. The response elements can additionally include 3 different types of discourse. (*Fragmented, Transformation, Surface Appearance Discourse).*

ANALYSIS

GOLDEN PEARL ANTI –BACTERIAL WHITENING SOAP ADVERT

Problems Requiring a Response

Problem 3: Enviorment and life style Problem (a) rozana k sun exposure sy na sirf rangat mutasir hoti hai bulky hwa main mujood dust or germs skin ko damage krty hain, jo skin infection ka bais banty hain**. [everyday's sun exposure** not only effect the complexion **but germs and dust in the air damage** the skin which causes skin infection.]

Problem 1: Fragmented aspect of appearance rozana k sun exposure sy na sirf rangat mutasir hoti hai bulky hwa main mujood dust or germs skin ko damage krty hain, jo skin infection ka bais banty hain. Everyday's sun exposure not only effect the **complexion** but germs and dust in the air damage **the skin** which causes **skin infection**.]

Response: (b) is liye golden pearl ly ky aya first time in pkistan anti becterialwhitening soap [thats why Golden pearl introduces for the first time in pakistan an anti-bacterial whitening soap]

Positive Evaluation and Positive result Combined: (c) is ka special formula skin sy dust ki deep cleansing kary. rangat nikhary or germs ka khatm99%. iski masroorkun khushboo dy naya tazgi ka ehsas. stay protected stay beautiful**. [**its special formula deep cleans your skin from dust. it gives glowing complexion and kill 99% germs. its enchanted fragrance gives you new refreshing feeling. stay protected stay beautiful.

Fragmentation discourse: its special formula deep cleans **your skin** from dust. it gives **glowing complexion.** **Tranformation discourse:** it **gives** glowing complexion.

The pattern begins with the couple of problem that can be classified as environmental issues (*sun exposure, germs and dusty air*) along with fragmentation discourse which presents *skin* and *complexion* as in need of protection.

> *Everyday's sun exposure not only affects the complexion but germs and dusts in the air damage the skin which causes skin infection*

Environmental elements such as *sun exposure and germs, dust in the air* are semantically constructed as having negative connotations that the targeted consumer should be fighting against. It then result in *'effecting complexion, damaging skin and skin infection'*. Darker complexion as a side effect of environment is not explicitly mentioned but can be implied as soon as the ad introduces *whitening soap*. It was further clarified in positive evaluation section that the use of product would result in *'glowing complexion'*.
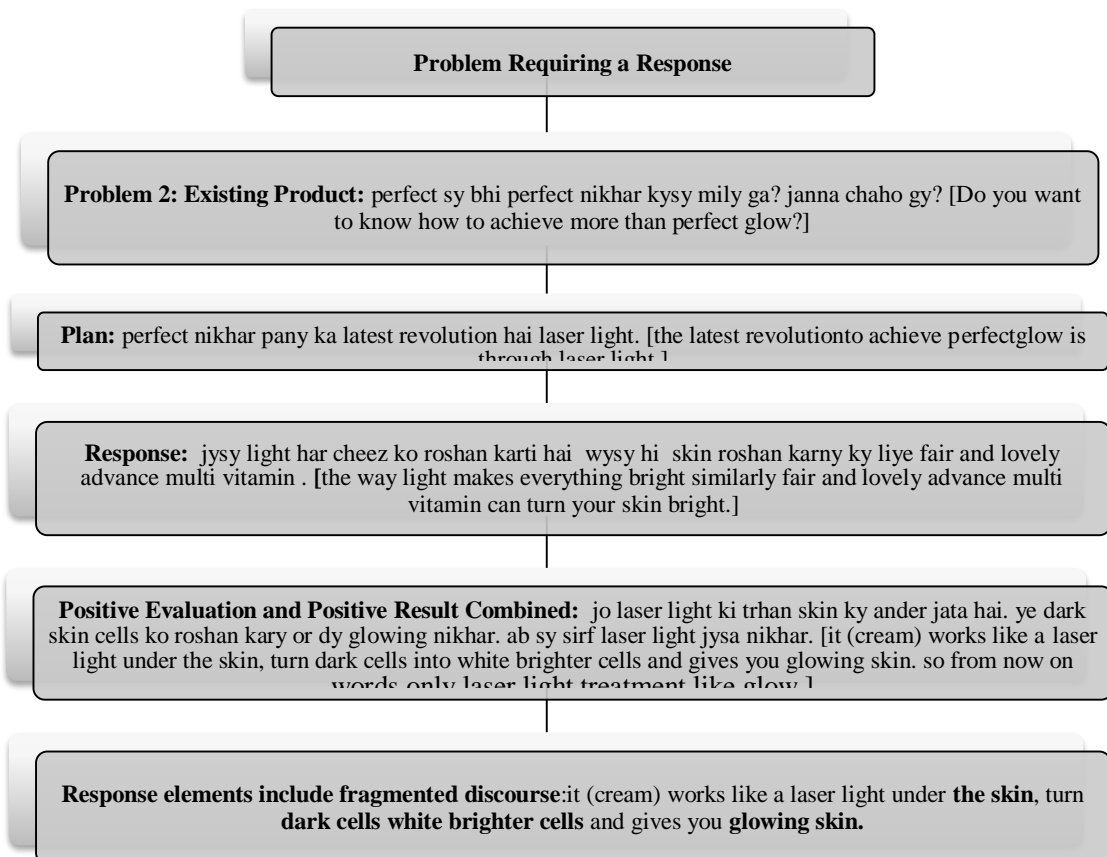
> *'That's why Golden pearl introduces for the first time in Pakistan an antibacterial whitening soap'*

