

Pink Pills and Blue Pills: A Critical Discourse Analysis of Gendered Ideologies in Medication Marketing

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Abstract

The present study investigates gendered ideologies in medication marketing discourse through a Critical Discourse Analysis (CDA) of selected advertisements targeting women and men. Within the selected advertisements of medication marketing, the study aims to identify the gendered ideologies, explore the schematic structures and discursive strategies and reveal the social variables. The data is collected from YouTube and Instagram. An eclectic model is adopted. It is observed that medication marketing discourse functions not only as a promotional practice but also as an ideological mechanism that reproduces and naturalizes traditional gender expectations within contemporary consumer culture.

Keywords: CDA, Medication, Advertisement, Ideology, Social Variables

الحبوب الوردية والحبوب الزرقاء: تحليل ناقداً للخطاب لأيديولوجيات التمييز بين الجنسين في تسويق الأدوية

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المخلص

تتناول هذه الدراسة الأيديولوجيات الجندرية في خطاب تسويق الأدوية من خلال تحليل نقدي للخطاب (CDA) لإعلانات مختارة تستهدف النساء والرجال. وتهدف الدراسة، ضمن هذه الإعلانات، إلى تحديد الأيديولوجيات الجندرية، واستكشاف البنى التخطيطية والاستراتيجيات الخطابية، والكشف عن المتغيرات الاجتماعية. وقد جمعت البيانات من منصتي يوتيوب وإنستغرام، مع اعتماد نموذج انتقائي. وقد لوحظ أن خطاب تسويق الأدوية لا يقتصر دوره على كونه ممارسة ترويجية فحسب، بل هو أيضاً آلية أيديولوجية تُعيد إنتاج وتطبيع التوقعات الجندرية التقليدية ضمن ثقافة المستهلك المعاصرة.

الكلمات المفتاحية: التحليل النقدي للخطاب (CDA)، الدواء، الإعلان، الأيديولوجيا، المتغيرات الاجتماعية.

1. Introduction

The development of Critical Linguistics marked a significant turn in linguistic thought by making the ideological function of language paramount. It set out the conceptual framework within which texts like advertisements, pharmaceutical campaigns, and other media discourses could be analyzed to unveil hidden meanings, implicit power relations, and ideological representations which, otherwise, might have gone unnoticed. By showing that language systematically encodes social values and power relations, CL provided the ground for those more

expansive frameworks of CDA which dominate critical language studies today. The current paper examines how identities and gendered ideologies are discursively constructed within contemporary pharmaceutical advertisements across digital media platforms. Utilising a critical multidisciplinary frame, the study examines how these marketing texts reenforce societal frames of power and increase classical gender duals.

2.Literature Review

2.1 Critical Discourse Analysis (CDA) : Wodak & Meyer (2009, p. 2) state that CDA is a multidisciplinary method to studying how power, language and ideology interrelate with social contexts. In this approach, discourse is postulated to be both socially shaping and socially shaped-that is, texts can not mirror truth but rather participate in constructing it (Mohammed, 2024, p. 591). The four most influential models from CDA include: Fairclough's Dialectical-Relational Approach, Van Dijk's Socio-Cognitive Approach, Wodak's Discourse-Historical Approach, and Hymes' Contextual SPEAKING Model. Consider the following points:

1.Fairclough's Dialectical-Relational Approach suggests a three-dimensional model, each dimension representing a given level of analysis which are text (description), discourse practice (interpretation) and social practice (explanation). These dimensions together demonstrate how discourse reflects and at the same time shapes society (Fairclough, 1995, p.12).

2. Van Dijk's Socio-Cognitive Approach: For this approach, schematic knowledge, mental models, socially shared beliefs and stereotypes all act as lenses through which individuals produce, interpret and evaluate discourse. That is, the meaning of texts is not solely entrenched in its linguistic structure but also in the mental predisposition of the audience, which are formed by experience, socialization and culture (van Dijk, 2006, pp. 359–360).

3. Wodak's Discourse-Historical Approach (DHA): This method combines micro-linguistic investigation and macro-social accounts and enables researchers to trace the development, origin and transformation of discourses over time, especially in politics, media and advertisements (Wodak, 2001, p. 74).

