



Discourse Analysis of Beauty Products Labels: An Evaluative Study

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| المخلص | معلومات المقالة |
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| <p>This paper lies within the field of discourse analysis. It seeks to examine the influence of beauty products advertising labels on consumers, especially women, and to analyze how writers of labels are trying to hoodwink women into modifying their potential behaviour and purchasing the targeted beauty products in the light of advertising labels used by writers of these labels. To this end, a qualitative approach was adopted to analyze randomly the collected data from various shops in the Iraqi local markets in the city of Basra. In order to analyze the data, the analytical framework adopted is Fairclough's (2001) discourse analysis. The findings revealed that the producers of the advertising labels of beauty products target women and try to capture their minds by using catchy language and positive elements to influence the women for purchasing the beauty products. The study revealed the ways that the writers of the beauty labels used to manipulate the women's minds via adopting flamboyant elements to promote their beauty products and captivate the women's attentions towards the products. It has been indicated that the writers of advertising labels avoided elucidating any negative side effects of these beauty products. It has been found that the concept of beauty is constructed and reconstructed via flamboyant positive linguistic features as well as promoting how beauty products are associated with an ideal perfect beautiful and garish skin.</p> | تاريخ المقالة : |
| | تاريخ الاستلام: 2021/3/3 |
| | تاريخ التعديل: 2021/3/22 |
| | قبول النشر: 2021/3/28 |
| | متوفر على النت: 2021/11/20 |
| | الكلمات المفتاحية : |
| | discourse analysis labels, women, beauty products, flamboyant elements, linguistic features |

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1. Introduction

The text producer of beauty products labels -as advertising discourse- try to promote their beauty products so as to bring the customers' attention. Most of these beauty products are targeted to women because all women buy such products to look more beautiful and attractive. The investigation of beauty products labels as advertising discourse has been an important research topic due to its vital role in understanding why people, particularly women, make certain decisions to purchase these beauty products and how much effort they put into those decisions. Moreover, these decisions depend mainly on the persuasive language functionalized and used by the text producers of beauty products labels.

A plethora of studies has dealt with beauty products labels as advertising discourse. Kotler and Armstrong, 2001; Durant and Lambrou, 2009 in their recent articles concerning the important role of the labels of beauty products show that the writers of these advertising labels use expressions or discourse markers so that they can promote the customers and bring their attention towards these productions. On the same argument, other studies have emphasized the social aspects of these advertising labels and the influence of the catchy language used in these advertisements to bring the customers' minds particularly women and encourage them to buy the intended beauty products (Benwell & Stokoe, 2006; Chong, 2015; Iqbal, 2014; Kress & Leeuwen; Ringrow, 2016; Talbot, 2010; Tahseem & Hameed, 2015; Vahid &

Esmaeli,2012). Furthermore, Fairclough (1992:91) has emphasized the social effect and the vital impact of these beauty products labels as advertisements in targeting women to persuade them towards the beauty products.

However, very little research has been conducted in Arabic particularly in the Iraqi context. Thus, this paper aims at analyzing the flamboyant elements used in the beauty products labels, as advertising discourse, available in the Iraqi local markets. The second aim is to analyze the elements used by the writers of the beauty products labels and how these elements functionalized to promote the customers of their products to purchase them. As a result, this study mainly focuses on how women seem to be influenced by the beauty products labels. Advertising label can be considered as a message written to promote a product. Labels' text producers tend to use catchy and appealing language to entice women to buy their beauty products.

In this paper, the language of beauty products labels as advertising discourse will be investigated based on Fairclough's (2001) model to analyze the flamboyant elements and expressions used by the writers of the advertising labels in order to persuade and encourage customers before buying any kind of beauty products. Thus, the analysis in this paper attempts to explain how the language written in the labels as advertising discourse creates attitudinal meanings. These attitudes can be deduced from the writers' ability to express their viewpoints so as to modify the customers' behavior and move them purchase the intended beauty products.

Generally speaking, this paper lies within the realm of discourse analysis. It aims at evaluating the language of beauty products advertising labels discourse markers and focuses on the use of the elements in beauty products labels employed by the text producers to manipulate and influence their customers especially women.

As studied above, in the field of discourse analysis, little has been done to examine beauty product labels as advertising in Arabic texts. Thus, this study is meant to fill part of this gap in this field. To fulfill the objectives of the study, this paper attempts to answer the following research questions:

1. To what extent can the flamboyant elements, adopted by the text producers of advertising labels, capture the customers' minds, especially women, towards the beauty products?
2. What are the micro-structural elements dominated to entice the Iraqi customers' attention particularly women and encourage them to purchase the beauty products?
3. What is the role of non-linguistic features utilized as a rococo sign?

2. Review of Literature

Beauty products advertising labels as a discourse have been the subject of investigation in a number of studies (Benwell & Stoke, 2006; Durant & Lambrou, 2009; Kotler&Armstrong, 2001; Ringger, 2016; Talbot, 2010). As argued by many researchers, using catchy expressions and persuasive language in beauty products advertising labels can have positive influence on customers' minds.

