

Language of Television Commercials: A Cross-Cultural Investigation through Critical Discourse Analysis

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A thesis submitted to the Department of English and Humanities in partial fulfillment of
the requirements for the degree of
Masters in English
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Declaration

It is hereby declared that

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2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
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Ethics Statement

This is my original work. While conducting this research, I have read several books, academic journals and articles but the findings, analysis and conclusion presented in this paper are my own.

Abstract

While surfing the television, the researcher noticed that the commercials' language, though seemingly decent, explores a wide variety of cultural themes, worthy of discussion, but hardly made it to an official dissertation. Therefore, this qualitative paper performed a cross-cultural analysis of the commercials' language and showed how their language and content impacts society and vice versa. Data was collected from YouTube across five different countries – Bangladesh, India, America, South Africa and Singapore. Data is analysed using three layers of Norman Fairclough's Critical Discourse Analysis (CDA) – textual, discursive and social practice analysis. Thematic discussion revealed, the commercials addressed the target audience by tweaking the qualities of their products to match social issues such as COVID-19, encouraged variety of professions among women – subsequently empowering them; discouraging racism by including dark-skinned models in Western commercials; and creating voiceless commercials to show solidarity to the public during difficult times. Implications include doing an intersectional reading (cultural), eradicating housewife syndrome (social) and including such commercials in an EFL classroom (educational).

Keywords: Commercials; television; language; Bangladesh; cross-cultural analysis; Fairclough; Critical Discourse Analysis (CDA); women

Dedication

To my Nanumonee, for showering me with love, prayers and wisdom. Inshallah we will
reunite in Jannah.

To my supervisor, Miss Nazah Farhat, for guiding and inspiring me all throughout this thesis
journey. You will always be in my prayers and this period will be missed.

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1. Introduction

In this study, the researcher cross-culturally investigates the language of television commercials. The countries chosen are Bangladesh, India, Singapore, South Africa and America. First, a background of the study is provided which includes a brief history of how modern advertisement came into being, followed by statement of the problem (SOP) and definitions of key terms which would aid in contextual reading throughout the paper.

1.1 Background of the study

To say that commercials are modern creation is an understatement. In fact, promotion of goods, crafts and services have existed since civilization began (Kumar & Gupta, 2016). Previously, since many people were unable to read and write or due to the widespread use of pictographs, the availability of good and services were shown as visual signs of the respective trade such as swords. Moreover, people were hired to beat drums, parading and announcing in the arrival of new goods in port, town or other cities in their loudest voice possible (Nzoiwu et al., 2023) and according to Danesi (2015), archeological evidence points out that the rhetoric used in both the visual and oral mediums were persuasive.

After the invention of the printing press (Pepels, 2017), posters and fliers were printed in abundance and put on walls or inside books and newspapers that reached audiences beyond the city of publishing. As newspapers became widespread, and more and more people started promoting their products, publishers became doubly conscious about the style, content and placements of texts in the advertisements – giving rise to multimodal features (Ayuwo, 2022). Effective psychological techniques were employed, for instance, using images, proclaiming the products' name at the start and end of the advertisement as slogans (Padrakali & Chellam, 2017), phrasing the words in blocks, using shorter, but, meaningful phrases with contrasting fonts to make one advertisement stand out from others.

Gradually, advertisers realised that naming a product has indexical functions – consumers are more inclined to purchase the product if it uses the manufacturers’ name or invents a new name - as it invites an artistic aura and craftsmanship to the product (Danesi, 2015). In the modern era, these names came to be known as brands and employment of this technique has shown notable success and popularity of products. For example, when people buy *Gucci* bags, they feel that, they are purchasing a work of art to be displayed on their bodies. Similarly, consumers purchasing *Pure Seduction* (a type of *Victoria’s Secret* body mist) are found to be under the impression that they are buying a love potion like the fairies in William Shakespeare’s *A Midsummer Night’s Dream*; or their *Clinique* facewash is permeated with scientific credibility. As time passed, advertisers started to post characteristic signs outside their shops, which came to be known as trademarks, which eventually evolved into the logo, as firms used brand names with the trademarks, to distinguish their product from others. Therefore, advertisements are a language of sound, sight, and sense that taps into unconscious meanings that resonate with people and a brief history of them evolving into the modern means of advertisements seen today confirms this fact.

1.2 Statement of Problem (SOP) and Focus of the Study

Many studies that have confirmed the fact that advertisements have existed since the beginning of civilisation. Social issues keep advertisements evolving to stay relevant to the society. Since the literature review has indicated that rare attention is paid to critically analysing the language of advertisements, especially television commercials, this study will reveal a notable cross-cultural analysis using Norman Fairclough’s Critical Discourse Analysis (CDA) with a special focus on television commercials across five countries – Bangladesh, India, America, South Africa and Singapore – making this study unique from the others. For this purpose, two research questions have been put forward in **1.3 Research Questions**. This study examines the language of television commercials by creating a

conceptual framework from Fairclough's CDA, and then thematically analysing the data using the framework and supporting the discussion from primary and secondary sources.

1.3 Research Questions

1. How are the linguistic and non-linguistic modes of television commercials used to address the target audience?
2. How the language and content of television commercials as advertisements create an impact in the society and vice versa?

1.4 Definition of key terms

1.4.1 Discourse

The word 'discourse' generally refers to a verbal or textual interchange of ideas, knowledge or experience, in an orderly fashion to express extended thoughts on a subject (Poletaeva, 2024). For psychosocial purposes, it refers to the specific constructions rooted in particular contexts and language (Taylor, 2014). Many scholars have defined 'discourse' in their own ways and its relevancy to the fields they adhere to, such as, literature, politics, theology, philosophy, linguistics and so on. For instance, following Ferdinand de Saussure's langue as the language system – meaning the knowledge of language itself – and parole as the language behaviour concerned with the delivery of the language, 'discourse' can be defined as manifestations of the parole (Dewanti, 2023); since language is a social phenomenon, emancipating social frames, which play on social variables, such as class, race, religion, belief systems, gender and so on. Discourse, unconsciously or consciously, enacts such frames, as seen in the case of advertising discourses, which can be intertextual, because it alludes to specific cultural themes; and interdiscursive, as it involves other discourses within its own discourse (Danesi, 2015). Thus, this paper is looking at the advertising discourse.

Michel Foucault's definition of 'discourse', otherwise known as Foucauldian discourse, on the other hand, has a taint of difference – it denotes a historically contingent knowledge and meaning-producing social system (Khan & MacEachen, 2021). To him, discourse organizes knowledge in a way that constitutes both, social and global relations, by understanding the discursive logic as a whole, as it is structurally related to broader contexts, such as the historical era in which it arose (Bhattarai, 2020). Therefore, Foucauldian discourse produces power relations and controls what can and cannot be said, through a system of ideas, beliefs and attitudes.