4.Hymes'Contextual Factors (SPEAKING Model): Dell Hymes' SPEAKING model is an influential framework from ethnography of communication that identifies the full range of contextual factors shaping communicative events. This model uses the acronym SPEAKING which denotes setting and scene, participants, ends, act sequence, key, instrumentalities, norms as well as genre (Hymes, 1974, p. 45).

2.2 Ideology of Medication Marketing : Generally, ideology as a set of distorted ideas that function to mask material realities and legitimize the interests of the ruling class (Marx & Engels, 1970, p. 67). Ideology, in the marketing of medication, is represented both linguistically and visually. There are visual cues of color, layout, facial expressions, and symbolic imagery that work in concert with

textual elements to create meanings that are persuasive in inwardness. Linguistically, reassurance ("clinically proven"), imperative ("Take control now") and promise of transformation ("feel like yourself again") state narratives that connect health results to gendered expectation (Elliott, 2010, p. 32).

2.3 Power ; Ideologies do not emerge neutrally or spontaneously; rather, it is diffused, created and maintained formally by groups that state structural power in societies (van Dijk, 1998, p. 9). Groups, like political, economic, cultural, and iconic elites—form public consciousness by monitoring the means via which beliefs, knowledge, and values are circulated and produced (Fairclough, 1995, p. 17). The formation of ideology is therefore inseparable from the distribution of power within social stratification (Gramsci, 1971, p. 181).

2.4 Social Variables : These variables form how language is made, interpreted, and assessed in various contexts. CDA relies affirmly on social variables like, gender, age, class and ethnicity to show how discourse both reinforces and reflects social hierarchies, ideologies and inequalities. Social variables determine not only how individuals speak and interpret messages, but also how institutions-including media and pharmaceutical companies-construct targeted messages for specific demographics. These variables involve class, gender, age and ethnicity (Machin&Mayr, 2012, p. 56).

3.Methodology : The study is used qualitative method. It focuses on meanings, interpretations, and social phenomena through the analysis of non-numerical data such as texts, images, and discourse. It adopts a modified integrated analytical model developed to investigate gendered ideologies in medication marketing discourse. It combines some of the key principles of Critical Discourse Analysis (CDA), Norman Fairclough's three-dimensional model (1995), Teun A. van Dijk's socio-cognitive approach (1998), and Dell Hymes' contextual factors (1974). It is used to gain a comprehensive. The model has three inter-connected levels: the meso level, the micro level as well as the macro level, each exploring a specific unit of discourse investigation.

3.1 Micro Level (Discourse Structure –Textual Analysis): In this level, one can look at the inward structure of conversation and how it shares to gendered senses in medication advertisement. This is dealt with textual analysis that entails the investigation of grammar, semiotic structures and vocabulary, (Fairclough, 1995, p. 57).

3.2 Meso Level (Social Cognition – Interpretation): The meso level examines how discourse is interpreted through cognitive processes shared by members of society. It is considered the socio-cognitive interface of discourse and society. According to van Dijk (1998, p. 18), social cognition is defined as "shared beliefs, knowledge, and ideologies that guide how people cognitively access and understand discourse".

3.3 Macro Level (Social Practice – Explanation): At this level, discourse is considered in its relationship with wider social structures and institutions. Fairclough (1995, p. 134) points out that discourse is a type of social practice which is both constitutive of and shaped by social structures. At this level, discourse is seen as being embedded in structures of institutions that yield symbolic and economic power. Pharmaceutical companies, advertising agencies, and media platforms are key actors in shaping, regulating, and disseminating gendered medication discourse.

3.4 Contextual Factors: Hymes' model offers a detailed framework for understanding the social and contextual factors that shape communication.

3.5 Textual Construction of Gender Ideology: it denotes the process through which discourse shares to the maintenance, creation, and reproduction of socially shared belief about femininity and masculinity and (Kotler and Keller, 2016, p. 267).

3.6 Gendered Consumption: it denotes the process via which products are interpreted, marketed and consumed based on socially constructed gender expectations and identities. In medication marketing, exhaustion is frequently arranged around gender-specific lifestyles, needs and health issues (Goffman, 1979).

