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CONSTRUCTION OF BEAUTY CONCEPT BY BEAUTY PRODUCT  
ADVERTISEMENTS: A CRITICAL DISCOURSE ANALYSIS

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## ABSTRACT

This research focuses at analyzing the use of language in constructing the 'Beauty concept' by beauty product advertisements. It also aims at explaining the linguistic, discursive and socio-cultural ways of the advertisers in building a notion of beauty and persuading the consumers to accept that beauty notion by buying their products. This research paper is a descriptive qualitative study. The data is collected through purposive sampling method from the advertisements of Garnier brand. The collected data includes words, phrases, clauses, sentences that are used in electronic media and social media advertisements specifically YouTube. The data were analyzed by using the theoretical framework of Fairclough's three-dimensional Approach of discourse analysis. The results of this paper prove that the language in Garnier advertisements is used as a tool for shaping the mindset of audience and constructing the 'Beauty concept' by using linguistic features, discursive practices and socio-linguistic strategies. The study also tells that the language used in the advertisements harbors the power to construct an ideology of beauty.

## INTRODUCTION

Now a days, people use media to gain information about everything. Paper and electronic media has become the giants of information storage which does not only provide information but influence the people and shape their concepts. Media uses language to communication to public; it can also build people's attitudes and make them do desired actions. Advertisement as one of mass media can be found everywhere in the form of digital or printed ads. The advertisers convey their message through language and signs used in the ads.

Electronic media and social media ads. are viewed as 'persuasive discourse' because the language they use is composed of factors which can easily convince people in their favor. Cook (2001) claims that ads can give information, persuade, remind, influence people and perhaps change their opinions, emotions and attitudes. It can be said that advertisements do not only give information on a product being advertised for selling purposes but also it can change people's viewpoint on society, or in other words, advertisement can convince people to buy things which they do not need. In similar way, advertisements can construct different concepts and ideologies. This is the very reason, the beauty products advertisements are used to construct the "Beauty concept".

The results of this research can be helpful for those who are dealing with the discourse analysis of advertising in order to find out the relationship of beauty concept and the advertisements. It would be helpful for all the people who rely on beauty products in order to overcome their complexes. The study is designed to analyze the discourse used in Garnier advertisements and how they build the concept of beauty by using different discourse strategies. This study seeks to find out the construction and reconstruction of beauty concept by beauty product advertisements.

## REVIEW OF LITERATURE

Critical Discourse Analysis (CDA) helps to understand the language and its use in daily life. Language is used as a tool to communicate, to construct an ideology and to disperse that ideology. Media is used as a means to use language and to produce an ideology and persuade people to do something. Similarly, advertisements are made in such a way that they can attract their consumers to buy that product. Meanwhile, those advertisements also help to construct a concept in the minds of people. Using this strategy, beauty products also construct and re-construct the concept and discourse strategies.

According to Van Dijk (2001), language is constructed and it constructs (the meaning or ideology). Language is constructed by binding words with grammatical rules. Language constructs by morphing the ideologies of people whenever they try to give meaning to a certain phenomenon or engage in social activities. While, on the other hand, CDA is a discipline which is used to study any phenomenon within language variances in a social context. CDA also gives a framework to analyze the relationship of discourse and society, text and context, language and power (Fairclough, 2001).

Myriad of researchers have used the technique of critical discourse analysis to study the function of language with different contexts. Before embarking to our research, it

is vital to study the earlier studies to have more awareness of what has been done in our targeted area. Here, are some previous studies which have been done on the language of advertisement.

Advertisement is used as a media to introduce and promote a specific product or service into the market. The advertisements use language to create meaning, ideology and persuade people to buy it (Cook, 2001). The advertisers use implied meaning impregnated in the language of ad. which needs to be deconstructed to know the real meaning of it. Advertisement is regarded as ‘persuasive discourse’ because the language used in advertisement is constructed in a way to make the consumers attracted towards it (Villarino & Marina 1997).