Similarly, considering the field of language and power, Norman Fairclough, an influential British linguist comes in, who defines 'discourse' as a three-dimensional concept (text, discursive and social practice) connecting language to the social world. Text refers to any instance of language that conveys meaning, either spoken conversation, written documents or oral-visual media. Discursive practice refers to the processes in which the text is produced and interpreted. Social practice looks at the organizational and institutional contexts of the events in which the discursive practice took place. Also considered as a pioneer of Critical Discourse Analysis (CDA), Fairclough, shows how CDA can be used to analyse the way discourse constructs ideologies and knowledge (Durmaz & Yoğun, 2022). Therefore, this paper's advertising discourse is studied using Fairclough's CDA as the theoretical framework – the reasons of which will be detailed in **2.4 Conceptual Framework of the study**.

1.4.2 Linguistic and non-linguistic modes

Linguistic modes refer to the words used in a text, either written, spoken or both; organization of the words into sentences and paragraphs; coherence of the ideas; and delivery of the text (Castillo, 2015). Non-linguistic modes, as the term says, refer to meaning-making ways that are not linguistic, such as images, videos, political cartoons, newspaper and comic photographs, political cartoons, mental images conjured of a topic, paralinguistic facial features

and gestures, and kinesthetic activities done to convey actions (Williams & Tang, 2020). In regards to language, especially advertising language, non-linguistic cues can affect language choice and usage.

1.4.3 Television Commercials

Television advertising is one of the most popular ways of business advertising, broadcasting in both audio and video forms, as its main goal is to expose viewers to receive the message it intends to promote, making its impact on society stronger than newspapers, magazines, billboard or radios (Kuyucu, 2020). There are many ways in which television advertising is done and one of them is through television commercials.

While television commercials do not immediately convince viewers to purchase their advertised product, it does leave a lasting effect in the viewers' minds as it uses music, intertwining and contrast of texts and images to draw the viewers' attention to the product (Hudders et al., 2016). This would not have happened if the same commercial was presented in a radio or newspaper. Furthermore, even if a household do not own a television, the commercials can be streamed online and accessed using a smartphone or a laptop, or be available in the beginning of a YouTube video, making its audience more than just the people sitting in front of the television.

The way viewers interact with television commercials is greatly influenced by their ability to empathise and the advertisements' ability to trigger empathetic feelings, which, if successful, can connect the viewer to the product being advertised, making the main message of the whole advertisement more impactful. The viewer is then more likely to be motivated, remember and act upon the commercial, meaning, purchase the product in real life (Segev et al., 2014). In this way, television medium becomes the advertising tool. Therefore, when the researcher will talk about television commercials, its impact on consumers and vice versa is

also included, because whether a television commercial is successful in convincing its target audience or not, is dependent on its ability to emotionally resonate with its consumers.

1.5 Scope of the study

This scholarly work explores how the language of advertisements creates an impact in the society and how people who make those advertisements, keep their target audience in mind while advertising. There have been a couple of studies on advertisements all over the world, but that is limited to the products of one particular country, to the best of the researcher's knowledge. Hardly any studies have been found doing a cross-cultural analysis of the language of advertisements in the context of television commercials, so the researcher inquires it using data from five countries – Bangladesh, India, Singapore, South Africa and America, but this study is applicable to countries other than mentioned, regardless of the region. These five countries, especially Bangladesh, are chosen because the little research that was carried out regarding television commercials were, on their role in various fields, but none, on how their language influence the society and vice versa.

1.6 Delimitation of the study

Although the researcher intends to do a cross-cultural analysis, she cannot look at countries other than the ones mentioned because not all languages and cultures are known to her. Therefore, the ones that are chosen will be used to get information. Knowledge of language is necessary to understand the voiceover of the television commercial and knowledge of culture is needed to analyse how the advertisement is affecting the society of the respective country and vice versa.

1.7 Significance of the study

The researcher argues that this study moves the field forward because it will aware the scholarly field of the importance of studying the language of television commercials, which is

primarily a type of advertisement, but requires a critical discourse analysis to unlock its impacts in the society. Since, television commercials occupy people's minds and are on the pathway to become the next major divine doctrine, this study aspires to conquer how, its most powerful tool – the language, seeks to approach the audience and influence them to ensure a healthier market environment.

2. Literature Review

Introduction

The primary focus of this study is to analyse the language of television commercials cross-culturally and find out how they address their target audience. Thus, this section reviews literature concerning the concept of advertisements, types of advertisements, reasons why analysing its language is important and the role of advertisement language in the society in various fields. After a thorough review of the literature, this section detects a literature gap about how advertisement language approaches its target audience cross-culturally, influences their society and vice versa. It also includes how the gap would be closed. This section is divided into three parts, namely:

Part 1: Concept of Advertisement clarifies the notion of advertising, types of advertisements, and the type of advertisement that will be studied in this research.

Part 2: Language of Advertisement details about the basic features of advertising language and theoretical frameworks adopted in various papers to approach advertisement language. It also briefs the conceptual framework of this study.

Part 3: Role of Advertisements in various fields shows contributions of advertisements and its language around the globe and in Bangladesh.

Part 1: Concept of Advertisement

2.1 Concept of advertising

The origination of advertisement goes back a long way in history. Even though, advertisements have become ubiquitous now, existing in both print and digitally, its notion remains the same. The word ‘advertising’ is derived from the Latin verb ‘advertere’ which translates to, directing someone’s attention towards a product or service, by making an oral or written announcement in the public (Danesi, 2015). Advertising is a form of craft, that

constitutes discourse in a way that is socially acceptable and presentable so that people are persuaded to purchase the respective product – the persuasion being similar to the way motivational speakers convince their audience to listen and act upon their messages (Guerreiro et al., 2022). Such breakthrough of discourse strategies has impacted peoples' thought processes so much that, over the centuries, it took seat besides peoples' religious and philosophical doctrines (Agarwala et al., 2019). Effectively, it is used not only to promote brands but also as a medium through which social and political issues are brought to the public attention.

Furthermore, technology has strengthened the persuasive appeal of the advertising discourse by supporting it with multiple mediums and modes of textual, audio-lingual, visual and narrative presentations. Therefore, advertising refers to the practice used to present information in a way that helps promote a product (Makhmudova, 2022), ensuring smooth flow of a business and maintaining a product value in the market.

2.2 Types of advertisements

There are many types of advertisements. Qader et al. (2022) identifies four types, namely, broadcast advertising, online advertising, outdoor advertising, print advertising and product placement advertising. The first type of advertising is already briefed in **1.4.3 Television Commercials**. The second type has taken over the globe recently in the world of businesses to attract their customers who are sharing their thoughts about the products through online social networks such as Instagram, Facebook, and so on, instead of solely being recipients of brand message (Pérez-Villarreal et al., 2019), like the first type. Consumers can also view comments from other consumers and such conversation influences their intentions to purchase the products (Luo et al. 2020; Panwar et al. 2019). The primary reason for advertisers to use such networks is to link businesses with consumers in a timely and cost-effective manner (Martins et al., 2019), enabling them to create social ties that keep the business

going. Therefore, businesses mostly use the language commonly used in these sites (Qader et al., 2022) to reach their target audience.

