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CRITICAL ANALYSIS OF BEAUTY PRODUCTS OF "PONDS"

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1. ABSTRACT

Advertisements are means of communication. Advertisers plays a significant role in advertisements. Various advertisements have been studied by researchers that focused on women beauty, semiotic approach etc. This research provided deep study about beauty products of PONDS by applying CDA (critical discourse analysis) three approaches to selected advertisements. The current study has explored textual features, discursive techniques and socio-cultural practice of advertisements. Qualitative method was adopted for this study. Data indicated the textual features, discursive techniques present in advertisements and the socio-cultural role played by agency. Additional studies are needed to know more about its techniques and also study advertisements from feminist perspective. Findings of the research are the effects of ponds products on people through discourse.

Key Words: Fair-clough three-dimensional model, PONDS, advertisements.

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2. INTRODUCTION

The term advertisement is known to readers. In daily life we do not stop to thinking about its nature. An advertisement is the means of communication through media, that uses persuasive language and tempt the viewers towards certain products. It is an announcement on newspapers, magazines, television etc. The first advertisement was broadcasted in the US on July 1,1941 over the New York station WNBT-which is now WNBC, channel "four". According to Cambridge dictionary, "*advertisement is a picture, short film, song, etc. tries to persuade people to buy a product or service, or a piece of text that tells people about a job etc.*"

Advertisements uses persuasive language which persuade the viewers towards that beauty product. Advertisements are the means of persuasive media that help companies to achieve better marketing aims. For this, companies should make good advertisements and uses the best language style of utterances. (Gilson and Berkman, 1986)

Advertisements play a major role in constructing the values and beliefs of people. "Interactive participants are real people who produce and make sense of images in the context of social institution which, to different degrees and in different ways, regulate what may be 'said' with images, and how it should be said and how it should be interpreted" (Kress and Leeuwen; 1996, p.119)

As Kilbourne (1999) highlighted that, "*advertising is our environment. We swim in it as fish swim in water. We cannot escape it... advertising messages are inside our intimate relationships, our homes, our hearts and our heads.*"

Advertisements become prominent in the 1950s at that time the industries were in competition to sell their products and make best products. The producers start to make new products that are of high value and great demand in market. In the 1950s and in the 1960s technology was not so advanced so posters and catalogs were used for advertising. At that time printed advertisements were used in many forms such as posters, bill boards etc.

Fairclough is the pioneering person of the CDA. Fairclough (1995) states that basic aim of CDA is to "*systematically explore the opaque relationship of causality and*

determine between a) discursive practices, events and texts and b) wider social and cultural structures, relations and processes”.

Ponds are the most popular whitening creams used by people. Ponds is a famous beauty brand consists of wide range of products including cold creams, cleansing balm, anti-ageing creams, skin brightening creams, effective cleansers, night creams, honey lotions etc.

This research examines the language of the “Ponds” advertisements. The textual features, discursive techniques and the socio-cultural practice used in these advertisements.

Various advertisements have been studied by researchers focusing on women beauty, semiotic approach but the current study is aimed at finding out the textual features, discursive techniques and the socio-cultural practice of the advertisements from the “Fairclough critical discourse analysis” perspective to understand the text of the “Ponds” advertisements deeply and to know what techniques are used in these advertisements which persuade people towards the products. Although, there is a lot of work on the advertisements focused on the linguistic features, objectification of women and on the semiotic approach but this research is only limited to find out the textual features, discursive techniques and socio-cultural practice of the advertisements.

- To critically analyze the text of the beauty products of the “Ponds”.
- To find out the discursive techniques of the “Ponds” advertisements.
- To explore the socio-cultural practices of the advertisements on “Ponds”.

The basic aim of this research is to give enormous contributions in the practical as well as theoretical field by using persuasive techniques. This research study contributes to media studies in linguistics. This research helps the readers critically analyze the text of the advertisements. This study also contributes to the practical usage of CDA. This research gives huge contribution to the lecturers, students and researchers in the practical usage of CDA for advertisements analysis. This research adds a new dimension to the future that studies about the beauty products of “Ponds”. This study helps educates how to apply CDA on the language of the advertisements. This research

helps students to know about the techniques used in the beauty products of "Ponds" in order to persuade the viewers.

This research will address the following questions.

Q1. What are the textual features used in "Ponds" advertisements? Why are the discursive techniques used in the advertisements of "Ponds"?

Q3. How is the socio-cultural practice used in the beauty products of "Ponds"?

3. LITERATURE REVIEW

Many researchers worked on the critical discourse analysis (CDA) of advertisements. The present study examines the language of the advertisements of the beauty products of "Ponds. Five different advertisements of "Ponds" is selected for the analysis from the social media sites.