Radi, Renata and Lorenzo (2021) made a study on Lily by Tsana beauty product. In the Lily by Tsana beauty product advertisement, they focused on the ideologues' language used. Their research showed the connection between Tsana's (The Model) popularity significantly affecting and influencing Lily by Tsana's branding. They took the quote and slogan that the advertisers used as a sample and then analyzed each their meaning and underlying ideology by using Fairclough three-dimensional model. The analysis of the text includes two things 1) explication of the beauty product advertisements of Lily by Tsana and 2) in what manner the underlying ideology of Lily by Tsana beauty products are full of stereotypes and slogan “Makeup should never be used to hide yourself. It should be used to enhance your natural beauty.” Furthermore, this research shows how Tsana, known as Rintik Sedu, affects the beauty product by persuading them to specify the target market for Lily by Tsana itself. Thus, the founder of Lily by Tsana utilized language skills to have control over her followers and, customers.

A qualitative study on the beauty concept in Pond's advertisements was done by Barus P. (2021). He based his work on three-dimensional models of discourse in Fairclough's Critical Discourse Analysis (CDA) framework. The results of the paper showed that the Pond's advertisements used language as a tool to build image of beauty for the audience. They were also successful in utilizing the various discourse tools to capture people's attention and make them buy the product. Khasanah L. (2021) also made a Critical Discourse Analysis of beauty products of MAKE OVER to show how the advertisers used language and discourse strategies to promote their product for maximum sale.

According to Gill and Khan (2021) the Skin whitening creams (SWCs) advertisements manipulate beauty metaphors to frame the cognition of the masses for their sale and promotion. Their research aimed to decode the link between the symbolic discourses of seven advertisements of SWCs and the exploitation of human feelings for commercialism by using the ecological discourse analysis of the Grammatical Metaphor (GM) used in SWCs. The study was based on Fairclough's perspective of CDA in the systemic functional linguistic framework. The results demonstrated that Ideational and interpersonal GMs were deployed to impart information that seems to be neutral through nominalization, mood, and modality to justify the sociocultural divide of fair and not fair beauty norms for commercialism.

According to Hidayat (2020) the advertisement of beauty products is made in such a way to gain sympathy from the public consumers. He compared advertisements of

two top brands of beauty products ‘Wardah and Maybelline’, and showed that the language was constructed to persuade the consumers and gain sympathy from the

potential buyers. Moreover, he also stated that the text was also used to shape certain social realities so that the advertisement could achieve the goal of reaching the audience and gain sympathy of them.

Trong Du (2019) made a study on “Discourse Analysis of Some Nivea Advertisements” which aimed to examine the linguistics features of Nivea advertisement to find out the discourse strategies which were used to make Nivea a top beauty product brand.

Hambur (2019) also investigated many taglines of beauty products in social media based on Critical Discourse Analysis (CDA). The researcher found that the words used in ads proved to be beneficial for their business by forming an idea of “being something”, “having something”, and “becoming something”. The results reveal that such brands try to establish particular ideologies. These ideologies make people think that such products are necessary for them to achieve the beauty goals which are connected to their outlook.

By reading and analyzing all the above studies, the researchers of this study noted that nobody has worked on explaining the ways which the advertisers use to morph and construct the concept of beauty by the power of their language. So, this study focuses on the relationship of beauty concept and the language of beauty product advertisements. It is aimed at unearthing the ways and discourse strategies used by beauty product advertisements in construction of ‘Beauty Concept’ in the mind of consumers.

## **THEORETICAL FRAMEWORK**

This research is using Discourse Analysis (CDA) as its theoretical framework. Critical discourse analysis (CDA), is a technique to analyze the connection between components involved in the construction of language and the context of its use. Fairclough (1996) provides three dimensions of analysis while checking the linguistic aspects of advertisements. These are: 1) textual analysis, 2) discursive practices and 3) socio-linguistic features. The study analyzed the advertisements on all three steps and found its desired results.