The third, outdoor advertising, refers to any type of advertisement done through billboards. These can appear anywhere from under bridges, to roadside walls, on building facades, behind or in the body of public transportation vehicles, on highway signs, as they are visible from a distance (Voramontri & Klieb, 2019). This aids in the promotion of brands and lingers as visual images in the minds of potential consumers (Grewal et al., 2019). The fourth, print advertising, is best known as supermarket flyers and front-page-ads in the newspaper. Other types are pamphlets, brochures, discount coupons and promotional signs such as buy-one-get-one-free, as they draw consumers to retail businesses, motivating them to purchase products (Galon et al., 2020). Even though, flyers are often overlooked as a marketing tool by professionals, in a study conducted by Ketelaar et al. (2018), it has been concluded that customers who picked up a flyer before shopping in a respective supermarket, purchased more products than those without flyers.

The last, product placement advertising, is the inserting of commercials into non-commercial contexts (Qader et al., 2022) such as soaps and movies. This is particularly done by integrating the commercial into the plot (Camilleri et al., 2018) and having the main character play the role of a model in advertising. A prime example of a television channel using this tactic is *Zee Bangla*, where the heroine pairs up with the hero or a side character, the colour of their outfits match the colour of the product (Seher et al., 2012) because the colour and presence of favourite actress or heroine (Hani et al., 2018), enhances consumers' willingness to buy. Additionally, having soap heroines saves money as the company does not have to hire a different model, or pay taxes to the government of the country the soap or commercial is aired in, as they both are aired in the same program, so it is a win-win situation. It also ensures

consumers watched the commercial while watching the soap or movie (Kumar, 2017), as they have a tendency to avoid it (Hani et al., 2018) that appears during commercial breaks.

Part 2: Language of Advertisement

2.3 Language used in advertisements

The basic of any advertisement is its language – also known as the rhetoric, which it uses to create genres and themes of its discourse (Ngulube & Elezie, 2023). This language plays a significant role in analysing the advertisement because it is written in harmony with its respective public, reflecting their lifestyles, beliefs and attitude. It points out the type of language used socially, politically, in conversations and what meaning it carries across situations (Abokhoza et al., 2019). Additionally, advertising language is closely connected to social perception of the products' function which aids its promotion (El-Dali, 2019). The text reveals the main purpose of the commercial (Huang & Liu, 2022). Henceforth, studying the language used in advertisements is expedient, as it is a source of sociolinguistic knowledge.

Advertising text consists of the slogan – a short, memorable, trademark name, fully translatable to other languages; title which concisely provides the main argument of the text; the main advertising text (MAT) which explains the title and can contain dialogues that are carried out by model(s); concluded by an echo phrase – the conclusion of the entire advertisement – it repeats the main rationale by voicing the slogan again or through a sentence or few words (Shirinboyevna, 2020). Slogans are divided into free, adapted and linked, of which the researcher focused on the second type as she has chosen one brand whose slogan is translated to different languages according to the countries. In addition, words which are positively emotionally-charged, resonates that consumers are enjoying the advertised product.

Therefore, by identifying such elements, language of advertisements can be analysed. A second way is by using theoretical models such as Norman Fairclough's model of Critical

Discourse Analysis (CDA), discussed elaborately in **2.4 Conceptual Framework of the Study**, Theory of Multimodality by Gunther Kress and Theo van Leeuwen, Micheal Halliday's Three Layers of Metafunction, Critical Multimodal Discourse Analysis and so on. Most literature reviewed so far used Norman Fairclough's model of CDA because it is well-known.

The researcher did not use Kress and Leeuwen's Theory of Multimodality because multimodal studies are based on the assumptions that communication involves multiple modes such as speech, text, images, gestures and interactions of those modes makes meaning. However, the expression is highly context-dependent because the interactions are socially shaped (Ravelli, 2024) and it is not possible for the researcher to know the culture of every country studied, to minute details. Halliday's Metafunction or Critical Multimodal Discourse Analysis was not used because it demands oversimplification of social interactions (Bakuuro, 2017) which generalises their complexity – making Norman Fairclough's model of Critical Discourse Analysis – the most appropriate choice.

2.4 Conceptual Framework of the study

The researcher is using Norman Fairclough's model of Critical Discourse Analysis because the model helps to uncover the relationships between language and society that contributes to unequal power relations because the model is itself based on the idea that language should be analyzed as a social practice (Pesic, 2023). Furthermore, this model highlights that no text exists in isolation, meaning, they all influences and is influenced from other discourses. There are three layers of this model namely textual analysis, discursive practice analysis and social practice analysis.

Textual analysis is the description of the text (Brillianta & Setiarini, 2022). This takes into account the various elements put together to make meaning out of the text such as the topics discussed or written; the lexical choices, word order and sentence structures; the medium

of the text, as in, whether it is spoken, written or audiovisual; the languages and visual elements used; the speech acts (performing actions via language); cooperative principles which makes conversations successful; deictic expressions which are linguistic devices used for pointing to person, space or time; implicature and relevance theory, which uses context to understand implied meaning and its opposite is explicature.

Discursive practice analysis – in simpler words – is the interpretation of the text by discerning its author(s), speaker(s) or participant(s), audience, purpose of the text and whether the text is neutral or biased (Brillianta & Setiarini, 2022). This interpretation has its base on how the interpreter perceives the meaning of the text and because a change in either of them, would change the whole meaning of the text. Lastly, social practice analysis explains the aspects of the society influencing the text and vice versa (Brillianta & Setiarini, 2022). Such aspects can also be rooted in societal norms and practices, various social situations, contexts and interpersonal background knowledge of the interpreter.

A diagram of the conceptual framework is given below.