Labrador et al. (2014) have dealt with the rhetorical structure and persuasive language using online texts of beauty products advertisements. The data including one hundred samples collected from Spanish and English advertisements. The researchers analysed lexical and grammatical features of these advertisements. The result of the study showed that the grammatical and lexical features of the advertisement have positive effect on the customers. On the same argument, Kaur et al (2013) discussed the discourse of beauty products advertisements to see how the writers of the advertisements functionalize a persuasive language to manipulate or influence their

customers. The results of their study show that beauty products result in a better life. Moreover, Walker (2007) states that advertising discourse has the verbal and visual rhetorical elements integrated with advertising discourse. The result of the study demonstrates that the rhetorical elements promote the customers and encourage them purchase those beauty products. Indeed, as Lunyal (2015) put it, the verbal and visual rhetoric devices in the discourse of advertisements can have the influence on the customers' minds to purchase the beauty products.

Although considerable research has dealt with advertisements of beauty products in English rather less attention has been given to beauty products advertising labels as a discourse in Arabic text particularly in Iraqi context. This paper initiates to examine and highlight the flamboyant elements and catchy expressions used by the writers of beauty products advertising labels available in the Iraqi local markets in Arabic texts. To do so, Fairclough's (2001) model of critical discourse analysis was adopted to analyse how beauty products advertising labels as a discourse construct the idea of beauty in the Iraqi women's minds and their attention is aroused then they are encouraged to buy a beauty product.

3. Methodology

In order to do a further descriptive data analysis, a qualitative analysis approach is more appropriate rather than quantitative analysis. More specifically, the data randomly collected for the investigation including beauty products on skin cream, beauty cream, beauty soap, and hair colour...etc. Moreover, the data of the study was randomly collected from the shops of the Iraqi local markets. Every advertising label was examined and analysed in detail. For the analysis of the data, Fairclough's (2001) model of critical discourse analysis was adopted. This model has three-dimensional framework including a concept of discourse as a text (micro-level), discourse practice (meso-level) and social practice (Macro-level).The aim is to explore the relationships

among language, ideology, and power and to point out how the writers of advertising labels persuade the women to buy their beauty products. Thus, this paper is a study that aims at analysing the linguistic features and flamboyant elements of beauty products advertising labels from the shops in the Iraqi local markets. In addition, the paper focused on highlighting how the language of advertising labels tends to manipulate women's minds and encourage them to purchase the intended beauty products.

3.1. Procedures

Different beauty products were randomly chosen from Iraqi local shops. The data were examined and analyzed from critical discourse perspective. The findings of the written discourse on the labels of those products were compiled, tabulated and analyzed qualitatively based on Fairclough's (2001) model. The findings helped to answer the research questions. The study showed how the writers of the labels functionalize the flamboyant elements as catchy and attractive language to rococo women's attention towards these beauty products. A number of procedures were followed:

1. Contrastive analysis was carried out.
2. Introducing stage aiming at clarifying the linguistic features of writing discourse on advertising labels.

4. Results and Discussions

The analysis indicated that the text producers of ingredients on beauty products labels target customers especially women and capture their minds by using various positive linguistic features and avoid referring to any negative elements or side effects to their products so as to manipulate customers to buy their beauty products. As mentioned previously, a qualitative approach is applied to analyze the data collected from the different shops of the Iraqi local markets following Fairclough's (2001) model of critical discourse analysis in order to explore how the writers of

advertising labels manipulate women to purchase the beauty products.

| Name of the products | English advertising label | Translation of advertising label into Arabic |
|----------------------|---|---|
| JEWELS: Smooth Care | <p>Mask With Milk Brighten & Whiten Skin Skin Mask With Natural Milk. Natural 100%</p> <p>Facial mask very effective, whitening the colour of the skin and cleans and removes oily secretions and dirt accumulated on the face and removes black heads, nourishes and smoothes the skin characterized by a direct effect for the skin because it contains natural milk and useful materials for the skin.</p> | <p>جواهر: رعاية ناعمة قناع الحليب يفتح و يبيض البشرة طبيعي 100%</p> <p>قناع للبشرة بالحليب الطبيعي قناع للوجه ذو فعالية عالية يفتح لون البشرة و ينظفها ويزيل الإفرازات الدهنية والاوساخ المتراكمة على الوجه ويزيل الرؤس السوداء ويغذي البشرة و ينعم البشرة يتميز بمفعول مباشر للبشرة لانه يحتوي على الحليب الطبيعي و مواد مفيدة للبشرة.</p> |

Table (1): JEWELS: Smooth Care جواهر: رعاية ناعمة

The table (1) indicates above, the beauty product advertiser functionalizes flamboyant linguistic features to bring women's minds and capture their attentions. To promote and make their products more persuasive and attractive, linguistic features such as "smooth care", "رعاية ناعمة", "Brighten & whiten the skin", "يفتح و يبيض البشرة", "natural milk", "بالحليب الطبيعي", "useful materials for the skin", "مواد مفيدة للبشرة", "direct effect", "مفعول مباشر" are very attractive and convincing expressions targeted women to be encouraged for buying the intended beauty products. Furthermore, certain expressions are written in bold, coloured and capital letters to be prominent for promoting women. Syntactically speaking, short sentences

and phrases are utilized in order to capture the attentions of women and avoid feeling fatigue of long sentences. In addition, a picture of very beautiful and attractive white face has been drawn on the beauty products enhanced with encouraging linguistic features. This garish face of the woman may make woman dream to be like the modal woman of the beauty product advertising label. Using non-linguistic features such as number "100%" suggests to the customers, women, the concept of trust of the intended beauty product. It means also that this product is the only beauty product that can give the woman 100% of the ideal face and make her skin flawless and make her cheeks the most beautiful and garish.