## **RESEARCH METHODOLOGY**

This study has used descriptive-qualitative method. Through purposive sampling, two advertisements of Garnier brand have been selected which are; *New Garnier Fructis Long and Strong Shampoo* and *New Garnier Vitamin C Serum Cream*. Both the advertisements have been analyzed by using Fairclough three-dimensional model of Critical Discourse Analysis (CDA). These advertisements are in the form of videos that are taken from YouTube. For making the analysis easy, the researchers transcribed these ads. These transcribed ads were analyzed on the three levels of critical discourse analysis; textual features, discursive features, and social features. The data collected consists of the words, phrases, clauses, sentences found in advertisements. In this current study, the writers offered the findings through description and tables.

## ANALYSIS AND DISCUSSION

### *Transcription of the Text in Video Advertisements*

#### **1. NEW Garnier Fructis Long and Strong Shampoo**

New  
 Discover strength like never before  
 Newer Garnier fructose  
 Long and strong shampoo with lemon peel  
 Extract fruit vitamins and nutrients  
 Longer  
 Intense fragrance  
 Rich foam  
 Forget breakage, split ends and dullness  
 Stronger get up to five times stronger hair  
 Your hair shines with new strength  
 All new Garnier fructose long and strong  
 Take care.

#### **2. NEW Garnier Vitamin C Serum Cream**

Double the power vitamin c serum inside  
 Your Garnier day cream  
 New Garnier brightening serum cream  
 Two products in one  
 Brightens like a serum  
 Moisturizes like a cream  
 For even bright glowing skin  
 87% degree is as powerful as serum plus a cream  
 New Garnier vitamin c brightening serum cream  
 by Garnier naturally.

### **1. Textual Analysis**

The textual analysis deals with the linguistic analysis, the explanation of content and the form of language. Language texts (spoken and written) are considered as the base of textual analysis. This step of analysis deals with the description of words, phrases, clauses, cohesive devices and grammar rules. The language is one of the social practices that define a certain reality. In this study, the textual analysis will be limited on the use of pronoun, adjective, disjunctive syntax, conjunction, parallelism, repetition, and modality.

#### ***The Use of Pronoun.***

Advertisers use the pronoun in the advertisement to show their position in carrying the message through the product in order to attract and encourage people to use their product. The advertisers may use personal or possessive pronoun in addressing the message to consumers directly or indirectly. According to Fairclough (1996), the use of pronoun is kind of relational value which can build a friendly atmosphere in order to attract the audience. For example, advertisements commonly use the personal

pronouns such as “I”, “we” or “you.” Fairclough (1996) established that the use of the second persons pronoun (you), is the associations of power and solidarity.

*“Your hair shines with new strength” ( Garnier Shampoo)*

*“Your Garnier day cream” (Garnier Serum Cream)*

The Garnier ads create a friendly relationship with the audience. It is evident that advertiser uses the pronoun ‘you’. The word ‘you’(second person pronoun) is considered to communicate with the consumers directly and personally (Rashid, Rahman, & Rahman, 2016). This also refers to address people individually which is called ‘synthetic personalizations’ (Fairclough, 2013). The second person pronoun builds a connection between the advertisers and the consumers and ensures them that the product is especially made for them that is why they should buy them. Thus, they give the power of choice to the consumer that means if they would use the product, they would have power on their body and they could be beautiful.