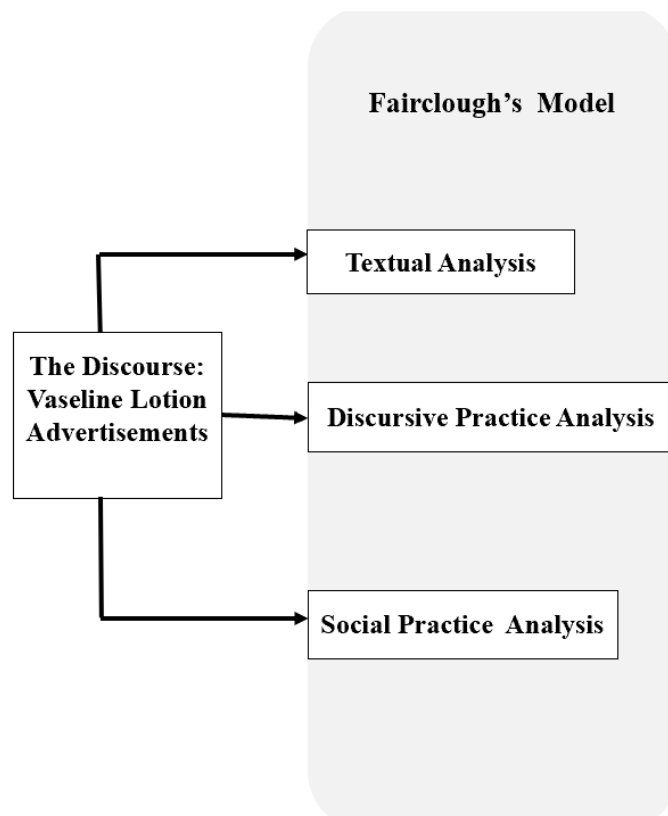


Figure 2.2 Conceptual Framework of the study

Part 3: Role of Advertisements in various fields

2.5 Role of advertisement as a discourse of society, media and business

Advertisement is a persuasive social discourse where interdisciplinary concepts such as linguistics, politics, psychology are engaged through careful scripting of language that attracts consumers by manufacturing their consent. For instance, when voiceless commercials are played on-screen near a traffic signal (Shoenberger et al., 2021), the merry sight of the advertised products with its text popping beside it is enough to leave consumers thinking about the product long after they leave the signal. In this way, advertisers constitute the dominant group which formulates customers' needs and wants like a divine being (Edouihri, 2024) and reflects those rules in the form of awareness or consumption videos that affects customers' minds in the same way their ancestors were affected in the era of thespians. Furthermore, by targeting consumers through linguistic features, rather than dealing with other competing products, advertisers emphasize the superiority of their product by playing on the string of

quantity and quality of offers (Rashid, 2022). With this, they create a utopian world in the consumers' mind – where perfectness exists – compared to the dystopian world, where consumers live now.

2.6 Role of advertisements in English classrooms

Advertisements such as television commercials can help in language learning by providing topics for discussion as they thrive on cultural issues, which enhances students' communication skills (Židová, 2022), thereby improving their speaking, writing and critical thinking skills. Additionally, the special jargons in advertising discourse raises students' language awareness (Alenazi, 2022) because the language in commercials are a source of authentic material (Lazović, 2017). Almost all students are familiar with it outside the classroom, hence, when used as learning material inside the classroom, it can spark student interest and motivation, making language learning more engaging. Furthermore, commercials tend to be short, so the same commercial can be played several times in class (Djuhari & Faridah, 2024) to reinforce relevant vocabulary and make students pay attention to stress and pronunciations in the text. In addition, advertising strategies such as prompt usage of short phrases and sentences repeatedly, can be used in primary-level classes (Sharma & Kumaran, 2019) to develop children's vocal cords and help articulate the tongue to pronounce words properly.

2.7 Literature Gap

Based on the above reviews and discussion, it can be seen that although advertisements play a significant role in human life, hardly any studies have been found regarding its language across cultures, to the best of the researcher's knowledge. Therefore, this paper undertakes a cross-cultural analysis to fill the gap.

3. Methodology

In this section, the researcher has provided a breakdown of the research methodology by stating the purpose of the study, describing the research design, data collection, data analysis and ethical considerations. All are treated under separate sub-headings for clarity. A subheading on setting is not included as the data is collected from five countries, not one single setting. Additionally, no subheading is dedicated to participants as the researcher did not conduct any interviews to collect the data.

3.1 Purpose of the Study

One of the reasons for doing this research is a personal one. The researcher has always been intrigued by the way advertisements, which seemed innocent when she was young, is now speaking to her on more than one levels. It seems to be not only selling products, but also lifestyle and dreams and thus changing the way a society should act and think or create awareness and identities. The researcher is a part of this society. The second reason comes from the first – a quest to uncover those levels through CDA and pull curtains to the ways learning about advertisements can contribute to the society, such as, having a cross-cultural understanding.

3.2 Research Design

This research is a qualitative study using content analysis, the content being the advertisement videos of Vaseline lotion on YouTube. Although, lotions, creams, gels and shampoos are all different types of skincare products but lotions are chosen because while shampoos focus on cleansing the hair, lotions play a vital role in maintaining the hydration and health of the skin. Creams and gels also play this part but lotion is a more suitable option because it has less viscous due to its high-water content, making it a quintessential skincare product to study over the others. In addition, advertisements are chosen because they are the most popular medium used, to help products reach their customers. The researcher did not take

a quantitative approach as she wanted to go beyond numerical value analysis and critically dissect the ideologies behind the advertisements for wider implications.

3.3 Data Collection Procedures

The research has chosen 20 advertisements spanning five countries, from YouTube. The countries are Bangladesh, India, Singapore, South Africa and USA. Appendix contains the transcription of the advertisement videos along with their countries. The researcher consciously selected the advertisement videos that focus on Vaseline lotion even if they were not conveniently accessible to her because they fit the purposes of her study.

3.4 Data Analysis Procedures

Since a qualitative design was adopted to investigate the way discourse in the advertisements influences consumers' construction of meanings, the researcher will analyse descriptively based on the three dimensions of Norman Fairclough's model of Critical Discourse Analysis (Fairclough, 2018) – textual analysis, discursive practice analysis and social practice analysis as the theoretical framework of this study.

3.5 Ethical Considerations

Since videos of television commercials are selected and collected from YouTube and YouTube is a social platform where anyone can get access to its videos, ethical causes are maintained by the researcher.

4. Findings

In this section, findings are presented and analysed using the conceptual framework mentioned in methodology. There is a separate discussion section because these findings are not from interviews or ethnography; they are just transcribed television commercials, selected from YouTube and dismantled using the Fairclough's model. The real discussion of the patterns found while dismantling the television commercial advertisements of five different countries are discussed in the section 5. **Discussion.**

4.1 Bangladeshi Vaseline Lotion Advertisements' Transcription

4.1.1 Video 1

4.1.1.1 Data Description

The video starts with mosquitos flying against a light blue background when the Bangla text (translation: From dengue, malaria to mosquito borne diseases) written in bold, blue font on the bottom right corner appears on the right and a Vaseline lotion bottle drops from above inside a protective bubble making the mosquitos become a part of the background. The text on the Vaseline bottle was visible enough to be readable. Text 'Creative Visualization' appears barely readable on the bottom-right margin along with the Vaseline logo.