The response is lexically triggered through "that's why", a very typical feature of advertisements to emphasize the obvious need of this particular product. The product is then presented as one of its kind in Pakistan '*golden pearl anti-bacterial whitening soap*' with '*anti-bacterial*' adding to the discourse of protection.

> *Its special formula deep cleans your skin from dust. it gives glowing complexion and kill 99% germs. Its enchanted fragrance gives you new refreshing feeling.*

After presenting fragmented aspect of appearance 'skin and complexion' as in need of repairing, the transformation discourse confirms that the product with its special treatment transforms '*effected complexion*' into '*glowing complexion*' and '*damaged and infected skin*' into '*99% germs-free skin*'. Thus the soap is presented as some kind of 'skin savior' that female consumers need to have for desired white, glowing and anti-bacterial skin. The use of direct address '*your skin*' is a deliberate technique to inform the addressee that the product is specifically design for them.

FAIR AND LOVELY ADVANCED MULTIVITAMIN CREAM AD

Problem Requiring a Response

Problem 2: Existing Product: perfect sy bhi perfect nikhar kysy mily ga? janna chaho gy? [Do you want to know how to achieve more than perfect glow?]

Plan: perfect nikhar pany ka latest revolution hai laser light. [the latest revolution to achieve perfect glow is through laser light.]

Response: jysy light har cheez ko roshan karti hai wysy hi skin roshan karny ky liye fair and lovely advance multi vitamin . [the way light makes everything bright similarly fair and lovely advance multi vitamin can turn your skin bright.]

Positive Evaluation and Positive Result Combined: jo laser light ki trhan skin ky ander jata hai. ye dark skin cells ko roshan kary or dy glowing nikhar. ab sy sirf laser light jysa nikhar. [it (cream) works like a laser light under the skin, turn dark cells into white brighter cells and gives you glowing skin. so from now on words only laser light treatment like glow.]

Response elements include fragmented discourse:it (cream) works like a laser light under **the skin**, turn **dark cells white brighter cells** and gives you **glowing skin.**

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The advertisement begins with an implicit problem by posing an explicit question. The problems in the beginning can be classified as problem 1: fragmented aspect of appearance and problem 2: Existing product.

> *'Do you know how to achieve more than perfect glow?'*

The question implies that skin without glow is problematic therefore mass audience should strive to achieve glowing skin (problem 1). Furthermore, existing similar products (problem 2) may simply provide apparent glow but this product does something more. It moves beyond by claiming to offer 'more than perfect glow'.

> *The latest revolution to achieve perfect glow is through laser light.*

The targeted consumers are than presented with a *plan* of achieving glowing skin i.e. through laser light. The use of scientific lexicon further enhances the validity of a product.

> **'***The way light makes everything bright similarly fair and lovely advance multi vitamin can turn your skin bright'*

The audience is than presented with the ultimate solution to their non-glowing skin problem in the form of '*fair and lovely advance multi vitamin'.* The product claims to have the same luminous and bright effects on skin as laser light have on objects. The process is than further explained in terms of its transformation discourse that can turn dark into white.

> *'It (cream) works like a laser light under the skin, turn dark cells into white brighter cells and gives you glowing skin.'*

The use of bright cells (with positive connotations) in contrast to dark cells (with negative connotations) reinforces the idea of fair culture where only fair is considered lovely. According to Ringrow (2016) "femininities are media-made conceptualization" (p.18). In case of Pakistani media, beauty adverts, if not creating, helps in sustaining these sexist concepts and practices to ensure the consumption of their beauty products. Thus, ideal femininity is identified in terms of its bodily characteristics and its link with fairer physical appearance shows how media discourses perpetuate gender ideologies.

VASELINE HEALTHY WHITE LOTION AD

This example begins with all three problems of the model. *When you do nothing for your body,* (problem 2) *everyday damage* (problem 3) *leave your body looking much darker* (problem 1).