***The Use of Adjective.***

The examples of the use of adjective found in the advertisement are shown in the tables below:

**Table 1** Positive and Negative Adjectives Used in New Garnier Fructis Long and Strong Shampoo

Positive Adjectives	Negative Adjectives
<ul style="list-style-type: none"> <li>• <b>New</b></li> <li>• Discover <b>strength</b> like never before</li> <li>• <b>Newer</b> Garnier fructose</li> <li>• <b>Long</b> and <b>strong</b> shampoo with lemon peel</li> <li>• <b>Longer</b></li> <li>• <b>Intense</b> fragrance</li> <li>• <b>Rich</b> Foam</li> <li>• <b>Stronger</b> get up to five times <b>stronger</b> hair</li> <li>• Your hair shines with <b>new strength</b></li> <li>• All <b>new</b> Garnier fructose <b>long</b> and <b>strong</b></li> </ul>	<ul style="list-style-type: none"> <li>• Forget <b>breakage, split ends</b> and <b>dullness</b></li> </ul>

**Table 2** Positive and Negative Adjectives in NEW Garnier Vitamin C Serum Cream

Positive Adjectives	Negative Adjectives
<ul style="list-style-type: none"> <li>• <b>Double the power</b> vitamin c serum inside</li> <li>• Your Garnier day cream</li> <li>• New Garnier <b>brightening</b> serum cream</li> <li>• <b>Two products in one</b></li> <li>• Brightens like a serum</li> <li>• Moisturizes like a cream</li> <li>• For even <b>bright glowing</b> skin</li> <li>• 87% degree is as <b>powerful</b> as serum plus a cream</li> <li>• New Garnier vitamin c <b>brightening</b> serum cream</li> <li>• by Garnier <b>naturally</b></li> </ul>	None

Garnier ads. contain positive and negative adjectives. The positive adjectives are connected to the qualities of the product, e.g.: long and strong, intense fragrance and rich foam in Shampoo ad while brightening serum, bright glowing skin and powerful serum in skin cream ad. Those positive adjectives refer to the qualities of the product and what can be experienced by the consumers if they use that product or what people will get if they buy the product. When advertisers use adjective words in illustrating the product, those positive adjectives make an imprint in the minds of people/audience. It refers to Cook's opinion, he said that the adjective words refer a 'fusion' that will imbue the characterless product with desirable qualities' (Cook 2001:108).

While the negative adjectives are related to the problems existed before having/using the product being advertised. The negative adjective found in the ads are: "breakage", "Split ends" and "dullness". Undoubtedly, no one wants the negative conditions (negative adjective) in their hair (weak and dull hair). In order to avoid these negative adjectives /conditions, people/audience is expected to buy or use the

product. In conclusion, through adjectives advertisement makers try to give answers to the expectations of the product. So, it's found that the advertisers use more positive adjectives than the negative ones to attract the audience.

### ***The Use of Syntax (Disjunctive)/Phrasal Sentence.***

The disjunctive syntax is a sentence without verbs or subjects. According to Kaur, Arumugam, and Yunus (2013), this is a strategy by to simulate a conversational style in the advertisement. This is an informal form of a sentence that depicts a close relationship between advertisers and customer. These sentences consist of one or two grammatical items only. The purpose of the use of disjunctive syntax is more modest which means to convey the message by using less words. It can be concluded that the use of disjunctive syntax is to show the close relationship by using two or more words (grammatical items) which convey message in an persuasive manner.

The examples the use of syntax (disjunctive)/phrasal sentence found in the advertisement are as below:

#### **NEW Garnier Shampoo**

Newer Garnier fructose  
 Long and strong shampoo with lemon peel  
 Extract fruit vitamins and nutrients  
 Longer, Intense fragrance, rich foam  
 All new Garnier fructose long and strong

#### **NEW Garnier Cream**

Double the power vitamin c serum inside  
 Your Garnier day cream  
 New Garnier brightening serum cream  
 Two products in one  
 Brightens like a serum  
 Moisturizes like a cream  
 For even bright glowing skin  
 87% degree is as powerful as serum plus a cream  
 New Garnier vitamin c brightening serum cream  
 by Garnier naturally

It can be seen that the both the advertisements have used myriad of disjunctive phrases. The advertiser has deliberately used short and disjunctive phrases to attract the audience and give their message in few words so that the audience does not get bored and pick the important information instantly.