| Name of the products | English advertising label | Translation of advertising label into Arabic |
|---|---|---|
| <p>Sabaya Extra Strength Formula ANTI-FRIZ ----- HAIR SERUM</p> | <p>Sabaya ANTI-FRIZ ----- HAIR SERUM Sabaya ANTI-FRIZ HAIR SERUM Silk Proteins is an extra-strength hair serum for coarse and frizzy hair. It is a</p> | <p>صبايا تركيبة ذات قوة فائقة مضاد للشعر المجعد ----- سيروم للشعر أن سيروم صبايا مضاد للشعر المجعد وبروتينات الحرير سيروم ذو قوة فائقة</p> |

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| | high-potency blend of silicones infused with Aloe Vera and Vitamin E instantly transforms unruly frizz for super-shiny results. Eliminates dry, defiant hair extremely supple, easy to manage and healthy-looking. It helps extend the life of color-treated hair and also contains sunscreen. | لشعر خشن و مجعد. أنه مزيج عالي من السيليكون والألوه فيرا وفيتامين E يحول على الفور الشعر المجعد الذي يصعب التحكم فيه لنتائج فائقة اللمعان. يقضي على الشعر الجاف ؛ و الشعر الذي يصعب التحكم فيه الى أبعد حد و يجعله سلس و يسهل التحكم فيه ويبدو صبايا انه يساعد على اطالة حياة الشعر المعالج لونياً ويحتوي ايضاً على واقي من الشمس. |
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Table (2) Sabaya: ANTI-FRIZ

صبايا: مضاد للشعر المجعد

In table (2) above, the advertiser of advertising labels of beauty product of Anti-Frizz Hair Serum shows the hair serum focussing on clearly and briefly stating the purpose and the material of the hair serum " Sabaya" as an "extra strength formula". The writer of advertising label tries to capture the women attentions by functionalizing and utilizing flamboyant linguistic features such as "extra strength formula" "تركيبة ذات " مزيج عالي الفعالية " " high-potency blend " , " قوة فائقة " " super-shiny results " " نتائج فائقة اللمعان " ...etc. All these attributes suggest that by having rich and colourful hair, women would be beautiful and impressive. By getting this beauty product, you can accomplish this. As it stated in the labels, the major aspect is the use of adjectives to give a positive and resplendent attribution to the beauty product so as to hoodwink the women's minds towards the product. To demonstrate the beauty product's positivity, encouraging linguistic features are functionalized. Thus, these positive features are used to give women such eminent qualities by using this serum to have perfect hair results.

| | | |
|--|---------------|--|
| | PERFECT LOOK. | السوداء و التمش الرمادية. يغير لون بشرتك ويمنحها مظهراً مثالياً. |
|--|---------------|--|

Table (3) Fair Joelle جويل احلى

As seen in table (3), the name of the product "Fair Joelle" "جويل احلى" starts with an attractive linguistic feature "fair" as a dream to every women for having an ideal beauty. This suggests that this beauty product will give the women, as a customer, the fairness. Moreover, the name of the product is written in a red colour to, as a non-linguistic feature, make it more prominent for the customers. This colour as well as the slogan of the product is eye catching and convincing for other women to purchase the intended product.

Other eye catching linguistic and grammatical features are functionalized for persuading and tempting the women to have the product "fair Joelle" "blends in perfectly with your skin and cover dark circle and blemish spots. Alter your skin tone in PERFECT LOOK" منتج جويل أحلى يندمج بشكل مثالي مع البشرة ويغطي الدوائر السوداء والتمش الرمادية. يغير لون بشرتك ويمنحها مظهراً مثالياً .

The expressions have been selected by the advertising labels writers to make them very persuasive and attractive for women to have such product. For enhancing the positivity of this product, the linguistic phrase "PERFECT LOOK" has been capitalized and written in bold to encourage and bring the customers' attentions towards the product. Furthermore, this phrase

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|-----------------------------|--|--|
| Fair Joelle | Bends in perfectly with your skin and cover dark circle and blemish spots. Alter your skin tone in | جويل احلى |
| Cinematic Water Body Powder | | باودر جسم مائي سينمائي |
| | | يندمج بشكل مثالي مع البشرة ويغطي الدوائر |

indicates that having this product will give them, i.e. the women the perfect beauty and the ideal skin. In addition, repeating the possessive adjective "your" twice in the advertising label of the product as an emphatic linguistic feature elucidates the positivity of this product and results in encouraging women for purchasing the product.