Small, Harris and Wilson (2008) studied the in-flight magazines advertisements by applying critical discourse analysis (CDA). Advertisements of Qantas and New Zealand were selected from 2005 in-flight magazines and studied by applying critical discourse analysis (CDA). this research aims to find discourse analysis of in-flight magazines.

Tahmasbi and kalkhajeh (2013) this research analyzed the bank advertisements in socio-cultural context of Iran. The commercials which are selected are critically analyzed from bottom-up and top-down view. This research was based on the three aspects of Fairclough, textual analysis, explanation of production, social conditions which effect that production. this amis to find the social conditions of buyers.

Fan (2013) studied the lexical features of the advertisements of English. Development in the economy is occurring rapidly in this world and the world is full of advertisements. The basic aim of the commercials or advertisements is to tempt the consumers towards their products by use of catchy slogans or attractive words.

Wang (2014) applied critical discourse analysis (CDA) on the advertisements of Chinese household appliances. The interest of linguistic researchers provoked after 1978 economic reform when it was boom in the Chinese advertisements. Many studies

of the advertisements focused on the linguistic analysis based on grammar, text and vocabulary.

Iqbal, Danish and Tahir (2014) this research examined the products of beauty advertisements from critical discourse analysis (CDA) view. This study focused on the language used in the creams of “Fair and Lovely” and the methods used by the advertisers of products effect and make use of the women.

Shaikh, Bughio and Kadri (2015) examined the choices, ideologies and social values that are shaped through advertisements. This research was based on the twelve advertisements that are different from one another selected from the Pakistani T.V channels and internet.

Brown and Knight (2015) conducted a research based on two Women’s Australian magazines from which 710 advertisements were selected.

Tehseem and Hameed (2015) deeply studied the advertisements by applying CDA (critical discourse analysis) to the advertisements of nail polish, lipstick and mascara of different brands.

Ahmed, Su and Ahmed (2017) applied CDA (critical discourse analysis) on night-packages. The researchers applied critical discourse analysis (CDA) on packages of different networks and analyzed that how these packages deploy the young generation of Pakistan.

Renaldo (2017) analyzed the beauty products by applying critical discourse analysis (CDA). This research was based on the linguistic features used in the advertisements by the advertisers of the Cosmopolitan Magazine products.

Hassan (2018) applied critical discourse analysis (CDA) on Pakistani news bulletins and how it impacts the viewers. Television act as a medium to create false news among viewers. This study was based on the ideology constructed in Pakistan news headlines or bulletins and its impacts.

Imran, Maqbool and Sultan (2018) researched on the linguistic features used in advertisements by media in Pakistan, for the sake to reach towards customers and to attract more people so, their number of consumers will be increased. This research

mainly focuses on discourse of advertisements. Data was collected from 12 Pakistani advertisements aired on Television.

Sheikh and Shuaib (2018) examined the advertisements in the local English magazine "SHE" that was a kind of print media. Critical discourse analysis (CDA) was used in this research. This research focused on the language and the visuals used in these beauty advertisements and the strategies used by the producers or the advertisers to attract the consumers.

Ariani (2019) analyzed the linguistic features of the cigarette advertisements. The power showed in these advertisements and relation of social and cultural development showed in these advertisements. Qualitative research method was used in this research. CDA (critical discourse analysis) framework was used in this research.

All these reviews based on the quantitative method and based on the cultural developments while the researcher research is based on the discourse of advertisers and its effects on readers.

4. DATA ANALYSIS AND DISCUSSION

Advertisements is the method to reach towards audience or customers. For the promotion of products advertisements are used. There are many types of advertisements and for the promotion of these many platforms are used such as radio, television, magazines, journals and many social media sites etc. These advertisements are taken from different social media sites and are analyzed on different basis or levels.

Textual Level-this category involves the analysis of the vocabulary, syntax and rhetorical devices.

Discursive Level-this category involves discourse practices.

Socio-Cultural Practice-this category involves ideologies that are presented in the advertisements of the beauty products.