3.7 Institutional Power: In this study, institutional power has advertising agencies, pharmaceutical companies and media platform that collectively regulate, produce and disseminate advertising discourses. Consider the following figure:

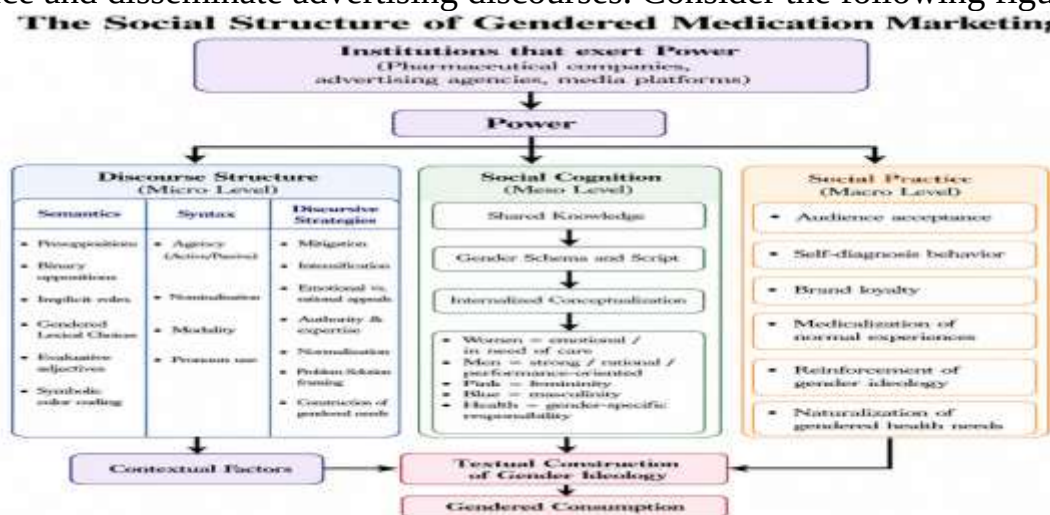


Figure 1: The Eclectic Analytical Model

4. Analysis of Data and Discussion

4.1 Sample 1: Centrum For Women Advertisement

The advertisement shows Centrum for Women Multivitamin Tablets as a comprehensive supplement that enhances women's health, immunity, energy and beauty-related need. It connects the production to women's well-being via visual and verbal representation of healthy lifestyles.

4.1.1 Micro Level Analysis (Discourse Structure)

1.Semantics

a. Presuppositions: The advertisements are built upon the assumption that women have specific nutritional needs that cannot usually be fulfilled via ordinary dietary intake. Utterances such as “women with specific nutritional needs,” “many women lack critical nutrients,” and “a multivitamin helps fill nutritional gaps” show that nutritional lacks are common among women and that supplementations are necessary for stating health. Such assumptions are stand as accepted truths rather than debatable arguments.

b.Binary Oppositions: Some implicit binary objections can be distinguished throughout the advertisements, including energetic/fatigued, healthy/unhealthy, nourished/deficient and strong/weak. By focusing on these contrasts, the supplement is placed as the means via which women can accomplish the desirable state of vitality, health and well-being.

c.Implicit Roles: References to healthy skin, immunity, healthy hair, overall well-being and strong bones construct women as people responsible for continuously maintaining both their appearance and health. The advertisements portray women as active manager of wellness who would control and improve their concrete condition throughout various stages of life.

d.Gendered Lexical Choices: linguistically, femininity is stated through expressions such as “women’s specific nutritional needs,” “women’s health,” “healthy reproduction,” “hair, skin and nails” and “healthy skin.” These lexical choices shape health in particularly feminine terms and share women with bodily beauty, care, wellness as well as self-maintenance.

e.Evaluative Adjective: Positive evaluation is performed via adjectives such as “vital,” “essential,” “balanced.” These phrases increase the understood value of the supplements and present it as necessary and beneficial for woman’s overall health.

f.Symbolic Color Coding: Visual symbolisms play an important role in enhancing femininity throughout the advertisements. The production packaging prominently characteristics purple and pink tones that are culturally concerned with woman. These visual factors strengthen the feminine identities of the supplements and differentiate it from productions concerned at other consumer group.

2. Syntax

a.Agency (Active/Passive): Agency is basically assigned to the supplements through expressions like “promotes collagen production,” “supports immunity,” “boosts heart health,” and “helps fill nutritional gaps.” Women are considered as recipients of such benefits, showing a representation in that health improvement is performed through supplement consumptions.

b.Nominalization: Mental expressions such as “nutritional gaps” and “heart health,” seem often throughout the advertisements. In terms of nominalization, a

complicated biological process is transformed into fixed conditions that appear objective, measurable and scientifically based.

c.Modality: Persuasive arguments are softened via modal expressions like “can benefit,” and “can help,” These forms denote possibility and benefit instead of certainty, permitting the advertisements to remain persuasive with no making absolute medical promise.

d.Pronoun Use: Inclusive phrases such as “many of us,” and “our health” generate a shared experience meaning. This linguistic strategy is used to strengthen the relation between the speakers and the audience while fostering identification within the health concern that is being explained.