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|---|--|--|
| Kenza Beauty Cream Removes dark circle, acne, wrinkles, freckles and other signs of ageing. It moisturizes skin, makes skin soft and young. Protects skin against sun rays, look pretty and gorgeous than ever with Kanza Beauty Cream. | Removes dark circle, acne, wrinkles, freckles and other signs of ageing. It moisturizes skin, makes skin soft and young. Protects skin against sun rays, look pretty and gorgeous than ever with Kanza Beauty Cream. | كنزه كريم الجمال يزيل الدوائر السوداء وحب الشباب والتجاعيد والنمش وغيرها من علامات الشيخوخة. انه يرطب الجلد ويجعل البشرة ناعمة وشابة . يحيي البشرة من أشعة الشمس ومظهراً جميلاً و فائق الجمال من ذي قبل مع كنزه كريم الجمال. |

Table (4) Kenza: Beauty Cream كنزه: كريم الجمال

The advertiser of the label functionalizes rather catchy words and phrases in Table (4) in order to grab women's attention and hoodwink

their minds towards this beauty product such as "New look" "مظهر جميل" "Beauty in 3 days" "الجمال في ثلاثة أيام فقط" encourage and tempt women for having the intended product in order to appear good and new looking face. Moreover, these nominal phrases can be considered as a lure utilized by the advertiser of the label to tempt women for having this product and appear in good and new look. The nominal phrase "Beauty in 3 days" "الجمال في ثلاثة أيام فقط" invites women to get this beauty product as a unique product that in just three days will give the women the perfect and ideal beautiful face. In addition, the use of number '3' improves the vital value of the commodity in making the dream of beauty come true, as seen in the displayed picture of the girl in the product. Other linguistic features such as 'dark circles' الدوائر السوداء 'acne' التجاعيد 'wrinkles' حب 'freckles' النمش and 'signs of ageing' علامات الشيخوخة are negative features that cause problem and snag for women to get the entire beauty. Thus, in order to get rid of all these problems, the solution is to get 'Kenza Beauty Cream' كنزه كريم 'because this product 'moisturizes skin' يرطب الجلد 'makes skin soft and young' يجعل 'look pretty and gorgeous' and it gives the skin 'look pretty and gorgeous' فائق الجمال 'مظهر جميل وفائق الجمال'. Thus, all these linguistic and grammatical features have emphasized the positivity of the product as well as its typicality as one of the unparalleled products.

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|----------------------|---|---|
| Johnson's Soft Cream | Johnson's 24 hour moisture soft cream helps stop the 3 signs of dryness. Johnson's 24 hour Moisture Soft Cream with Shea butter, gently delivers 24 hour hydration to help stop the 3 signs of dryness to: | كريم جونسون الناعم يرطب على مدى 24 ساعة كريم ناعم . كريم جونسون الناعم المرطب على مدى 24 ساعة بزيادة الشيا يمنحك ترطيباً بلطف طوال 24 ساعة ليساعد على إيقاف علامات الجفاف الثلاث |

| | | |
|--|---|--|
| | * reduce skin tightness * reduce skin flakiness * refresh dull looking skin | حتى: * يقلل شد البشرة * يقلل تقشير البشرة * ينعش البشرة باهتة المظهر |
|--|---|--|

Table (5): Johnson's Soft Cream

كريم جونسون الناعم

As seen in table (5), the writer starts the labels with a statement "24 hour moisture" "يرطب" to convey the positivity and genuineness of the product as well as making it plausible to the customers. In this advert, two colours are functionalized to capture the women's attentions towards this product. The first colour is the red which can be associated with the happiest feelings. It is inherently exciting and draws attention (Spence and et al. 2006). This colour was adopted by the advertising label writer to bring women's attention towards the intended product. Furthermore, another colour was utilized in this advert. It is the blue colour which symbolizes the trust and confidence of the product as a trustworthy one.

This label also focuses on stopping the three signs of dryness that most women suffer from. The advertiser directly addresses women to have this product to get rid of the dryness and then get soft younger looking skin. This was enhanced by using the verbal phrases such as 'reduce skin tightness', 'reduce skin flakiness', 'refresh dull looking skin', 'ينعش', 'يقلل شد البشرة', 'يقلل تقشير البشرة'. These linguistic phrases invoke a desire in women to purchase this product in order to get an ideal and bright lovely young skin without dryness. Moreover, using the adjectival phrase such as 'soft cream', 'كريم ناعم' and also using the adverbial phrase 'gently delivers', 'يمنحك' can provoke women to purchase the product.

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|--|--|--|
| MIM Oval Sugar Past New Look Advanced Formula | MIM OVAL DOUBLE HAIR REMOVER: 100% Natural soluble sugar wax, easy and safe to remove undesired hair from roots without pain removes dead skin cells and gives your skin extreme smooth and shine. | ميم عجينة السكر أوفال شكل جديد تركيبة مطورة ميم حلاوة السكر مزيل الشعر حنجور قطعتين بشكل جديد هو مزيل شعر من السكر النقي والطبيعي 100% (شيرة) للتخلص من الشعر الغير مرغوب فيه بطريقة سهلة وسريعة ويمنح بشرتك نعومة ولعان لامثيل لها بفضل التخلص ايضاً من خلايا الجلد الميت. |

Table (6): MIM Oval Sugar Paste أوفال ميم عجينة السكر

As indicated in table (6), there is an interesting linguistic feature "Advanced Formula" "تركيبة" which makes it interesting and eye catching. The name of the product "MIM" "ميم" is more prominent in the label and written in golden

colour to promote that women's skin will be illustrious and lucent when they purchase this product. As seen in label, there are a lot of linguistic and grammatical features such as "easy and safe to remove undesired hair" "للتخلص من الشعر"

"gives your skin extreme smooth and shine" "الغیر مرغوب فيه بطريقة سهلة و امنة" "ويمنح بشرتك نعومة و لمعان" "that show that the writers of the label try to tempt and convince women that they can create their own perfect beauty by having this product. Moreover, other attractive elements have been written on the label of this product "100% Natural Hair Remover" "مزيل للشعر طبيعي 100%". This is

very attractive and convincing for women. Thus, such expressions enhance the women's trust in the product and increase their desire to purchase the intended product. Furthermore, the use of "100%" indicates that this product is reliant and trustworthy one. As a result, women become more confidence and without hesitation or reluctance to purchase the intended beauty product.