### ***The Use of Conjunction/ Cohesion.***

Cohesion means connection between sentences. According to Fairclough (1996), Cohesion can contain vocabulary relations between sentences (repetition of words) or use of linked words. It is used to make the words, ideas, and paragraphs stick together tightly.

In order to analyze how a sentence is interconnected, the researchers have made a list of conjunctive adjuncts that are used in selected ads. Advertisers use cohesion to express their idea i.e., they give the reason why the product should be bought. In this way, advertisers build the image of their product/ companies. The examples of the use of conjunction/ Cohesion found in the advertisements are shown as below;

Long **and** strong shampoo with lemon peel  
Extract fruit vitamins **and** nutrients

(Garnier Shampoo)

Brightens **like** a serum

Moisturizes **like** a cream

For **even** bright glowing skin

87% degree is **as** powerful **as** serum plus a cream

(Garnier Serum Cream)

From the text it can be seen that the advertiser has used the ‘Additive conjunction’ ‘and’ in Garnier Shampoo ad. which is used for completing and enriching information in ads. While simile of ‘Like’ has been used to show the characteristics of serum and the cream and then “as-as” to show the power of the serum.

### ***The Use of Repetition.***

Repetition is used in advertisements to make the audience remember the product and to highlight the positive qualities of the product again and again. The repetition increases the memory and the viewer does not miss the positive traits of the product. The examples of the repetition found in the advertisement are presented in the table below:

#### **1. New Garnier Fructis Shampoo**

**New**

Discover **strength** like never before

**Longer**

Intense fragrance

Rich foam

Forget breakage, split ends and dullness

**Stronger** get up to five times **stronger** hair

Your hair shines with **new strength**

All **new** Garnier fructose **long and strong**

Take care **Newer** Garnier fructose

**Long and strong** shampoo with lemon peel

Extract fruit vitamins and nutrients

## 2. Garnier Serum Cream

Double the power vitamin c serum inside  
Your **Garnier** day cream

### New Garnier brightening serum cream

Two products in one  
**Brightens like** a serum  
Moisturizes **like** a cream  
For even **bright** glowing skin  
87% degree is as powerful as serum plus a cream  
**New Garnier** vitamin c **brightening serum cream**  
by **Garnier** naturally

The bold words show the repetition of the words. Repetition is used to spotlight the benefits of the product shown in the ad.

### *The Use of Parallelism.*

Parallelism is the repeated use of similar grammatical structures. It can be seen in the use of comma (,) and the additive conjunction or similar grammatical phrases that are found in the ads. The purpose of the use of parallelism in the advertisement is to create simplicity, attractiveness and effectiveness. So it makes the audience capture the advertiser’s intention easily. Parallelism is the use of two or more phrases or clauses in sentence that are grammatically same. Garnier brand has also used the technique of parallelism to persuade its consumers.

**Table 3** Use of Parallelism in Garnier Advertisements

New Garnier	New Garnier Serum Cream
<b>Fructis Shampoo</b>	
Extract fruit	Your Garnier day cream
vitamins and nutrients	New Garnier brightening serum cream
Forget breakage,	Brightens like a serum
split ends and	Moisturizes like a cream
dullness	New Garnier vitamin c brightening serum cream

## 2. Discursive Practices

The discursive practice analysis focuses on the interpretation of “the relationship between the creative and explanatory processes of discursive practice and the text”. At this level of analysis, we study the text’s manufacture and consumption. This analysis of strategy used in advertisement related to the process of text production, how it is used in media, and how the power relations are passed. Following is the analysis of the discursive practices used in the text of Garnier advertisements;