4.1.1.2 Data Analysis

4.1.1.2.1 Textual analysis

Lexical choices	Prose in spoken Bangla language, in one complete sentence and a slogan
Style	Spoken text – video of mosquitos and Vaseline lotion bottle with female voiceover running in the background
Reference	• Exophoric: Dengue Malariar (line 1), Vaseline Mosquito Defense Lotion (line 2) • Endophoric: moshabahito rog (line 1), upay (line 2); Cataphoric: 'upay' refers to Vaseline Mosquito Defense Lotion

Speech Acts:	Representative – all of it as it speaks facts
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Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explicature
Deictic Expressions	No person, spatial or temporal deixis

4.1.1.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for Bangladesh
Speaker	Voiceover artist chosen for advertisement
Audience	● Bangladeshi people who understand Bangla and English ● People who are passing or are affected by the season of mosquito-borne diseases
Purpose of text	● Convince consumers to buy the product ● Study the interests and needs of the consumers to see if product would sell or not
Neutral or biased?	Biased because the commercial only talks about their own product, does not promote any other similar product(s)

4.1.1.2.3 Social Practice Analysis

Society influences the text	Industries saw that people need a 2-in-1 lotion that will hydrate their skins as well as offer protection from the mosquitos, and they formulated their product likewise
Text influences the society	● People who are in need of a lotion that protects them from mosquitos will buy the product ● People need not apply a separate mosquito defense lotion or cream – this Vaseline lotion is enough

4.1.2 Video 2

4.1.2.1 Data Description

Same advertisement as described in **4.1.1.1 Data Description** but mentions that the Vaseline lotion is safe for expectant mothers and babies, and will provide up to eight hours of protection.

4.1.2.2 Data Analysis

4.1.2.2.1 Textual analysis

Lexical choices	Prose in spoken Bangla language, in one complete sentence and a slogan
Style	Spoken text – video of mosquitos and Vaseline lotion bottle with female voiceover running in the background
Reference	- Exophoric: Dengue Malariar (line 5), Vaseline Mosquito Defense Lotion (line 6-7) - Endophoric: moshabahito rog (line 5), upay (line 6); Cataphoric: ‘upay’ refers to Vaseline Mosquito Defense Lotion

Speech Acts:	Representative – all of it as it speaks facts
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explicature
Deictic Expressions	No person or temporal deixis, Spatial deixis: elo [line 6] (means ‘this’ in this context)

4.1.2.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for Bangladesh
Speaker	Voiceover artist chosen for advertisement
Audience	- Bangladeshi people who understand Bangla and English - People who are passing or are affected by the season of mosquito-borne diseases
Purpose of text	Since this commercial seems to be an extension of the previous ad, it found that people also need products that are safe for use by pregnant mothers and responded likewise so that people buy the product
Neutral or biased?	Biased because commercial only talks about their own product, does not promote any other similar product(s)

4.1.2.2.3 Social Practice Analysis

Society influences the text	Industries saw that people need a 3-in-1 lotion that will hydrate their skins, be safe for pregnant women plus offer protection from the mosquitos, and they formulated their product likewise *the commercial says a lot about the season (dengue) and needs of the market (pregnant women, dengue resistant lotion) of that time
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Text influences the society	● People who are in need of a lotion that protects them from mosquitos will buy the product ● People need not apply a separate mosquito defense lotion or cream – this Vaseline lotion is enough
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4.1.3 Video 3

4.1.3.1 Data Description

The video starts showing a pink Vaseline bottle in the centre against a dark blue background and white text (translation: Healing power of Vaseline) on its left, and a Unilever logo on the top-right margin. The scene changes to show Tasnia Farin, a Bangladeshi model and photographer, dressed in a dark blue sleeveless blouse, in the centre of a room with white bedsheet and curtains. Her name and designation are written in bold, blue, Bangla font on her bottom-right. The colour blue matches the blue of the Vaseline logo.

The video proceeds to show her arms and neck, after which Farin is seen with a camera in the same room, then her taking photos in different seasons, wearing a white T-shirt, blue jeans and jacket, and carrying a blue backpack. The affected skin is shown in a darker colour than normal skin. Then, Farin applies the Vaseline lotion shown at the beginning of the video on her arms and neck and Vaseline microdroplets are seen to fall on her skin and heal instantly. Blue texts (translation: Brings back brightness. Heals skin) and (translation: Visibly healed bright skin within 2 weeks) appear simultaneously on the bottom-right. The first scene reappears to conclude the video.

4.1.3.2 Data Analysis

4.1.3.2.1 Textual analysis

Lexical choices	Prose in spoken Bangla language, in one complete sentence and a slogan
Style	Spoken text – video of a Bangladeshi model and Vaseline lotion bottle with female voiceover running in the background

Reference	- Exophoric: Farin (line 13), Vaseline Healthy Bright (line 15), Vaseline (line 17) - Endophoric: or (line 14, 16, 17)
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Speech Acts:	Representative – all of it as it speaks facts
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explicature
Deictic Expressions	Person deixis: Or [line 14, 16, 17] (refers to Farin), spatial deixis: N/A, temporal deixis: Akhn [line 15] (refers to Now)

4.1.3.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for Bangladesh
Speaker	Voiceover artist chosen for advertisement
Audience	- Working women like models, photographers and alike - Bangladeshi people who understand Bangla and English - People who like and promote women empowerment - People who are conscious about their skin health
Purpose of text	Convince consumers to buy the product
Neutral or biased?	Biased because the commercial only talks about their own product, does not promote any other similar product(s)

4.1.3.2.3 Social Practice Analysis

Society influences the text	Working women have less time to care for their skin. They need to look perfect or general public expects them to look perfect so they need a lotion which caters to their needs, for which the solution is this lotion.
Text influences the society	If working women such as models can look beautiful and succeed in life using this lotion, so can general public. The ad sends this message to the public and so, not only working women, but also the general public is likely to buy this lotion.

4.1.4 Video 4

4.1.4.1 Data Description

A series of bold, white Bangla text appears against a dark blue background, matching the Vaseline logo. Pictures of doctors wearing the white plastic cloth during Corona are seen in hospitals, ambulances, treating patients, in newspapers, Facebook posts and online news portals. Video shows people washing hands frequently then doctors and nurses receiving Vaseline Lotion kits as a token of appreciation from Vaseline lotion company. The video ends with the voiceover saying that Vaseline stands by such frontliners.