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|---------------------|--|--|
| SHAMPOO: MAX LADY | <p>The best type of shampoo suitable for different types of hair (damaged, dry and oily). These products, including charcoal shampoo, help to clean the scalp and cleanse it, nourish the follicles of hair from the roots, fight dry hair and excess fat, as well as obtain smooth, soft and wrinkle-free hair.</p> <p>Shampoo of Charcoal Max Lady has a great global popularity. It is suitable for all types of hair (normal, dry, oily and curly hair). It is characterized by its beautiful strong aroma and its foamy speed. It cleanses the scalp of head from dandruff, refreshes it, and adds softness and strength to the hair.</p> | <p>شامبو: مكس ليدي</p> <p>شامبو بخلاصة الفحم</p> <p>أفضل انواع الشامبو المناسب لمختلف انواع الشعر (الجاف والتالف والدهني) تساعد هذه المنتجات ومنها شامبو الفحم على تنظيف فروة الرأس وتطهيرها، تغذية بصيالات الشعر من جذورها، محاربة جفاف الشعر و الدهون الزائدة وكذلك الحصول على شعر املس ناعم وخالي من التجاعيد.</p> <p>شامبو الفحم مكس ليدي له شعبية عالمية كبيرة فهو مناسب لمختلف أنواع الشعر (العادي و الجاف و الدهني و كذلك الشعر المجعد). يمتاز برائحته الجميلة القوية وسرعة رغوته. ينظف فروة الرأس من القشرة و ينعشها كما و يضيف النعومة و القوة للشعر.</p> |

Table (7) SHAMPOO: MAX LADY

شامبو بخلاصة الفحم مكس ليدي

As seen in this table, the writers of advertising label try to mesmerize women as the customers towards this product and lead them about through functionalizing a lot of linguistic and grammatical features such as "The best types of shampoo suitable for different types of hair (damaged, dry and oily) "أفضل انواع الشامبو لمختلف انواع الشعر (الجاف والتالف والدهني) المناسب

The use of superlative degree such as "the best", it gives the prominence to the product and enhances the trust inside the women towards the

product to purchase this shampoo. In addition, this product enhanced with the picture of a girl whose hair is beautiful and long. The picture of the girl on the cover of the product is very persuasive to make the dream of getting like this hair come true. In addition, other linguistic features are used to bring the customers such as "help to clean the scalp and cleanse it "تساعد على تنظيف فروة الرأس و تطهيرها "nourish the follicles of hair from the roots "تغذية بصيالات الشعر من جذورها "fight dry hair and excess fat "محاربة جفاف الشعر و الدهون الزائدة" "obtain smooth, soft and wrinkle-free hair "الحصول على شعر املس ناعم

وخاله من التجاعيد "It is characterized by its beautiful strong aroma "يمتاز برائحته الجميلة القوية" "its foamy speed "يمتاز بسرعة رغوته" "It cleanses the scalp of head from dandruff "ينظف فروة الرأس من القشرة" "adds softness and strength to the hair" "ينعشها" " refreshes it "يضيف النعومة و القوة للشعر" . They all appeal to women and they are very persuasive to attract the women towards the product. These features are quite astonishing how they associate the product with the ideal and perfect beauty of the hair. In order to make this product more prominent to women, the writer of the advertiser functionalizes a lot of attractive and bright

linguistic features enhanced with positive expressions for bringing the women's attentions towards this product. Thus, "clean the scalp and cleanse "تنظيف فروة الرأس و تطهيرها" "smooth, soft "نعومة و القوة للشعر" "softness and strength to the hair" "الملس ناعم" "these features describe that this product makes the hair more beautiful and can appeal fairness and attractiveness to women. Generally, both the product's linguistic features and the presence of the girl's image with long and beautiful hair are very persuasive for women to buy the intended product.