4.1 ADVERTISEMENT NO. 1ST



4.1.1 Textual Analysis

In order to examine the structure of the advertisements this “Ponds” new age miracle cream consists of such headlines, that attract buyers. This ponds advertisement states the line “Non-stop double wrinkle reduction with the hybrid power of Oil-in-Cream” this line is used as a weapon for women to look younger than their age. Main target of the advertisers is the vocabulary by which they attract women towards the product. Different advertisers have different techniques to sell their product. As in this advertisement the line “Non-stop double wrinkle reduction with the hybrid power of Oil-in-Cream” this line is written at the top to influence women and it directly caught attention of women. So, this cream is used to make the complexion of women fair and reduce their wrinkles to look younger. Along with headlines there are also some noun and adverbs that directly attract the attention of women towards the product. For instance, in this advertisement, the word “surprisingly” is adverb and the words

“heavyweight and lightweight” are used as hyperbole to exaggerate the idea that this lightweight formula will enhance their beauty. Some adjectival phrases are also used in this advertisement and these phrases are as follows,

4.1.2 Table 1: Adjectival phrases

Non-stop double wrinkle reduction		Adjectival phrase
New age miracle		Adjectival phrase

4.1.3 Table 2: Participants in the advertisement are,

Actor	Material	Scope
Taise Dias	Double wrinkle	Reduction

4.1.4 Discursive Techniques

In discursive techniques, the advertisement analysis focus on the consumption and production. There are two types of context.

4.1.5 Situational Context

4.1.6 Actor: Celebrity who convey the message of advertisement.

4.1.7 Scripter: PONDS is the brand who design this advertisement.

4.1.8 Inter-Textual Context

In this context, the relation between producer and text and also with the consumer is considered.

4.1.9 Product-Consumer Relation: In terms of product-consumer or consumer-product relation. Ponds beauty product represent women and look at the products that which products are mostly used by women as women use creams to look younger and fair. Ponds products are used by millions of people across the world.

4.1.10 Product-Producer Relation: The producer of the famous brand “Ponds” focus on women beauty and choose such celebrities of white and fair looks to represent their

products. The aim of the product is to elevate beauty of women. Production process involves several stages such as best scripter, photographer and agency.

4.1.11 Socio-Cultural Practice

Socio-cultural practice involves societal bodies, organizations and the cultural norms and these aspects having a great role in the production process of ‘text’.

It includes,

4.1.12 Beauty Product Industry: PONDS

4.1.13 Brand: PONDS

4.1.14 Area: Worldwide

Actor Taise Dias played the socio-cultural role. PONDS beauty brand advertisements state the problems but not in a direct way, through indirect means they discuss the problems related to their products. In our society women wants to look younger than their age and fair having no wrinkles or spots on their face. It’s a common problem of many women they have wrinkles on their face and become older than then their age.

4.2 ADVERTISEMENT NO 2



4.2.1 Textual Analysis

Advertisements consists of several components i.e. body copy, headline, phrases etc. Headline of this advertisement is “Restores your original fairness” placed at the top of the advertisement to grab attention of viewers.

4.2.2 Table 3: Participants and Purpose

Actor	Material	Scope	Purpose
Illeana D’cruz	Restore	Spot-less fairness	To get spot-less skin

4.2.3 Table 4: Phrases

Spot-less fairness Facewash	Noun phrase
Advanced Vitamin B3+ formula	Noun phrase
Restores your original fairness	Verb phrase

4.2.4 Discursive Techniques

Discursive analysis focus on the consumption and production. There are two types of context.

4.2.5 Situational Context

4.2.6 Scripter: PONDS brand

4.2.7 Actor: Illeana D'cruz

4.2.8 Inter-Textual Context

In this context the relation between producer and text and also with the consumer is considered.

4.2.9 Product-Consumer Relation: In terms of product-consumer or consumer-product relation. PONDS beauty product represent women and their looks and made such products which are mostly used by women to enhance their beauty. This product is used by women to get spot-less skin.

4.2.10 Product-Producer Relation: PONDS beauty products producer focus on the beauty of women and advertise such products which are helpful for women to look pretty and adorable.

4.2.11 Socio-Cultural Practice

Cultural norms and societal bodies play a great role in socio-cultural practice.