**Table 4** Discursive Practices Used in Garnier Ads.

Strategies used in Advertisement	New Garnier Fructis Shampoo	New Garnier Serum Cream
1. Positive Representation	<ul style="list-style-type: none"> <li>• Discover strength like never before</li> <li>• Newer garnier fructose</li> <li>• Longer, intense fragrance, rich foam</li> <li>• Your hair shines with new strength</li> <li>• All new garnier fructose long and strong</li> </ul>	<ul style="list-style-type: none"> <li>• Double the power vitamin cg serum inside</li> <li>• Your Garnier day cream</li> <li>• Two products in one</li> <li>• Brightens like a serum</li> <li>• Moisturizes like a cream</li> <li>• For even bright glowing skin</li> </ul>
2. Scientific Evidence/Clinical Test Proof	<ul style="list-style-type: none"> <li>• Long and strong shampoo with <b>lemon peel</b></li> <li>• <b>Extract fruit vitamins and nutrients</b></li> <li>• <b>Longer, intense fragrance, rich foam</b></li> <li>• All new Garnier <b>fructose</b> long and strong</li> </ul>	<ul style="list-style-type: none"> <li>• Double the power vitamin cg serum inside</li> <li>• 87% degree is as powerful as serum plus a cream</li> </ul>
3. Irrealist Representation	<ul style="list-style-type: none"> <li>• Stronger, get up to five times stronger hair</li> <li>• Your hair shines with new strength</li> </ul>	
4. Emotive Words	Discover strength like never before  Take care	<ul style="list-style-type: none"> <li>• by Garnier, Naturally</li> </ul>

From the findings, it can be seen that the advertisers apply various discourse strategies in promoting their product. The strategies such as positive representation, irrealist representation, scientific evidences, and emotive words are used to influence the people. By these strategies the advertiser also construct the 'Beauty concept'.

They use manipulative words while giving facts about beauty products in order to make 'positive representation.' They achieve this positive representation by using scientific evidences to present their professionalism of the product. Then, advertisers also use 'emotive words'; such language is used to make people feel that they care about them and their products can help them to achieve beautiful body. Thus the advertiser makes a point that the people who do not use these products and have negative adjectives (as described earlier) are not beautiful. They can be beautiful by reducing these negative adjectives of their hair or skin by using Garnier products.

In the Garnier Advertisements, the advertiser has used the positive representation such as 'Discover Length like never before' and 'Newer Garnier' in shampoo ad. While 'Brightens like serum, moisturizes like cream' 'For even bright and glowing skin' in cream ad. These positive words show the traits of the products and tell the audience about the benefits of the products. These words also show that the person who has dull and weak hair and uneven skin is not attractive. They set a benchmark of beauty by using the phrases "longer and stronger hair and bright glowing skin".

Garnier has made its point valid by using scientific evidences, for instance, 'Long and strong shampoo with lemon peel, Extract fruit vitamins and nutrients' which means the shampoo has vitamin and nutrients which would make the hair stronger. While the Garnier Serum cream is 87% stronger than normal cream because it has Vitamin C. These scientific explanations make the product more authentic and convince the audience to buy the product. By this, they also tell the audience that their effort of scientific experiments is just for them and to make them beautiful.

The Irrealist representation strategy in which advertisers use beautiful celebrities as their models and brand ambassadors. They trick people into believing that models get this beautiful look after using their products. They create an unrealistic condition or a delusion toward their consumers' mind which aims to persuade the consumers by influencing them to buy the products. In Garnier Shampoo ad. the beautiful models are dancing with strong and wavy hair which is unrealistic. While in the Garnier Cream ad the model's face is bright, spotless with glowing skin which seems to be unrealistic. But these models convince the audience that they are using Garnier products that is why they have strong hair and beautiful skin. The models show the 'Concept of beauty' and the audience compares themselves with the models and feel that their weak hair and dark spotted skin is not beautiful. That is why they should buy the products advertised to make themselves 'beautiful'.

The words 'Take Care' and 'By Garnier, Naturally' are the real emotive words which show that the advertisers care about the consumers and they have made these products especially for the audience. In this way they hit the heart of the audience. On the other hand, the consumers think that the advertisers are sincere to them and whatever they are saying is true. So if they are saying that the 'Longer and stronger

hair' and 'Bright glowing skin' looks beautiful then it would. So the emotive words help the advertisers to construct the concept of beauty.