> *You use fairness cream for your face but when you do nothing for your body everyday's damage leave your body looking much darker compares to your face*

In the beginning it implies the failing of other products as the use of other products have failed to take care of your body and females as consumers are not doing anything to solve this issue. Fragmented aspect of appearance presents body skin as in need of protection against the worse effects of environment. The word '*darker'* in this example is semantically constructed as problematic that needs fixing. Therefore, a proper response is presented in the form of '*Vaseline healthy white lotion'*

> *Enriched with micro droplets of Vaseline Jelly, Vaseline healthy white lightening Lotion helps heal and protect skin from further damage, so that your skin looks fair. Now make your body look fair like your face.*

The verbs like *Help, Heal, and Protect* triggered positive result. The positive evaluation and result continue with further fragmentation of skin where consumers are advised to change their dark body fair just like their

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face. It also uses surface appearance discourse by using the verb 'Looks' two times that entails that skin may not become fair but only appear so. This goes in line with the legal agreement of advertisers with Electronic media regulatory authority regarding the misleading claims where they are not allowed to deceive the audience through the transformation discourse. If cosmetic products work as a drug that transforms the body than it needs different kind of license. In addition to this, according to advertisers the lack of permanency would lead to repeated purchases of the product to attain the continuous beauty effect

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                    │ Problems Requiring a Response│
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Problems Requiring a Response

Problem 1: fragmented aspect of appearance : (a) you use fairness cream for your face but when you do nothing for your body

problem 2: Existing Product: (b) everyday's damage leave your body looking much darker

problem 3: Existing Product: (b) ....when you do nothing for your body

Problem 1: fragmented aspect of appearance : **(b)**everyday's damage leave your body looking much darker compare to

Reponse: Enter Vaseline Healthy White Lotion

Positive result and Positive Evaluation Combined: Enriched with micro droplets of Vaseline Jelly, Vaseline healthy white lightening Lotion helps heal and protect skin from further damage, so that your skin looks fair. Now make

fragmented discourse: .... helps heal and protect **skin** from further damage, so that **your skin** looks fair. now make **your body** look fair like **your face. Surface Appearrance discourse:** ...so that your skin **looks** fair. Now make your body **look** fair like

DOVE INTENSE REPAIR SHAMPOO AD

This figure represents the analysis of Dove intense repair shampoo where pattern begins with a situation. Advertisers assumed that women make commitments to their hairs so they personified hairs with a living thing which is worthy of making as well as keeping promises.

We all make so many promises to our hair

Then the problems are outlined in the form of unfulfilled promises that can be classified as lifestyle problems (problem 3).

- *Straightening? But what about no damaging promise?*
- *Love curls? ...'No damage' remembers that promise?*
- *Again Highlights? And what about last time promise?*