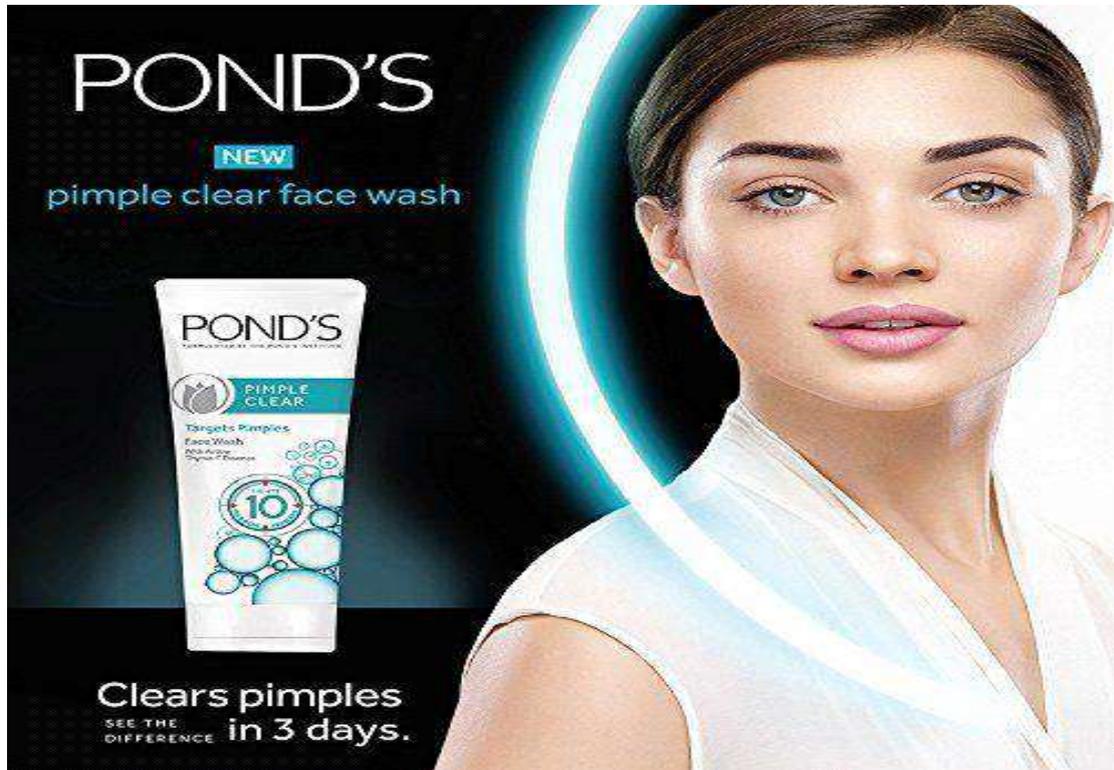
Actor Illeana D'cruz plays a socio-cultural role in this advertisement.

4.2.12 Brand: PONDS

4.2.13 Area: Worldwide

Socio-cultural role is played by popular actress having good and fair looks to attract viewers and socio-cultural practice is important because it plays a great role in society. Women are represented to grab the attention of women because woman is attracted towards woman and try to follow another woman for the sake to look younger and get fair skin like that woman who was represented in the advertisement.

4.3 ADVERTISEMENT NO 3



4.3.1 Textual Analysis

Textual analysis is concerned with the text of the advertisement. Text plays a great role in advertisement. Certain phrases and headlines are used in advertisements to attract customers.

“POND'S pimple clear face wash” is used at the top of the advertisement to attract young girls having pimples on their face.

4.3.2 Table 5: Purpose and process

Process	Purpose
3 days	Clear pimples

4.3.3 Table 6: Phrases

PONDS pimple clear face wash	Noun phrase
Clears pimples	Noun phrase
See the difference in 3 days	Verb phrase

4.3.4 Discursive Techniques

Discursive techniques include two types of context.

4.3.5 Situational context

It consists of,

4.3.6 Scriptor: PONDS**4.3.7 Actor:** Amy Jackson**4.3.8 Intertextual-Context**

Includes product-consumer and product-producer relation.

4.3.9 Product-Consumer Relation: This relation can be seen from the feminist perspective. It is because beauty is the main concern of women and they are the consumers of these products. Consumers of this product is mostly young girls because they have pimples on their face and they face washes to clear their skin like Amy Jackson.

4.3.10 Product-Producer Relation: Unilever the multinational corporation owned the PONDS beauty brand. It is an American beauty brand and produce such products to solve problems of women.

4.3.11 Socio-Cultural Practice**4.3.12 Brand:** PONDS**4.3.13 Area:** Worldwide

Actor Amy Jackson plays a socio-cultural role in this advertisement and conveys the message that by using this product they can clear their skin from pimples within a short period of time of only 3 days. Young girls face problem of pimples on their skin and they use many products to get free from pimples so to solve this problem PONDS

launched pimples clear face wash, by using this beauty face wash a girl will clear her skin and get free from pimples only within 3 days.

4.4 ADVERTISEMENT NO 4



4.4.1 Textual Analysis

“PONDS age miracle” headline of this advertisement represents that this advertisement is about cream which is used to reduce age of older women.

4.4.2 Table 7: Participant and purpose

Actor	Scope	Purpose
Karishma Kapoor	To stop	Non-stop anti-ageing

4.4.3 Table 8: Phrases

Ponds age miracle	Noun phrase
Non-stop anti-ageing	Adjectival phrase

4.4.4 Discursive Techniques

4.4.5 Situational context

It includes agency, actor.