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|---------------------|---|--|
| Berg Beauty Soap | Berg White miracle | برغ بيضاء معجزة |
| | Beauty Soap White youthful skin REMOVES ACNE, DARK SPOTS, BLEMISHES & FRECKLE Berg whitening soap for oily & acne skin. This luxurious lathering soap contains Almonds, Honey and Milk Extracts. It delicately removes away dirt and environmental pollutants trapped in oily complexions and removes all residual skin secretion. Hypoallergenic and dermatologically tested, it can be used both on the face and body. | صابونة الجمال بشرة شابة بيضاء يزيل البقع الداكنة وحب الشباب والنمش برغ صابون التبييض للبشرة الدهنية و حب الشباب و ان هذا الصابون الفاخر يحتوي على مستخلصات اللوز و العسل و الحليب و انه يزيل الأوساخ و الملوثات البيئية و كافة افراز الجلد المتبقية ويمكن استخدامه على كل من الوجه و الجسر. |

Table (8): Berg Beauty Soap

برغ صابون الجمال

As indicated in table (8), the product title seems to be really interesting and inspiring for women looking for the ideal perfect flawless white face. The name of the product "Berg White Miracle" "برغ بيضاء معجزة" has been functionalized to attract women's minds towards the quality of this product. The writer of the advertisement label

uses other linguistic features to attract their attention to the attributes possessed by this commodity such as "White youthful skin" " "Berg whitening soap for oily & acne skin" "بشرة شابة بيضاء و "برغ صابون التبييض للبشرة الدهنية و حب الشباب" . Furthermore more, the letter of the name of the product as well as the letters of other

linguistic features such as "REMOVES ACNE, DARK SPOTS, and BLEMISHES & FRECKLE" "يزيل البقع الداكنة وحب الشباب" are capitalized and written in a clear pink font to make them more prominent and brighter to women. That, in turn, will contribute to encourage women to buy this product. Other encouraging linguistic features "luxurious lathering soap" "صابون رغوي فاخر", "contains Almonds, Honey and Milk Extracts" "يحتوي على مستخلصات اللوز و العسل و الحليب" have been represented by the writer of the label to encourage women to use this product so as to get bright healthy face.

On the same argument, the linguistic features in "REMOVES ACNE, DARK SPOTS, BLEMISHES & FRECKLE" "يزيل البقع الداكنة وحب الشباب والنمش" indicate that it is inevitable to use this product if women want to free themselves from shackles of skin problems. In addition, through applying this product, the writer of the label implicitly advises women to gain trust. Generally, it seems that the writer of the label tries to persuade women to gain this product in order to have an ideal skin and solve the problems of acne, dark spots, blemishes, as well as freckle by having this product. In other words, using this product helps women to overcome all problems of the skin.

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|----------------------------|---|--|
| NEW BORO PLUS HEALTHY SKIN | <p>NEW BORO PLUS HEALTHY SKIN</p> <p>SKIN CARE CREAM</p> <p>FRAGRANCE FREE</p> <p>NATURAL SHIELD COMPLEX</p> <p>Protects, Moisturizes & Restores Naturally</p> <p>NEW BORO PLUS FRAGRANCE FREE SKIN CARE CREAM with breakthrough Nature Shield Complex has combination of Herbs known for their Antiseptic and soothing properties. It is a fragrance free miracle cream with effectively protects from multiple skin problems and is an all in one cream for the entire family. It gives you a Naturally Healthy Skin every day!</p> | <p>بورو بلاس الجديد بشرة صحية</p> <p>كريم العناية بالبشرة</p> <p>خال من العطور</p> <p>تركيبة مواد طبيعية</p> <p>الحماية والترطيب واستعادة حيوية البشرة من جديد</p> <p>يصورة طبيعية</p> <p>يتميز بورو بلاس الجديد</p> <p>الخال من العطور للعناية بالبشرة والمعزز بمركب</p> <p>مواد طبيعية، بتركيبة غنية بمزيج من الاعشاب</p> <p>المعروفة بخصائصها المطهرة والمهدئة للبشرة، انه</p> <p>كريم شديد الفعالية خال من العطور يحمي البشرة</p> <p>من العديد من المشكلات التي تواجهها ويعد</p> <p>مستحضراً متعدد الأغراض لجميع أفراد الأسرة</p> <p>يمنحك بشرة صحية تتألق بالجمال الطبيعي كل يوم!</p> |

Table (9): NEW BORO PLUS HEALTHY SKIN

بورو بلاس الجديد بشرة صحية

As seen in this table, the linguistic features employed by the writer of this label are positive adjectives that can be seen from the lexical items such as "healthy" "صحية", "nature shield complex" "شديد الفعالية" "miracle", "تركيبة مواد طبيعية". All these linguistic features demonstrate the confidence and

positivity of this product and that, in turn, gives the women who use this product the impact of radiant as a youth.

The noun phrase "healthy skin" "بشرة صحية" thus carries the sense of softness and

fairness that women possess at a young age. Furthermore, the text producer of the label (9) tries to enhance the trustfulness of women in the beauty product and encourage them to purchase it via using expression such as "it gives you a naturally healthy skin every day!" "يمنحك بشرة صحية تتألق بالجمال كل يوم!". As seen in this expression, using the pronoun "you" is a reference to address women and it is functionalized to persuade "you" as a "customer" to have this product and to confirm what this written in the label is true.

The good quality of the intended product is demonstrated by the positive linguistic features of the product. Thus, for example "healthy skin" "بشرة صحية" is a positive expression that constructs a strong intimacy with women to emphasize the trustfulness in the product. This has been demonstrated by the use of the pronoun "you" in which this pronoun implies a personal presence of women as consumers of the product and this pronoun "you" also appears to explicitly target women in order to convince them to buy the product.