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Straightening, curls, highlights are negatively constructed for causing hair damage. Through the discourse of 'hair damage' targeted consumers are directed to fight against the adverse effects of hair styling by throwing a recommended response to viewers.
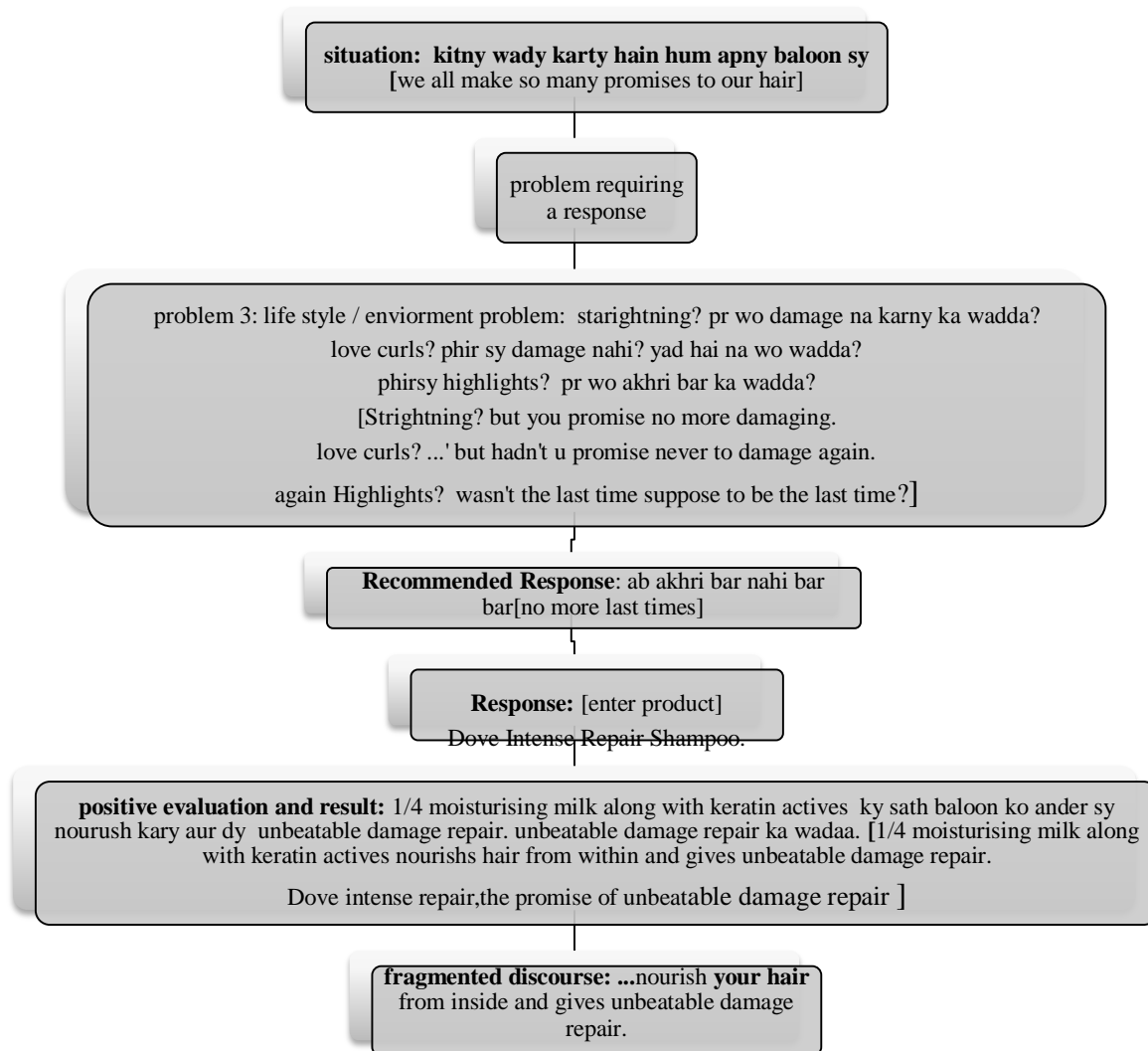
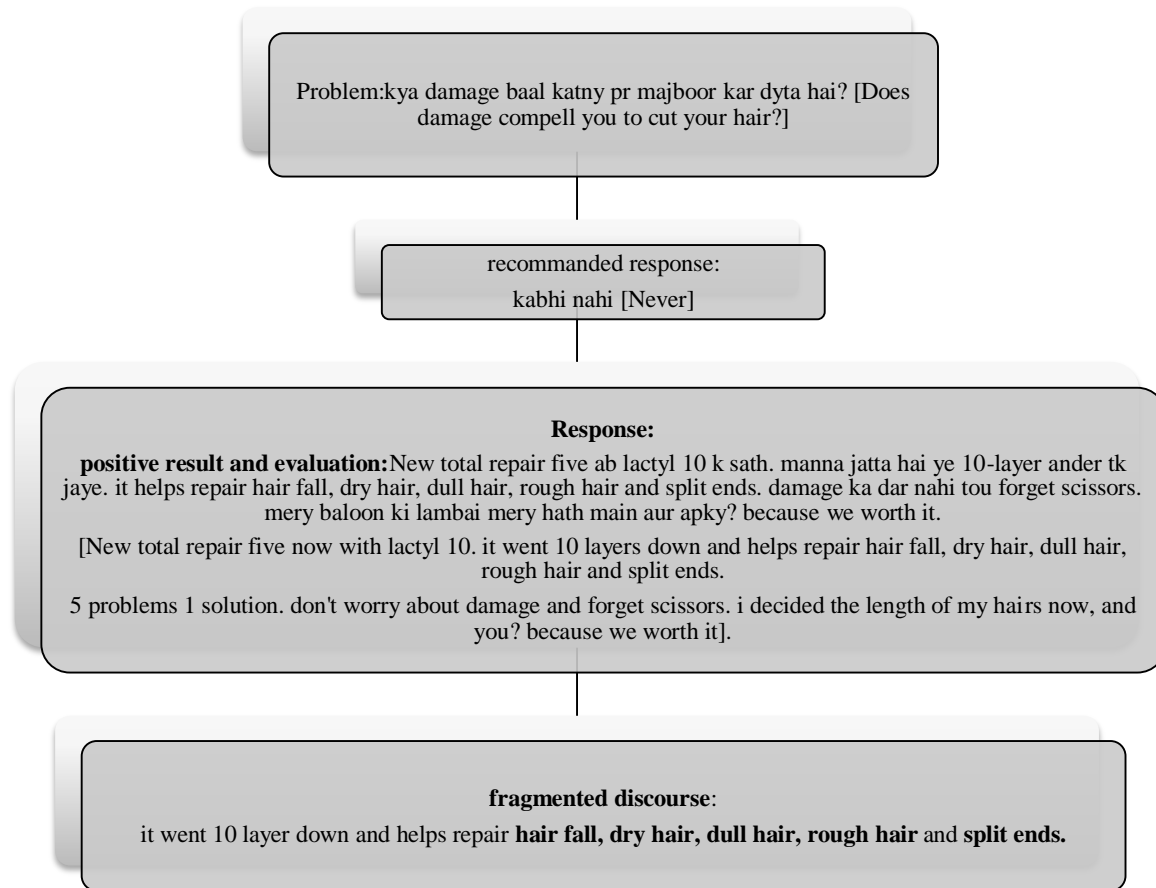> *No more last times*