3. Discursive Strategies

a.Mitigation: phrases, such as “helps support,” forbid guaranteeing specific results and instead show the supplements as a source of help.

b.Intensification: Repeated references to metabolism, bone strength, heart health, healthy skin, healthy nails, and healthy hair magnify the understood effectiveness of the supplements and present it as an interpretation solution for women’s health requirements.

c.Emotional vs. Rational Appeals: Both emotional and rational appeals work throughout the advertisements. Emotional appeal integrates through references to vitality, healthy appearance, wellness, and self-care. As for rational one, it is established via scientific explanations regarding vitamins, antioxidants, minerals, metabolism, bone health and immunity. Visual representation of healthy, active and attractive women further firm these positive emotional societies.

d.Authority and Expertise: it is done through Vitamin C, Vitamin D3, Vitamin A, iron, calcium, zinc, selenium, antioxidants, biotin, metabolism, collagen production and immunity.

e.Normalization Strategies: References to nutritional lacks and changing nutritional requirements throughout life stages associate with the perceptions that daily supplement usage is both necessary and common.

f.Problem–Solution Framing: Nutritional fatigue, deficiencies, weak bones, low energy, illness and digestive issues are presented as common problems faced by women. Thus, the multivitamin is placed as the practical solutions capable of assisting women manage such issues.

g.Construction of Gendered Needs: Women are considered as requiring support for healthy reproduction, immunity, bone strength, healthy hair, healthy skin, healthy nails and the like.

4.1.2 Meso Level Analysis (Social Cognition)

a.Gender Schema and Scripts: The advertisement motivates gender schemas that concern women with beauty, health maintenance and self-care. Visual

representation of women jogging, exercising, relaxing and the like enforce such gender schemas and femininity.

b. Internalized Conceptualization: step by step, women may relate feminine self-representation with nutritional supplementations, continuous wellness management and a self-care practice.

4.1.3 Macro Level Analysis (Social Practice)

a. Audience Acceptance: Audiences gradually become usual with the concept that women need specialized supplement to maintain beauty, health and overall well-being. Within repeated exposure, such assumptions become increasingly usual and less likely being questioned.

b. Self-Diagnosis Behavior: The advertisements encourage women to understand experiences such as nutritional deficiencies, fatigue, weak bones, low energy, illness and digestive issues as conditions needing nutritional interventions.

c. Brand Loyalty: in this stance, long-term is encouraged by showing the supplement as beneficial throughout various stages of life.

d. Medicalization of Normal Experiences: the advertisement frames normal experiences such as aging, fatigue, physical weakness and nutritional imbalance are regarded as issues that can be managed via wellness product and supplementation.

e. Reinforcement of Gender Ideology: Women are regarded as individuals who should frequently invest effort in keeping both their appearance and physical health to perform socially desirable femininity.

f. Naturalization of Gendered Health Requirements: Via continuous exposure to same advertisements concerns, such as healthy hair, healthy skin, healthy nails appear increasingly accepted as essential and normal aspects of feminine self-representation.

4.1.4 Contextual Factors

a.Setting: 19/11/2023 is the history of publishing the advertisement on YouTube.

b.Participants: The participants include health content creators, Centrum, female consumers, audiences as well as digital marketing platform.

c.Ends: The primary objective of the advertisement is to encourage women to use supplements in order to support immunity, energy, bone health, healthy appearance, and overall well-being. At the same time, it seeks to increase product consumption and consumer trust.

d.Act Sequence: The advertisement begins by introducing women's nutritional needs proceeds to explain the vitamins and minerals contained in the product, highlights their health benefits, and concludes by recommending the supplement as a solution for maintaining women's health throughout different life stages.

e.Key: The key is supportive, informative, health-oriented and persuasive .

f.Instrumentalities: The advertisement connects scientific terminologies, visual imagery, spoken language and digital marketing strategies.

g.Norms: The advertisement enhances the idea that women should actively keep their appearance, health and well-being through nutritional supplementations and self-care practice.

h.Genres: it is concerned with the genre of pharmaceutical and well-ness marketing on digital media platform (i.e., You Tube).