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|----------------------------|---|--|
| Parley Beauty Cream | <p>Parley beauty cream</p> <p>10 problems 1 solution</p> <p>Stain & Spots, Blackheads, Dark Neck, Acne, Dark feet, Dark Elbow, Dark fingers, Side effect of makeup & Sun.</p> <p>Parley Beauty Cream makes your colour fairer and protects your skin from the side effects of sunlight and make up. Its few days usage makes your skin smooth and naturally fairer.</p> | <p>بارلي كريم الجمال</p> <p>حل 1 لـ 10 مشاكل</p> <p>البقع الملونة، الرؤوس السوداء، أوساخ الرقبة</p> <p>التجاعيد والآثار الضارة عن التجميل، الأظفر وحب الشباب</p> <p>أوساخ المرفقين.</p> <p>بارلي كريم الجمال يجعل لونك بشرتك أفتح ويحني بشرتك من الآثار الجانبية لأشعة الشمس والمكياج. أن استخدامه لبضعة أيام يجعل بشرتك أكثر نعومة وأكثر جمالاً بشكل طبيعي.</p> |

Table (10): Parley Beauty Cream بارلي كريم الجمال

As indicated in table (10), the advertiser of this product uses simple direct lexical items to make the product more prominent and to promote women towards the product. For example, the linguistic features or the lexical items "Stain & Spots، الرؤوس السوداء، "البقع"، "blackheads"، "dark neck"، "حب الشباب" etc., have been enhanced with an image for a women with a very beautiful and ideal face. This strategy of using a picture of a beautiful woman has been functionalized by the text producer of the label so as to strengthen the benefit of the product in

solving the entire problem, i.e. "10 problems 1 solution" "حل 1 لـ 10 مشاكل". It means that this product can solve these problems to achieve the women's dream in getting a perfect beauty because the dream cannot come true unless women get rid of the problems of the skin. To do so, then the solution is to purchase the product "Parley Beauty Cream" "بارلي كريم الجمال".

The use of cardinal and ordinal numbers in order to maximize and highlight the high quality of this product is also emphasized on the label. In addition, the possessive pronoun "your" was

repeated three times on the label to create a familiarity with women as consumers and to increase their confidence in the intended product

as the only ideal product to achieve the dream of women's perfect beauty.

| Name of the product | English advertising label | Translation of advertising label into Arabic |
|-----------------------------------|---|--|
| COLLAGEN PRO HAIR COLOR SYSTEM | Unique formula of hair colouring cream which contains lowest Ammonia Percentage possible enhanced with collagen which penetrates the hair cuticles during colour operation to rebuild the damaged hair from inside to outside. Collagen serum can be added to hair colour to nourish the hair and to make the hair softer after colouring, no side effect to the hair and scalp. | كلاجين صبغة شعر تركيبة فريدة من كريم تلوين الشعر تحتوي على نسبة قليلة جداً من الأمونيا معززه بالكولاجين الذي يتغلغل في ثنايا الشعر خلال عملية التلوين ليعالج الشعر التالف من الداخل إلى الخارج. ان سيرم الكولاجين يعمل على تغذية الشعر و يجعل منه أكثر نعومة بعد التلوين ، وليس له آثار جانبية على الشعر وفروة الرأس. |

Table (11): COLLAGEN PRO HAIR COLOR SYSTEM كلاجين صبغة شعر

In this label, the name of the product is encouraging to women. A lot of nominal and adjectival phrases are utilized to target women and hoodwink their minds towards the product such as "Anti-Breakage", "Natural Tones", "مانع للتقصف", "Long-Lasting", "طويلة الأمد", "ألوان طبيعية", "100% Grey Coverage", "تغطية كاملة للشعر الأبيض", "100%". Thus, with an image of a stunning woman, whose hair is golden blond, this product has been enhanced so as to draw women's attention to the product and encourage them to purchase this product. The woman with golden blond hair advises you, as a customer, that you can have golden blond hair like the woman in the picture and you can be as young as she is; just hurry and buy this product and then use it to get this attractive hair, as it appears in the picture. These visuals are utilized by text producers in order to appeal women towards the intended beauty products.

Moreover, other linguistic features are functionalized to confirm the good quality of the

product and to bring the women's minds and attentions towards the intended product. For instance, the following expressions enhance this argument "Unique formula", "تركيبة فريدة", "enhanced with collagen", "معززه بالكولاجين", "penetrates the hair cuticles", "يتغلغل في ثنايا الشعر", "rebuild the damaged hair", "يعالج الشعر التالف", "nourish the hair", "تغذية الشعر", "no side effect to the hair and scalp", "ليس له آثار جانبية على الشعر", "وفروة الرأس". In general, the writer of the label uses all these terms to highlight the confidence of the product and to increase consumer trust in the intended product.

5. Conclusion

After analyzing the linguistic features as well as visuals that are written on the labels of the beauty products, it can be concluded that the language used by the writers of these advertising labels are catchy language enhanced with flamboyant and attractive elements in order to bring the women's minds towards the intended

beauty products. Three research questions were poised by the researcher. The first research question concerning the extent that flamboyant elements adopted by the writers of advertising labels can capture the customers' minds, especially women, towards the beauty products, this paper revealed how the different linguistic features as flamboyant elements are functionalized through different techniques realized on the labels of beauty products by the writers of the advertising labels as a discourse in order to entice women for getting the intended beauty product. The text producers of advertising labels of beauty products functionalize flamboyant positive elements in the language adopted in these labels to capture and control women's minds as well as captivating their attention towards the beauty products especially women who look for such products to embellish themselves and get a perfect beauty.