4.1.4.2 Data Analysis

4.1.4.2.1 Textual analysis

Lexical choices	Short sentences appearing on-screen in Bangla language, containing facts or numerical statistics of people being affected by the Corona virus
Style	Visual text: ● moving images of doctors wearing the plastic dress of Corona time and treating patients ● images of heroic doctors in newspaper headlines ● images of doctors wearing masks despite sweating, removing gloves and washing hands multiple times ● images of Vaseline authorities giving Vaseline lotion to those doctors and nurses
Reference	N/A since video does not speak

Speech Acts:	Representative – all of it as it speaks facts
Cooperative principles	N/A since video does not speak
Relevance theory	Everything is explication
Deictic Expressions	No person, spatial deixis or temporal deixis

4.1.4.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for Bangladesh
Speaker	Voiceover artist chosen for advertisement

Audience	● People treating Corona infected patients such as doctors and nurses ● People affected by corona virus
Purpose of text	● To help heal skin affected by excessive washing ● Sell the product ● Provide mental support to the general public as well as the people fighting to save or heal the public from the corona virus
Neutral or biased?	Biased because the commercial only talks about their own product, does not promote any other similar product(s)

4.1.4.2.3 Social Practice Analysis

Society influences the text	Increase in corona patients and people dying from the virus made the brand realise that they need to stand beside those people as well as formulate their product according to their needs to keep their sales going/or make the same amount of profit as they were before the Virus hit. Hence, they gave Vaseline lotion kits to doctors and nurses as a token of respect and broadcasted it as ads so that their motive is spread among the general public as well.
Text influences the society	By watching that advertisement, more people will be emotionally driven to buy their lotion (because they helped doctors).

4.2 India Vaseline lotion Advertisements' Transcription

4.2.1 Video 1

4.2.1.1 Data Description

The video opens showing a woman, dressed in half-sleeved beige T-shirt, applying Vaseline lotion on her hands. The scene changes to showing Vaseline products – a cream, lotion and petroleum jelly – yellow being the colour of the lotion bottle. The scene changes to a female doctor coming home and taking off her mask. She is same woman seen at the beginning of the video. She changes into her same beige T-shirt and goes to her daughter's room. She proceeds to caress her daughter's head but stops, looks at her rough hands and caresses over her daughter's head.

Next a female police officer is seen to fix her nameplate on her uniform, in front of a mirror, look at her rough hands, take the police stick, open the door and leave the house. The ambience of the house matches her brown uniform.

Next, a female tailor in white blouse and brown-orange saree is seen at a sewing machine, in a room with brown boxes, a white standing fan, sewing white masks. She stops to look at her rough hands, flexes her fingers and keeps a finished mask on the sewing table, smiling to herself. The scene changes to the same scene seen at the beginning of the video, except that it simultaneously includes the policewoman and tailor using the same lotion on their hands in their respective residences. Then, light-blue, bold text (Vaseline is donating its range of products to 1 lakh frontline workers.) appears in the centre, against a dark blue background. The Vaseline products, shown before, reappear and concludes the video.

4.2.1.2 Data Analysis

4.2.1.2.1 Textual analysis

Lexical choices	Hindi spoken text with English subtitles below
Style	Model seems to be talking to the viewers just by performing actions and without making eye contact at the camera
Reference	• Exophoric: Vaseline • Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explication
Deictic Expressions	Person deixis: they Spatial deixis: N/A Temporal deixis: N/A

4.2.1.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for India
Speaker	Voiceover artist chosen for advertisement

Audience	● Frontline workers such as doctors, police and tailors who sewed the masks ● Promoting woman power hence all people used in the ad are women ● People during the time of the Corona virus
Purpose of text	● To let people know that Vaseline brand stands beside the general public and the frontliners during this challenging time
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.2.1.2.3 Social Practice Analysis

Society influences the text	By washing hands frequently and not being able to touch has diminished the mental state of some people which Vaseline seeks to uplift
Text influences the society	People would buy Vaseline products after becoming emotionally charged upon watching the ad

4.2.2 Video 2

4.2.2.1 Data Description

A girl wearing glasses and cream-coloured, over-sized clothes, is seated in a pink sofa, reading a book with a white cover, when her friend comes in front of her, wearing a light blue, sleeveless, knee-length dress. She looks up from her book to her friend who stands like a runway model. She pretends to be surprised but her friend stays relaxed and proud of her (friend's) outfit. She then acts like how an elderly aunt would look at her friend and picks faults with the dress. Her friend dusts off her shoulders, arms and thighs to show she is unaffected by the *acting aunt's* comments. Then, the friend advertises Vaseline lotion to the *acting aunt*.

The scene changes to showing properties of the Vaseline lotion and benefits of the formula using light blue background that matches the colour of the friend's dress. A brown female model without head is seen to apply the cream-coloured cream. Then two aunts in sarees and gray hair are seen to look down upon the two girls, one of the aunts lowering her glass to see the light-blue-dress friend better. The friend dusts off her shoulder showing, the act of the

respective aunt did not affect her, making the cream-coloured-dress girl laugh. The girls laugh together, the Vaseline lotion bottle advertised appear on the right, Unilever logo on the top left corner and Hindi, written in English, text (translation: who dares) appears below the girls in bold, white, capital letter font.

4.2.2.2 Data Analysis

4.2.2.2.1 Textual analysis

Lexical choices	English prose spoken text
Style	Conversational language
Reference	- Exophoric: New Vaseline Light Hydrate (line 59) - Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explicature
Deictic Expressions	Person deixis: you (line 55[2]), it (line 59) Spatial deixis: N/A Temporal deixis: N/A

4.2.2.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for India
Speaker	Models chosen for ad
Audience	- People who want to wear revealing clothes but cannot, due to fear of older generation - Younger generation, as there is a view that older generation use skincare products that are too sticky hence feels uneasy on skin - Since there are two versions of the same commercial – a Hindi and an English – the audience can also be non-Hindi speaking people, such as international viewers
Purpose of text	Sell product to consumers, especially younger generation
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.2.2.2.3 Social Practice Analysis

Society influences the text	● Younger generation needs non-sticky lotion, as there is a view that older generation use skincare products that are too sticky hence feels uneasy on skin ● English is an accepted language in India which binds communication between its states together so this ad could be credible across states
Text influences the society	● People who want to wear revealing clothes but cannot, due to fear of older generation will now be motivated to do so as they will be able to let mean comments slide off after using the lotion. The lotion makes it happen. ● People can become unwilling to listen to the older generation. Unwanted actions can arise regarding freedom of choice regarding clothes of women. ● If teenagers view this, they might be instigated to rebel against wise advice from older generation, consequently falling trap to immodest activities.

4.2.3 Video 3

4.2.3.1 Data Description

Two girls are seen on a camera screen – the screen being set to reel mode. The girls pose show their audience how to get ready with them for the winter. The girl on the left wears a white sleeveless, U-shaped, crop tank top – quite revealing for a winter dress-up – compared to the girl on the right who was wearing an olive-green overcoat with a brown muffler around her neck. The ambience of the room was a mixture of beige, cream and light green. A small Vaseline logo is seen on the top left corner and text (#GetReadyWithMe) below the girls. The girls try out one outfit after the other. At 00:05, text ‘Wear the sweater’ is on the left beside the model and at 00:07, text ‘Remove the jacket’ shown on the left as the model removes her jacket signaling the text are supplementary to the ad’s actions. At 00:13, text ‘Take it off’ is beside the model with revealing dress showing which clothes are suitable for winter.