To summarize, it can be said that the advertiser uses discursive practices to construct a 'Beauty concept' in the minds of Audience in order to maximize their sale.

### **3. SOCIOLINGUISTIC ANALYSIS**

Analysis of Sociolinguistic features deals with the socio-historical situations that govern the creative and interpretative methods. In other words, it explains the relationship between the discursive and the social practice. It can be simplified that the analysis of the spoken text is the study which concerns the relationship between language and social ideologies. This level of analysis explains the advertisements' influence on the society.

The advertisers carefully read the socio-cultural background of the targeted population and make their advertisement according to that so that the advertisement could relate to the people. In this analysis, the researchers found that the advertisers made notice of the beauty concept of the society and gave a message that beautiful, long and strong hair is the symbol of beauty. Similarly, glowing and white skin makes you more attractive and beautiful. The example of the words used in Garnier advertisements; "Discover strength like never before" and "For even bright glowing skin" are the testimonies that the advertisers are trying to construct the beauty benchmark by saying that the weak and frizzy hair and dull skin is not accepted in the society while the long and strong hair and glowing white skin makes you attractive and sheen. After watching these advertisements, the people, especially girls, think that if they have weak hair and dull skin, they would not look beautiful so they should buy those products to make themselves beautiful. It means these words have social significance.

Since Garnier advertisements are one of the popular ads, so they can be seen in public frequently. After watching/hearing many times, ads will influence public and make an imprint in their minds. Advertisers believe that people will accept, whatever they are representing, as the real beauty and, if they use those products those will enhance their appearance and make them beautiful. Customers will also believe that the term of 'beauty' is what the ads have displayed. Additionally, the advertisers present the beautiful public figure (celebrities) as the model of the product. The model's representation can build a perception of a true beauty among people in society. In result, they think that the secret behind their beauty is those products.

### **CONCLUSION:**

In this paper, Critical Discourse Analysis has been used as an approach. It has analyzed the discourse of Garnier advertisements at three levels: textual, discursive, and social analysis. The study shows that the advertisements have the power to construct 'Beauty Concept' in the mind of the people by using different linguistic features. By keeping in mind the genre being analyzed for the textual analysis, the writers conclude that the advertisers use various tools in constructing language features, such as: the use of second person pronoun in

advertisements of Garnier determine advertisers' connection with the consumers.

The advertisements contain positive and negative adjective words in illustrating the desirable qualities and the problems existed before using the products. Those words have a strong role in influencing people in manipulating them as the adjective words construct the ideal identity of hair and skin. The advertisements also used disjunctive syntax to attract the audience's attention and to deliver their message in an effective rhythmical manner. The use of conjunction and parallelism played a role in delivering a meaningful message of beauty and the role of those products in achieving the beauty.

In discursive analysis, the writers found that the advertisements have utilized different powerful discourse techniques like unrealistic representation, scientific evidence/ clinical test proof, and emotive words to make their products worth purchasing. The use of various discourse strategies is to attract people to build the notion of 'Beauty'.

In term of analyzing social features of language, the advertiser used certain words and phrases which are socially significant for the people and they can persuade them. When people watch/hear advertisement many times, it can build the 'Beauty Concept' in the society and people will think that if they are having weak hair and dull skin they are not beautiful. The advertisers present the term of 'beauty' in their product to construct a benchmark of beauty. Additionally, the beautiful public figures (celebrities) are used as the models of the products to construct people's perception of beauty in society. Garnier also builds a recommendation of their products from the public figures used in its advertisements.

In conclusion, it can be said that the advertisements have the power to construct a perception and concept of beauty by using linguistic, discursive and socio-cultural features. By their advertisements, they make the people believe that whatever they are showing is the real beauty and their products can enhance their beauty that is why the audience should buy them.

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