4.1.5 Textual Construction of Gender Ideology: based on the previous investigation mbedded in the three levels, the advertisement shares to the textual constructions of gender ideology by connecting femininity with beauty, health maintenance, self-care and healthy appearance.

4.1.6 Gendered Consumption: Consequently, the practices are promoted by reinforcing women to buy supplement specifically structured for female health regards. The production is marketed not solely as nutritional supplements but also as a means of maintaining vitality, beauty, healthy aging and wellness. Thus, consumption seems closely concerned with socially structured expectation of femininity.

4.2 Sample 2: Centrum For Men Advertisement

The advert promotes Centrum for Men Daily Multivitamin as supplements designed to support health of men. It focuses on benefits concerned with immunity, energy, heart health and muscle act. Through its visual and verbal elements, the advert associates the production with vitality and masculinity.

4.2.1 Micro Level Analysis (Discourse Structure)

1. Semantics

a.Presuppositions: The advert is relied upon the assumptions that men has specific nutritional needs that differentiate from those of women. Statements such as “ heart health and muscle function” entails that male health needs specialized nutritional supports.

b.Binary Oppositions: The advert constructs many implicit binary objections, including energetic/fatigued, healthy/unhealthy, and active/inactive. These are considered as the means via which men can perform the desirable strength, state of health and vitality.

c.Implicit Roles: The repeated focus on, immunity, energy, heart health, and muscle act implicitly constructs men as productive, active and physically capable men. Hence, male identity appears closely linked with endurance and physical functionality.

d.Gendered Lexical Choices: Expressions, like “energy, frame health basically in terms of bodily efficiency and concrete performance.

e.Evaluative Adjectives: The advert employs positive evaluative phrases like “multiple,” “healthy,” and “daily,” These phrases increase the understood value of the supplements and exist it as beneficial and basic for keeping health of men.

f.Symbolic Color Coding: The visual designs continuously utilize blue tones throughout the production promotional and packaging materials. Blue is culturally dealt with confidence, masculinity, stability and strength.

2.Syntax

a.Agency (Active/Passive): The supplement is stably represented as the active agent within the advert. Phrases like “ “supports immune system function,” assign agencies directly to the production, whereas men are placed as recipients of such benefit.

b.Nominalization: The advert frequently uses nominalized phrases such as “immunity,” “energy,” “heart health.” These transfer complex bodily operations into manageable and measurable and health categories.

c.Modality: it is expressed via expressions such as “supports,” and “can help.” These phrases indicate assistance and possibility rather than absolute reliance.

d.Pronoun Use: The advert utilizes second-person pronouns like “you” and “your” in phrases like “you can live life in full colour,” “support your body,” and “your health and wellness goals.” These pronouns state a direct relation between the consumer and the product.

3. Discursive Strategies

a.Mitigation: The advert employs mitigations through the usage of cautious phrases such as “supports immune system function,” “supports energy,” “helps maintain a healthy heart,” and “can help complement the nutrients you get from food.” These avoid making direct medicinal guarantees and instead consider the supplements as providing assistance and support.

b.Intensification: References to immunity, energy, muscle function, heart health, and nutritional support make the impressions that the supplement address numerous aspects of well-being of men. Intensification is further enhanced through phrases such as “multiple health benefits” and which magnify the perceived comprehensiveness and effectiveness of the production.

c.Rational Appeal: Pointing to minerals, vitamins, selenium, folic acid, antioxidants, zinc, and immune function motivate consumers to evaluate the product relied on health-related truths and nutritional benefit. Such scientific orientation strengthens the persuasive power of the advert by appealing to mental instead of emotion.

d.Authority and Expertise: The exploration of how specific nutrient contributes to energy immune support, production, heart health, and muscle functions create scientific frameworks that reinforces credibility. The usage of technical nutritional terminology places the advert as professionally grounded and informative.

e.Normalization Strategies: Expressions such as “take one tablet daily” and pointing to filling nutritional gap portrays vitamin exhaustion as a responsible practice and common. On this basis, supplement use appears normalized as portion of maintaining well-being and health of men.

f.Problem–Solution Framing: The advert employs an obvious problem–solution structure. Reduced energy, nutritional deficiencies, weakened immunity, and regards concerning muscle and heart health are implicitly considered as problems that can affect men. Then, the supplement is placed as a practical solution capable of providing these aspects of improving and health overall being well.

g.Construction of Gendered Needs are considered as common features of male health rather than personal concerns. Thus, masculinity becomes dealt with endurance, strength, physical functionality and vitality .