And then finally presenting a proper response

> *Dove intense repair shampoo. 1/4 moisturizing milk along with keratin actives nourish your hair from inside and gives unbeatable damage repair.*
> *Dove intense repair, unbeatable damage repair promise.*

The response is combined with positive result and evaluation. The use of scientific discourse is also at work. 'Keratin actives' or moisturizing milk is used to further validate the effectiveness of product. The lexical choices such as nourish, unbeatable repair, intense repair, damage repair are the promises in guise offered by the product against hair damage. Fragmentation aspect of appearance is visible where women consumers are encouraged to go for solution (dove intense repair) to repair their problematic damaged hairs.

situation: kitny wady karty hain hum apny baloon sy
[we all make so many promises to our hair]

problem requiring
a response

problem 3: life style / enviorment problem: starightning? pr wo damage na karny ka wadda?

love curls? phir sy damage nahi? yad hai na wo wadda?

phirsy highlights? pr wo akhri bar ka wadda?

[Strightning? but you promise no more damaging.

love curls? ...' but hadn't u promise never to damage again.

again Highlights? wasn't the last time suppose to be the last time?]

Recommended Response: ab akhri bar nahi bar bar[no more last times]

Response: [enter product]
Dove Intense Repair Shampoo.

positive evaluation and result: 1/4 moisturising milk along with keratin actives ky sath baloon ko ander sy nourush kary aur dy unbeatable damage repair. unbeatable damage repair ka wadaa. [1/4 moisturising milk along with keratin actives nourishs hair from within and gives unbeatable damage repair.

Dove intense repair,the promise of unbeatable damage repair]

fragmented discourse: ...nourish **your hair** from inside and gives unbeatable damage repair.

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L'OREAL PARIS TOTAL REPAIR AD

> Problem:kya damage baal katny pr majboor kar dyta hai? [Does damage compell you to cut your hair?]

> recommanded response:
> kabhi nahi [Never]

> **Response:**
> **positive result and evaluation:**New total repair five ab lactyl 10 k sath. manna jatta hai ye 10-layer ander tk jaye. it helps repair hair fall, dry hair, dull hair, rough hair and split ends. damage ka dar nahi tou forget scissors. mery baloon ki lambai mery hath main aur apky? because we worth it.
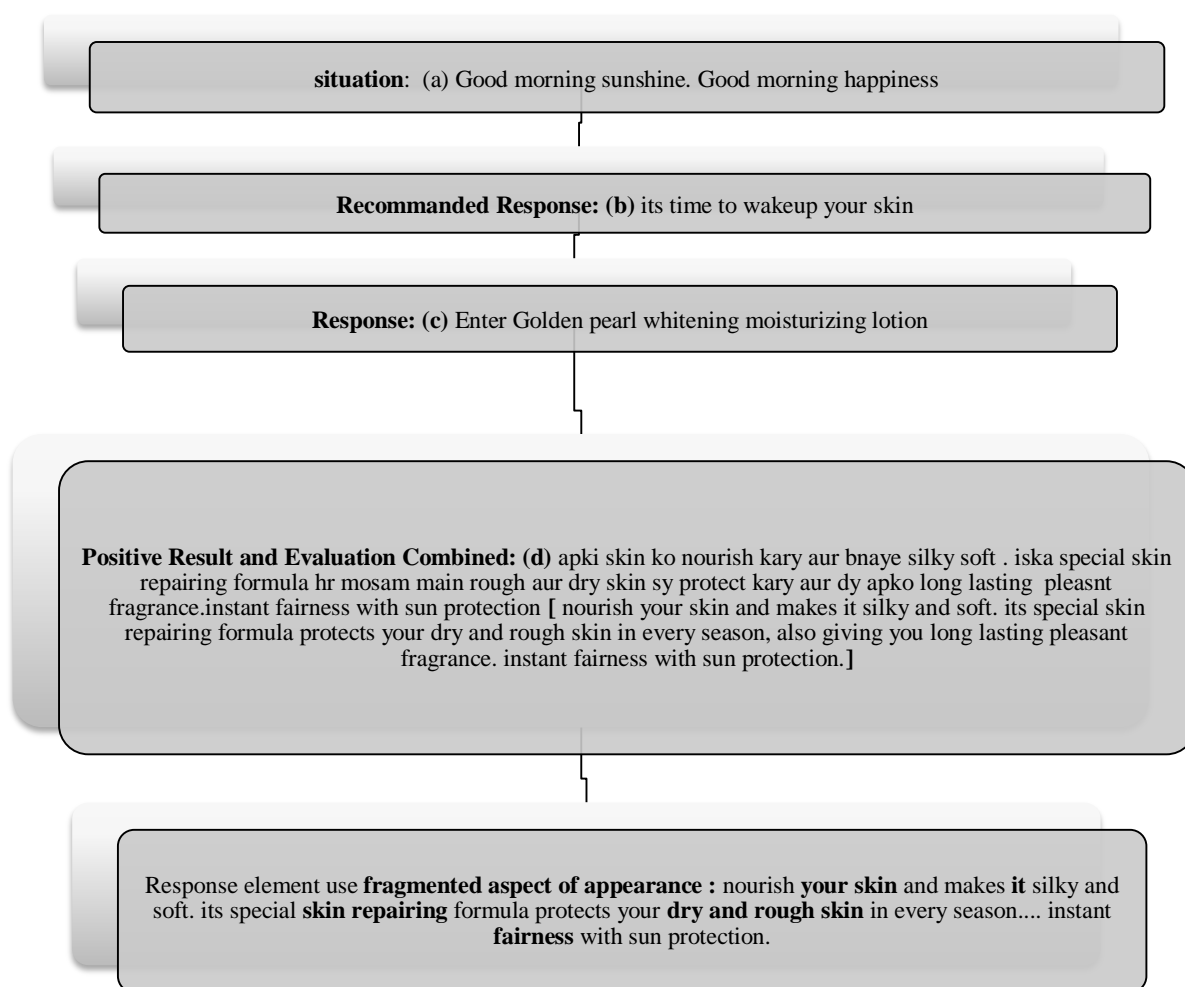> [New total repair five now with lactyl 10. it went 10 layers down and helps repair hair fall, dry hair, dull hair, rough hair and split ends.
> 5 problems 1 solution. don't worry about damage and forget scissors. i decided the length of my hairs now, and you? because we worth it].