At one point, the girl who was on the right shows a brown Vaseline lotion bottle to the audience, wearing a glittery-golden, sleeveless, low-cut top. Then, the Vaseline lotion is placed on the left with a capital ‘V’ on the right and cocoa beans in the background, matching the flavour of the Vaseline lotion, and colour of its bottle – followed by a number of cocoa beans falling on cream, cocoa butter washing over cocoa beans and mixing to become a cream-coloured smooth lotion, which is applied by the girl with glittery-golden outfit, on her arms and hands. The girls are then seen to successfully display their outfit both at home and in shooting. The video concludes with the girls rejoicing on the left, capital text ‘This winter don’t hide the glow’, left-aligned, Vaseline bottle on the right and Unilever logo on the top-left corner. The first two words of the text was bold, golden and rest, were bold, white.

4.2.3.2 Data Analysis

4.2.3.2.1 Textual analysis

Lexical choices	Using both Hindi and English words and phrases
Style	Conversational language expressing superiority of Vaseline lotion
Reference	- Exophoric: Vaseline Cocoa Glow (line 64), winter (line 66) - Endophoric: N/A

Speech Acts:	- Representative – voice artist says things they believe is true “this winter don’t hide the glow” (line 66-67) – directive because ad is suggesting viewers to buy and use the product
Cooperative principles	Flouting maxim of quality at “Iss mein hai 100% pure cocoa butter jo skin ko vitas mein rakhe moisturized or de soft glow” (line 65) as information provided is not true but they are claiming it as if it is the truth
Relevance theory	Implicature at “soft glow” (line 65) as the model is meaning skin will become whiter but instead spoke as if the skin will actually glow like a firefly
Deictic Expressions	Person deixis: us (line 67), mein (line 67), apna (line 63), Spatial deixis: iss mein (line 65) Temporal deixis: this winter

4.2.3.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for India
Speaker	Models chosen for ad
Audience	• People who understand both Hindi and English • Countries where winter happens and is somewhat harsh • People who are conscious about their skin and need to keep it beautiful to wear the clothes they like
Purpose of text	• Convince viewers to buy the product as using it is the key to happiness, better expression of self and be beautiful • Uses hashtags to bring like-minded people together. Users with similar interests are able to interact with one another on social media; when they search hashtags of their interests, they are able to join a bigger conversation, and connect with others on that topic
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.2.3.2.3 Social Practice Analysis

Society influences the text	Women all over the world, especially in South Asian countries like Asia are concerned about skin health – whether it glows, becomes dry or not. Hence, the industry came forwards with promises to fix such problems
Text influences the society	Using the product will help people, especially females, to reveal their skin without it becoming dry, thereby creating an unrealistic norm that even in winter – skin needs not be covered because product can beat the winter air

4.2.4 Video 4

4.2.4.1 Data Description

Three girls are seen in a green meadow surrounded by snowy mountains, wearing full-sleeved clothes and untied hair. Starting from left, the first girl is wearing a white top and light orange muffler; the middle girl, taking a selfie with her smartphone, and the third girl is unbuttoning her brown overcoat, revealing her outfit – a beige see-through saree with silver sleeveless, deep-neck backless blouse. Then the girls run in the meadows, the camera focusing more on the third girl and her neck, hands, and back skin.

The girls are then seen lying down on green grass, with the third girl in the middle – the first and second girl were looking proudly at the third making it seem as if the Vaseline lotion she uses makes her prone to winter and cold somehow. Then, the Vaseline lotion, yellow bottle, comes into view, the ingredients mixing in close motion, names of the ingredients appearing on the left and the third girl applying the very lotion on her neck, hands and back. The video concludes with the third girl on the left and the Vaseline bottle on the right against a blue background.

4.2.4.2 Data Analysis

4.2.4.2.1 Textual analysis

Lexical choices	Using both Hindi and English words and phrases
Style	Conversational language, main ad text followed by an echo phrase describing features of product
Reference	- Exophoric: heroine (line 73[2]), Vaseline Deep Moisture Serum-in-Lotion (line 75), winter (line 76) - Endophoric: baby (line 74), itni (line 75)

Speech Acts:	- Representative – voice artist says things they believe is true - Directive at “Iss winter jo man chahe kar” – ad is suggesting viewers to buy and use product to pass their winter nicely
Cooperative principles	Does not flout any maxim
Relevance theory	Implicature at “Iss winter jo man chahe kar” (line 76-77) as the ad is seems to be suggesting viewers to do whatever they want but through this sentence they are pointing that only by buying and using their product, viewers will be able to enjoy like the model with soft skin
Deictic Expressions	Person deixis: N/A Spatial deixis: N/A Temporal deixis: iss winter (line 76)

4.2.4.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for India
Speaker	Models for advertisement

Audience	• People who understand both Hindi and English • Countries where winter happens and is somewhat harsh • People who are conscious about their skin and need to keep it beautiful to wear the clothes they like
Purpose of text	• Moisturizing the skin is a conspicuous, relevant, and trendy topic that can keep the market going • Convince viewers to buy the product as using it is the key to happiness, better expression of self and be beautiful • Serum-in-lotion will help consumers buy 2-in-1 product
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.2.4.2.3 Social Practice Analysis

Society influences the text	Women all over the world, especially in South Asian countries like India are concerned about skin health – whether it glows, becomes dry or not. Hence, the industry came forwards with promises to fix such problems
Text influences the society	People need to use lotion in order to show their skin without shame

4.2.5 Video 5

4.2.5.1 Data Description

The video starts with a wedding scene. A white car designed with flowers come with bridesmaids and band singers dressed in cream-coloured traditional outfits. Men wore white panjabi, salwar and cream coloured sleeveless cream coat, with cream turban; and women wore sleeveless cream coloured saree with sleeveless blouse, big jewellery and sunglasses. The main model was seen to convince another bridesmaid to leave her umbrella and dance with her. But the bridesmaid refused as it was sunny which would give her tans. To prove the bridesmaid wrong, the model went forward and danced in the sun, showing off her bare hands and back, as much as she can. The next scene shows the model uses Vaseline lotion on her hands and back and it is the lotion that allows her to dance like that. The video concludes showing some bridesmaids have also joined the girl later on and the Vaseline bottle reappeared on the right.