4.2.2 Meso Level Analysis (Social Cognition)

1. Gender Schema and Scripts: The advert activates gender schemas which associate men with vitality, strength, productivity as well as physical performance. The focus on muscle function, energy and heart health enhances traditional masculine traits and shows men as people who should stay physically able and active. Additionally, the product-centered visual design and blue color scheme share to the reinforcement of masculine self-representation. The focus on keeping functional health and bodily efficiency further strengthens the link between physical and masculinity competence. Thus, health is represented not only as an individual concern but as a crucial element of successful masculine self-representation.

2. Internalized Conceptualization: repeated exposure to similar advert may share with internalized conceptualizations considering health and masculinity. Men may come gradually to associate masculine self-representation with energy, physical strength, endurance and health management. The advert encourages audience to view supplements not solely as a nutritional selection but as a necessary element of maintaining performance and masculine well-being.

4.2.3 Macro Level Analysis (Social Practice)

1. Audience Acceptance: The idea that males need certain supplements to sustain energy, strength, immunity, and general health seems to be becoming more widely accepted. These presumptions become less likely to be questioned as a result of ongoing exposure.

2. Self-Diagnosis Behavior: The ad promotes the idea that fatigue, low energy levels, nutritional deficiencies and concerns about physical performance are matters of nutritional intervention that men need to address. This may make customers more likely to gauge their health by commercial standards of wellness and to pursue supplements in a preventative manner.

3.Brand Loyalty: The ad promotes a long-term dependence on the product by depicting the product as a daily nutritional supplement, which benefits many aspects of men's health. The frequent mention of energy, immunity, heart health and muscle functioning further reinforces the fact that regular eating is necessary to sustain overall well-being. This will encourage customers to start taking the supplement regularly and take it for a long time.

4. Medicalization of Normal Experiences: By framing nutritional deficiencies, low energy, and physical well-being as problems to be solved by supplements, the commercial adds to the medicalization of everyday health issues. The marketing message encourages consumers to view vitamins as an essential part of daily health management rather than relying solely on diet and lifestyle. So dietary intervention is increasingly associated with normal components of health maintenance.

5. Reinforcement of Gender Ideology: By consistently linking men to physical functionality, power, endurance, and vitality, the advertising perpetuates traditional masculine mentality. Men are portrayed as people who must consistently uphold their physical performance in order to meet socially acceptable standards of masculinity. Stereotypes about male roles and responsibilities are reinforced by these recurring depictions.

6. Naturalization of Gendered Health Needs: Gender-specific health standards become more commonplace as a result of the constant emphasis on energy, strength, immunity, heart health, and muscular function. These traits become more widely acknowledged as typical and necessary components of masculine identity as a result of constant exposure to such commercials. Therefore, it seems to be a natural and indisputable need for men to preserve their physical performance and vitality through nutritional supplements.

4.2.4 Contextual factors

1. Setting: As part of a commercial health-marketing campaign, the advertisement was posted on Instagram on February 25, 2024. It has a blue design, health-related icons, and allusions to daily nutrition and exercise.

2. Participants: Centrum is the producer, and adult men who are concerned in preserving their health, vitality, immunity, and muscle function make up the majority of the target audience.

3. Goals: By portraying the supplement as a remedy for nutritional deficiencies and general wellbeing, the primary goal is to convince men to buy and take it.

4. Act Sequence: The commercial presents the product, emphasizes its health advantages, enumerates its vitamins and minerals, offers usage guidelines, and promotes regular consumption.

5.Key: The tone is convincing, professional, and educational, with a focus on scientific credibility, trust, and health awareness.

6. Instrumentalities: Written words, visual symbols, product photos, color coding, and Instagram marketing tools are used to communicate the message.
7. Norms: By highlighting health advantages and providing dosage guidelines and safety alerts, the commercial adheres to standard pharmaceutical advertising norms.

8. Genre: The text falls under the category of Instagram advertisements for pharmaceuticals and dietary supplements.

4.2.5 Textual Construction of Gender Ideology: The results show that the commercial creates a specific image of masculinity that is based on physical efficiency, strength, vitality, and endurance. Language choices, health-related assertions, visual symbolism, and more general social norms surrounding male identity interact to produce such meanings.