> **fragmented discourse**:
> it went 10 layer down and helps repair **hair fall, dry hair, dull hair, rough hair** and **split ends.**

ANALYSIS

The pattern begins with a question where fragmented aspect of appearance presents hair as problematic and needs to be fixed. The advertisers assumed that because of damage, the targeted consumers face difficulty in achieving the desire length of their hairs (which is further elaborated in the continuing text). After a recommended response

> *Never*

We are then having a proper response along with scientific discourse.

> *New total repair five now with lactyl 10. It went 10 layers down and helps repair hair fall, dry hair, dull hair, rough hair and split ends.*

> *5 problems 1 solution. Don't worry about damage and forget scissors. I decided the length of my hairs now, and you?*

> *Because we worth it.*

The word 'problem' itself is used to define different hair damages i.e. *dry hair, dull hair, hair fall, rough hair and split ends*. The product L'Oreal total repair apparently solves this issue as the lexical 'solution' is itself used to define the product.

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GOLDEN PEARL MOISTURIZING LOTION AD

situation: (a) Good morning sunshine. Good morning happiness

Recommanded Response: (b) its time to wakeup your skin

Response: (c) Enter Golden pearl whitening moisturizing lotion

Positive Result and Evaluation Combined: (d) apki skin ko nourish kary aur bnaye silky soft . iska special skin repairing formula hr mosam main rough aur dry skin sy protect kary aur dy apko long lasting pleasnt fragrance.instant fairness with sun protection [nourish your skin and makes it silky and soft. its special skin repairing formula protects your dry and rough skin in every season, also giving you long lasting pleasant fragrance. instant fairness with sun protection.]

Response element use **fragmented aspect of appearance :** nourish **your skin** and makes **it** silky and soft. its special **skin repairing** formula protects your **dry and rough skin** in every season.... instant **fairness** with sun protection.

The pattern began with a situation where a young female model is welcoming the *sunshine* and *happiness*. The use of these two will be explained in the continuing text.