4.4.6 Agency: PONDS

4.4.7 Actor: Karishma Kapoor

4.4.8 Intertextual context

4.4.9 Product-consumer relation: PONDS age miracle cream is a new formula and act as a miracle for old-aged women to look younger than their age. This product is used by thousands of women because they have problem of wrinkles on their face and spots so they use this product to enhance their beauty.

4.4.10 Product-producer relation: India owned PONDS beauty brand since its independence. India first launched cold cream and then after cold cream they launched many products for women because cold creams is widely used by women and work efficiently.

4.4.11 Socio-Cultural Practice

4.4.12 Beauty product industry: PONDS

4.4.13 Area: Worldwide

Actor Karishma Kapoor played socio-cultural role in this advertisement. Karishma Kapoor is popular actress throughout the whole world and she conveys message to older women that by using this product they will again become younger and this product will act as a miracle for them. Karishma Kapoor is popular Indian worked in many movies and many women is inspired from her beauty and clear skin and want to follow her for her stunning looks so, they use such products which she uses for her skin. This beauty product is advertised by Karishma Kapoor to attract women because she is favorite of many women and they will follow her so by this PONDS increase demand of their products.

4.5 ADVERTISEMENT NO 5



4.5.1 Textual Analysis

Textual analysis is concerned with text of the advertisement. Text plays a great role in social situations that occur in society. Analysis of text is very much important because with the help of text we come to know about its discourse type and the features which are used in this advertisement such as, bold words, headlines etc. This text grab attention of consumers or viewers.

Bold word “new” is used at the top of the advertisement to attract viewers.

4.5.2 Table 9

Material	Goal
Skin	Spot-less look

4.5.3 Table 10

Material	Goal
Face wash	To get skin without germs

4.5.4 Table 11: Phrases

New ponds germ protect face wash	Noun phrase
Spot-less skin	Adjective phrase

4.5.5 Discursive Techniques

These techniques are used in advertisements. It consists of ornamental touch and it creates strong impression on customers or viewers. Advertisements are analyzed on the basis of production and consumption related to a particular context.

4.5.6 Situational Context

4.5.7 Actor: Zara Noor Abbas

4.5.8 Scripter: PONDS

4.5.9 Inter-Textual Context

This context includes relation between product-consumer and product-producer.

4.5.10 Product-consumer relation: This product is designed for consumers to get free from germs. In this world of pollution germs attack people very easily and there something which are used to free skin. PONDS launched this face wash to clear your skin from germs. This product was launched to solve problem of women when they go outside their fairness goes and their skin becomes dull due to dirt in air.

4.5.11 Product-producer relation: Producer of PONDS beauty brand advertise this product recently. PONDS is a popular beauty brand since 1846. It is owned by Unilever multinational corporation. PONDS beauty brand launched their products to serve

people and solve their problems in a better way. According to the changing needs of time POND'S also change their formulas.

4.5.12 Socio-Cultural Practice

Socio-cultural practice includes society habits; values etc. socio-cultural role is played by popular actress. Popular actresses are used in advertisements to attract women towards that product and switch them to buy that product.

4.5.13 Beauty brand: POND'S

4.5.14 Area: Worldwide

Actress Zara Noor Abbas plays socio-cultural role in this advertisement. Zara Noor Abbas is popular actress in Pakistan and favorite of many women. She conveys message in this advertisement that women will make their skin spot-less and germ free by using this product. Women skin become dull due to pollution and dirt in air their fairness goes when they go outside so this product was launched to retain their fairness and germ free their skin.

CONCLUSION

Advertisements are means of communication used by advertisers for the promotion of their goods. Language plays a major role in advertisements and by language advertisers persuade customers to buy products. Advertisers used catchy slogans which attract attention of customers. As women are very much concerned about their beauty. They want to be fairer and look younger for this purpose, producers used attractive vocabulary to catch attention of buyer.

PONDS beauty products are selected because PONDS is well-known brand and widely used by many women to look younger and pretty. Five beauty products of PONDS are selected i.e. New age miracle cream, PONDS white beauty face wash, PONDS pimple clear face wash, PONDS non-stop anti-ageing, New PONDS germ protect face wash.

This research studied the textual features of advertisements. Discursive techniques used by the advertisers in their advertisements and the socio-cultural practice of the advertisements i.e. the advertisers used such celebrities to influence readers.

It is recommended to analyze advertisements of PONDS from feminist perspective to know that how popular models are used to grab attention of viewers especially women.

It is recommended to analyze advertisements from semiotic perspective. Advertisements can also be analyzed by focusing on its lexical and linguistic features.

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