4.2.6 Gendered Consumption: Gendered consumption patterns are influenced by the advertisement's ideological portrayal of masculinity. The product is positioned as a suitable option for preserving energy, immunity, heart health, and muscle function by highlighting male-specific health issues and physical performance. Supplement use is therefore associated with culturally established standards of manly physical prowess and health.

4.2.3 Comparative Analysis Gendered health identities are constructed differently in the male-oriented and female-oriented Centrum advertising. The female advertisement emphasizes beauty, healthy skin, hair, and nails, reproduction, wellness, and self-care, whereas the male advertisement emphasizes vitality, immunity, heart health, muscular function, and physical performance. Linguistically, the female advertisement uses words related to attractiveness, body maintenance, and overall well-being, while the male advertisement uses words related to functionality, strength, and endurance. Women engaging in lifestyle, wellness, and beauty-related activities are depicted in the female advertisement's visuals, which also contain pink and soft colors that highlight femininity. In contrast, the male advertisement uses blue color symbolism, product-focused graphics, and representations of physical energy to uphold conventional masculine standards. At the ideological level, the advertisements normalize gender-specific health standards, encourage supplement use, and promote different forms of identity. The female advertisement defines femininity as beauty, wellness, and self-maintenance, whereas the male marketing defines masculinity as physical performance, strength, and productivity. Therefore, both advertisements reinforce gendered concepts by presenting health and wellbeing in distinct but complementary ways.

5. Findings

Gendered language choices and evaluative adjectives are employed to convey gender-specific meanings and strengthen gender distinctions at the micro level,

according to the qualitative analysis of the two chosen ads. Nominalization and agency are the most commonly used structures in the chosen advertising, according to syntactic properties. Discursive techniques show that the most common persuasive tactic in the chosen ads is reasonable appeals. Gender schemas and scripts have a big impact on how audiences view masculinity and femininity at the meso level. Social practices at the macro level show that the discourse promotes self-diagnosis behavior and helps to medicalize everyday events. Lastly, gender-specific visual representations and symbolic color coding enhance the textual development of gender ideology and gendered consuming patterns.

Conclusions

It has been concluded that:

1. Female-oriented advertisements emphasize wellness, beauty, emotional balance, and self-care, whereas male-oriented advertisements emphasize strength, vitality, endurance, and physical performance.
2. Gendered ideologies are communicated through various linguistic structures, particularly gendered lexical choices, evaluative adjectives, semantic choices, syntactic patterns, and visual resources that enhance the persuasive and ideological functions of medication advertisements.
3. The schematic organization of medication advertisements systematically presents health concerns, product solutions, supporting evidence, and persuasive messages in ways that reinforce gender-specific representations and encourage audience engagement.
4. Medication marketing discourse reflects and reinforces various social practices, manifested through audience acceptance, self-diagnosis behavior, brand loyalty, the medicalization of normal experiences, the reinforcement of gender ideology, and the naturalization of gendered health needs.
5. The consistent use of symbolic color coding, particularly pink and blue, reinforces culturally established associations between femininity and masculinity, strengthening the visual construction of gendered identities in medication marketing discourse.

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Appendix

Sample 1: Centrum For Women Advertisement

“welcome back to my channel. In today's video, we're talking about the benefits of Centrum for women multivitamin tablets. Vitamins and supplements are essential to our overall health, especially for women with specific nutritional needs. Centrum for women contains vital vitamins, minerals, and antioxidants to help support Women's Health. Stay tuned as we discuss the critical nutrients and how they can benefit you. Hey friends, vitamins and supplements are crucial to our health, especially for women. Our nutrient needs change throughout different life stages, and many of us can benefit from taking a daily multivitamin designed to support the health needs of women. One popular option is Centrum for women multivitamin tablets.don't forget to hit the bell icon to never miss an update from Health guide zone.”



Visual Scenes from the Centrum For Women Advertisement (You Tube, 19/11/2023)

Sample 2: Centrum For Men Advertisement

“ Centrum Men Daily Multivitamin
Supports energy, immunity, heart health + muscle function.
60 Coated Tablets
.....Storage Instructions: Store below 25C. ”



Visual Scenes from the Centrum For Men Advertisement (Instagram,25/2/2024)