Good morning sunshine. Good morning happiness

Then an intermediate stage of recommended response, in which skin is described as in need to be wake up. The lexical choice *wakeup skin* gives a sense as if the skin is in need of repairing.
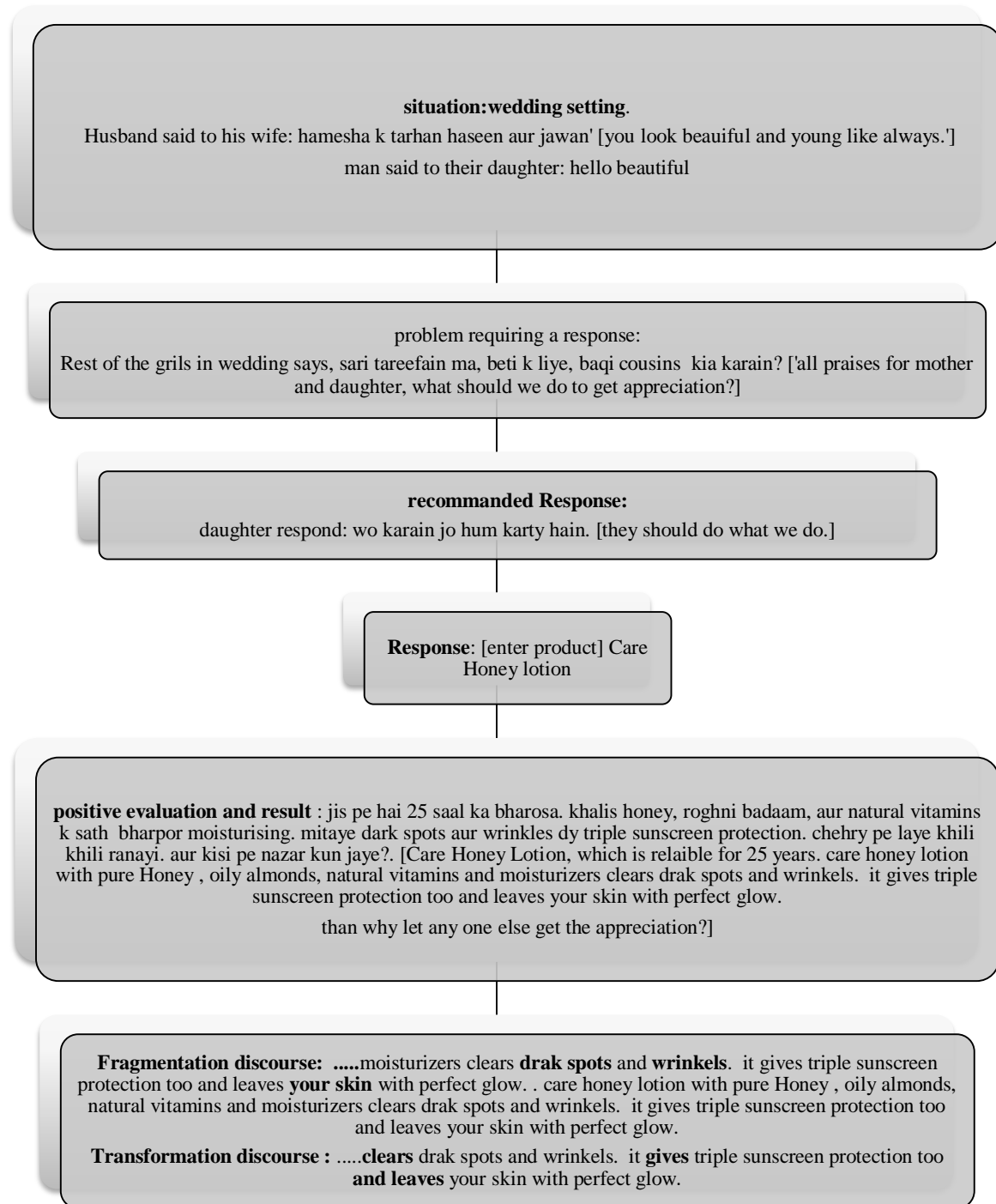
It's time to wake up your skin

Than the product itself is introduced with positive result and evaluation combined.

Golden pearl whitening moisturizing lotion nourishes your skin and makes it silky and soft. Its special skin repairing formula protects your dry and rough skin in every season, also giving you long lasting pleasant fragrance. Instant fairness with sun protection

The discourse of *moisturizing, nourishment and repairing formula* in contrast *to dry and rough skin* reinforce the revival of silky and soft skin. In addition to this, the advert implied the adverse and dangerous effects of seasons; sun rays while consumers need to protect their skin against them which is only possible

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if they use this product. The idea of commodified femininity is reinforced by suggesting that female consumers need to take care of their skin and make sure to keep it silky and soft. Thus by associating positive characteristics with the product one can relate it to the beginning of ad that the use of product is connected with happiness and the consumers would start their day by welcoming the sunshine.

CARE HONEY LOTION AD

situation:wedding setting.

Husband said to his wife: hamesha k tarhan haseen aur jawan' [you look beauiful and young like always.']

man said to their daughter: hello beautiful

problem requiring a response:

Rest of the grils in wedding says, sari tareefain ma, beti k liye, baqi cousins kia karain? ['all praises for mother and daughter, what should we do to get appreciation?]

recommanded Response:

daughter respond: wo karain jo hum karty hain. [they should do what we do.]

Response: [enter product] Care Honey lotion

positive evaluation and result : jis pe hai 25 saal ka bharosa. khalis honey, roghni badaam, aur natural vitamins k sath bharpor moisturising. mitaye dark spots aur wrinkles dy triple sunscreen protection. chehry pe laye khili khili ranayi. aur kisi pe nazar kun jaye?. [Care Honey Lotion, which is relaible for 25 years. care honey lotion with pure Honey , oily almonds, natural vitamins and moisturizers clears drak spots and wrinkels. it gives triple sunscreen protection too and leaves your skin with perfect glow.

than why let any one else get the appreciation?]