Regarding the second question, it is about the microstructural elements that are dominant in the advertising labels to entice the Iraqi customers' attentions particularly women and encourage them to purchase the beauty products, it can be concluded that the writers of the advertising labels showed these elements by using positive adjectival phrases and avoiding any negative side effects of the products to target women towards the intended beauty products. Furthermore, the use of numbers employed in these labels was to strengthen the quality of the product. Also, the use of the pronoun 'you' was adopted to give the sense of advice to the customer and create an intimacy with women to buy the beauty product. In addition, the possessive pronoun 'your' was functionalized by the writer of the advertising labels to make a friendly relationship with women as customers as well as enhancing the trust and confidence of the product. For the third question, it is the use of non-linguistic features as a rococo sign; beautiful women were depicted within the majority of rococo by the writers of the labels in which the women were perfect images of the grace. Other non-linguistic feature such as colours as well as the font of letters was employed as a rococo women

beauty guide in order to encourage women for purchasing beauty products.

The findings of the research showed that the text producers of the advertising labels of the beauty products employ a lot of linguistic and non-linguistic features to shape the ideal concept of women's beauty. This can be achieved by emphasizing on the positive adjectives and trying to avoid using negatives adjectives. Moreover, the study demonstrated that the writer of the advertising labels utilize the pronoun 'you' as well as the possessive pronoun 'your' to make interpersonal intimacy with customers and to enhance their trust and confidence of the product illustrated by ideal pictures of women to enhance their description of the product.

It seems that the writers of the advertising labels try to get rid of mentioning elements that can give any side effect or give any negative description of these products. Positive attitudes seem to be dominated so as to hoodwink the women's attentions and bring their minds towards the positive element of the intended products. It can be concluded that the main aim of the advertising labels writers of beauty product was to encourage women to purchase the intended beauty product.

7. Limitation of the study

This paper is limited only to women's beauty products and the results can obviously not be applied to men's beauty products because all the linguistic, non-linguistic features and visuals are functionalized to attract women towards these beauty products.

8. Recommendation

It is recommended that a similar study to evaluate the beauty products of men. It is necessary to deal with the attitudes of men towards the beauty products targeted men.

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Appendix 1: Name of Beauty Products in English

1. JEWELS: Smooth Care
2. Sabaya: ANTI-FRIZ
3. Fair Joelle
4. Kenza: Beauty Cream
5. Johnson's Soft
6. MIM Oval Sugar Paste
7. SHAMPOO: MAX LADY
8. Berg Beauty Soap
9. NEW BORO PLUS HEALTHY SKIN
10. Parley Beauty Cream
11. COLLAGEN PRO HAIR COLOR SYSTEM

Appendix 2: Name of Beauty Products in Arabic

1. جواهر: رعاية ناعمة

2. صبايا مضاد للشعر المجعد
3. جويل أحلى
4. كثره: كريم الجمال
5. كريم جونسون الناعم
6. ميم عجينة السكر أوفال
7. شامبو بخلاصة الفحم مكس ليدي
8. برغ صابون الجمال
9. بورو بلاس الجديد بشرة صحية
10. بارلي كريم الجمال
11. كلاجين صبغة شعر

المستخلص:

تقع هذه الورقة في مجال تحليل الخطاب. وتسعى هذه الورقة الى دراسة تأثير الملصقات الاعلانية لمنتجات التجميل على الزبائن ، ولاسيما النساء ، وتحليل كيفية محاولة كتاب الملصقات خداع النساء لغرض تغير سلوكهن الكامن وشراء منتجات التجميل المستهدفة في ضوء الملصقات الاعلانية التي يستخدمها كتاب تلك الملصقات. ولتحقيق هذه الغاية فقد تم اختيار طريقة البحث النوعي في تحليل البيانات التي تم جمعها عشوائياً من المحلات التجارية المختلفة في الأسواق العراقية المحلية في مدينة البصرة. ولغرض تحليل هذه البيانات تم اختيار اطار تحليل الخطاب لفيركلف لسنة (2001). وأظهرت النتائج إلى أن كتاب الملصقات الاعلانية لمنتجات التجميل يستهدفون النساء ويحاولون جذب انتباههن باستخدام لغة جذابة وعوامل إيجابية للتأثير على النساء لشراء منتجات التجميل. وكشفت الدراسة ايضاً عن الأساليب التي يستخدمها كتاب ملصقات التجميل للتلاعب بعقول النساء من خلال تبني عوامل جذابة للترويج لمنتجات التجميل الخاصة بهم وإثارة اهتمام النساء بهذه المنتجات. كما أوضحت الدراسة ايضاً الى أن كتاب الملصقات الاعلانية تجنبوا الاشارة الى الاثار الجانبية السلبية لمنتجات التجميل. لقد خلصت الدراسة ايضاً الى ان مفهوم الجمال يتم بناءه وإعادة بنائه من خلال السمات اللغوية الايجابية البراقة بالاضافة الى الترويج عن كيفية ارتباط منتجات التجميل ببشرة جميلة و مثالية ومتوهجة.