Fragmentation discourse: .....moisturizers clears **drak spots** and **wrinkels**. it gives triple sunscreen protection too and leaves **your skin** with perfect glow. . care honey lotion with pure Honey , oily almonds, natural vitamins and moisturizers clears drak spots and wrinkels. it gives triple sunscreen protection too and leaves your skin with perfect glow.

Transformation discourse : .....**clears** drak spots and wrinkels. it **gives** triple sunscreen protection too **and leaves** your skin with perfect glow.

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The pattern began with a situation where mother and her daughter receive compliments regarding their beautiful and youthful appearance. This situation triggered a problem where rest of the women felt insecure and worried about their own looks.

> *Rest of the girls in wedding says, 'all praises for mother and daughter, what should we do to get appreciation?'*

The advert than offer recommended response to their problem in which the women in advertisement and the women in general were advised to do the same as two women did to get the attention and praise

> *They should do what we do*.

Than we have proper response

> *[Enter product] Care Honey lotion. Care Honey Lotion, which is reliable for 25 years. Care honey lotion with pure Honey, oily almonds, natural vitamins and moisturizers clears dark spots and wrinkles. it gives triple sunscreen protection too and leaves your skin with perfect glow.*

The lexical choice pure honey, oily almonds, natural vitamins and moisturizers reinforce the idea that this product (Care Honey Lotion) will take care of your skin and helps in clearing up darks spots and wrinkles. Wrinkles in this example are used with negative connotations because ideal femininity discourages any ageing signs and reinforce the idea of youthful appearance. The idea of seeking attention on female appearance is once again reinforced in last line.

> *Then why let anyone else get the appreciation?*

The product itself is anti-ageing along with environment protection that implies that the skin needs protection from sun and ageing.

FINDINGS AND DISCUSSION

The analysis revealed that majority of the cosmetic and beauty products being advertised in Pakistan follow the problem-solution pattern. Female consumers are told that their appearance including their skin tone, hair texture, ageing signs are problematic and in need of fixing. Beauty products are then introduced as a tool to improve female appearance and a chance to look fairer, younger and prettier. Daily usage is prescribed to ensure the repeated purchase by assuring that consumers can have their opportunity to achieve desired appearance. These ads exposed female body as a commodity and in need of improvement to fit the "ever narrowing judgments of female attractiveness" (Gill, 2007a, p.255).

The language used by advertisers depicts power over beauty to reduce ugliness. The consumption of beauty products to modify one's appearance is often linked with empowerment. The lexical choices like independence, protection, we worth it, strength, confidence, happiness are all feminist values that are used by beauty Ads to ensure the consumption of products as worthwhile pursuit. These lexical of empowerment present consumption of cosmetics as a source of rebellion against the patriarchal social order (Subohi, 2015). Thus, Pakistani media by connecting feminism discourse with beauty consumption communicates that improving one's appearance and modifying problematic parts will lead to more confident and independent life. Control over one's appearance will result in positive and successful life style. Thus, this answers my research question that feminine ideals, in contemporary media, are presented in terms of their bodily characteristics. Young, fair, beautiful with flawless skin model encouraged viewers to achieve perfect physical appearance like her.

The problem doesn't lie in purchasing cosmetics or that women shouldn't improve their appearance rather it lies "with the pervasiveness and restrictiveness of these media constructs" that direct females to

follow the 'ideal femininity' trend (Ringrow, 2016, P.2). The reinforcement of ideas that only fair is lovely and that their self-worth, sense of independence and confidence is directly linked with using a particular beauty product. Besides all the options presented by beauty industry, one option must be 'opting out' for those women who don't want to transform/modify their bodies. Instead of telling women to feel happy in their own skin, females who decide to opt out were usually positioned as outside the norm by media discourse. These stereotypical feminine identities with an overarching emphasize on attractive appearance are constantly enacted, reinforced and circulated by media discourse as a common sense. It is for this reason that gender ideologies incorporated in cosmetic discourse often went unnoticed and unrecognized and usually accepted by the society at large. If it is not for critical analysis, these adverts apparently didn't seem problematic at all. The taken-for-grantedness of these gender ideologies obscures the politics of inequality. Critical feminist analysis enabled female consumers to recognize the presupposition and perhaps challenge the ideological assumptions that reinforce outdated stereotypes. It helps in understanding whose interests and beliefs are being embedded and whose viewpoints are taken-for-granted.

Gender is a social construction (Lindsay, 2015) and this construction must be contested, challenged and resisted in order to move beyond the stereotypes. It is for these reasons that feminist linguists are primarily concerned in identifying connection between language and gender inequalities/discrimination by assuming that "linguistic change is an important part of overall social change" (Litossoliti, 2006, p. 23).

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