4.2.5.2 Data Analysis

4.2.5.2.1 Textual analysis

Lexical choices	Using both Hindi and English words and phrases
Style	Conversational language, main ad text followed by an echo phrase describing features of product
Reference	- Exophoric: Vaseline Healthy Bright with SPF 30 and Vitamin C formula (line 86-87), summer (line 88) - Endophoric: N/A

Speech Acts:	- Representative – voice artist says things they believe is true - Directive at “Iss summer tan ki chor fikaar” – ad is suggesting viewers to buy and use product to pass their summer nicely without getting tanned skin
Cooperative principles	Does not flout any maxim
Relevance theory	Implicature at “Iss summer tan ki chor fikaar” (line 88) as the ad is seems to be suggesting viewers to do whatever they want but through this sentence they are pointing that only by buying and using their product, viewers will be able to enjoy like the model who is able to dance in the sun without developing tan in her exposed skin
Deictic Expressions	Person deixis: de glow [line 87] (translation: give glow to your skin) Spatial deixis: N/A Temporal deixis: iss summer [line 88] (this summer)

4.2.5.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for India
Speaker	Voiceover artist chosen for advertisement
Audience	- People who understand both Hindi and English - Countries where people dance during weddings, wears backless blouse as the wedding dress code and the slightest tan on the skin is considered a disgrace and a sign of unbeauty. - People who are conscious about their skin and need to keep it beautiful to wear the clothes they like
Purpose of text	To be to enjoy the sun without getting tan is a trendy topic that never loses its attention in the market of skincare products as tanned skin is

	seen as roadblock to beauty and full expression of self. Therefore, through this ad, consumers will be convinced of the impossible.
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.2.5.2.3 Social Practice Analysis

Society influences the text	Women all over the world, especially in South Asian countries like Asia are concerned about skin health – whether it glows, becomes tanned or not. Hence, the industry came forwards with promises to fix such problems
Text influences the society	It is only possible to show revealing skin if people use that lotion advertised. Without such skin, people do not appear that beautiful, smart or modern.

4.2.6 Video 6

4.2.6.1 Data Description

The model comes home from outside and removes her brown sweater. She notices her skin got dry and scratchy from winter. She brings out Vaseline Cocoa glow from her bag and applies it to her skin. Her skin gets healed immediately. Then a creative visualization of the lotion ingredients is shown. The video reveals that she is a baker – she is seen to bake a chocolate cake by mixing chocolate batter in a large bowl. There is a board on the wall naming the cakes available on her counter for the day and their prices. The video ends showing her tasting her chocolate cake, on the right while the chocolate-coloured Vaseline lotion bottles stand on the left.

4.2.6.2 Data Analysis

4.2.6.2.1 Textual analysis

Lexical choices	Using both Hindi and English words and phrases
Style	Prose in monologue, main ad text followed by an echo phrase describing features of product
Reference	- Exophoric: Vaseline Cocoa Glow (line 99) - Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Implicature at “Upki bacha ko de posture or rakhe makhmali sof or glowing” (lines 98-99) as skin after using product is compared with velvet and light
Deictic Expressions	Person deixis: N/A Spatial deixis: N/A Temporal deixis: N/A

4.2.6.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for India
Speaker	Voiceover artist chosen for advertisement
Audience	• People who understand both Hindi and English • Countries where winter happens and is somewhat harsh
Purpose of text	• Moisturizing the skin is a conspicuous, relevant, and trendy topic that can keep the market going • Convince viewers to buy the product as using it is the key to happiness, better expression of self and be beautiful
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.2.6.2.3 Social Practice Analysis

Society influences the text	Women all over the world, especially in South Asian countries like Asia are concerned about skin health – whether it glows, becomes dry or not. Hence, the industry came forwards with promises to fix such problems
Text influences the society	This Vaseline’s special feature is Cocoa and ironically chocolate has cocoa and it is recommended to drink it lukewarm in winter. So, using this feature as an ad for winter could mean advertisers are taking care of the consumers’ skin just like hot chocolate keeps the consumers’ mind fresh.

4.3 USA Vaseline Lotion Advertisements' Transcription

4.3.1 Video 1

4.3.1.1 Data Description

A dark-skinned model wearing a black sleeveless turtle neck knit pullover sweater is seen to deliver a monologue which is also the voiceover of the video. Then models of different profession are shown – dancers, skaters and yoga practitioners, most wearing deep-neck tops and shorts. The video concludes with a family of Vaseline bottles on the left and text and logo on the right.

4.3.1.2 Data Analysis

4.3.1.2.1 Textual analysis

Lexical choices	• Prose, single words used as slogans throughout the ad. • Product promises personal growth (appreciated, confidence overflowing etc)
Style	Spoken text with moving images of women such as black model (Regina King), dancers, yoga person and skaters.
Reference	• Exophoric: Vaseline Lotion (line 110) • Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explication
Deictic Expressions	Person deixis: we (line 108), I (line 111) Spatial deixis: N/A Temporal deixis: N/A

4.3.1.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for USA
Speaker	Voiceover artist chosen for advertisement
Audience	• People who understand English • Shows black model so people who know that model or are of the same race and ethnicity

	Shows caramel-skinned dancers, yoga person and skaters signaling the lotion caters to their needs
Purpose of text	- Convince consumers to buy the product - Study the interests and needs of the consumers to see if product would sell or not
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.3.1.2.3 Social Practice Analysis

Society influences the text	Since caramel-coloured models are used, it shows people from those race needs such lotions. Even the colour of the Vaseline bottle used in the ad matches the skin tone of the models.
Text influences the society	Since the ad promises personal growth and shows instances of through the dancer, skaters and yoga person, people alike will buy the product thinking if it helps people in the ad, it can help them too

4.3.2 Video 2

4.3.2.1 Data Description

A model stands in the middle of a room with scaly walls, wearing a backless blue dress. As soon as she applies Vaseline lotion, her skin as well as the scaly, cracked walls heals and becomes smooth.

4.3.2.2 Data Analysis

4.3.2.2.1 Textual analysis

Lexical choices	Prose: moisturization. Written in both short and long sentences.
Style	Spoken text with model in a room with scaly-skin wallpaper that removes itself as soon as the model applies Vaseline lotion
Reference	- Exophoric: Vaseline Jelly (line 114), Vaseline Intensive Care (line 114), skin (lines 114, 115) - Endophoric: it (line 116)

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explication

Deictic Expressions	Person deixis: you (line 112) Spatial deixis: N/A Temporal deixis: N/A
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4.3.2.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for USA
Speaker	Voiceover artist chosen for advertisement
Audience	• People who understand English • Shows black model so people who know that model or are of the same race and ethnicity signaling the lotion caters to their needs • Shows model wearing halter neck backless mini dress signaling it is for people/society who are okay with such clothing
Purpose of text	• Convince consumers to buy the product • Study the interests and needs of the consumers to see if product would sell or not
Neutral or biased?	Biased because advertisement only talks about their own product, does not promote any other similar product(s)

4.3.2.2.3 Social Practice Analysis

Society influences the text	Since caramel-coloured models are used, it shows people from those race needs such lotions. Even the colour of the Vaseline bottle used in the ad matches the skin tone of the models.
Text influences the society	Since the advertisement promises personal growth and shows instances of through the dancer, skaters and yoga person, people alike will buy the product thinking if it helps people in the ad, it can help them too

4.3.3 Video 3

4.3.3.1 Data Description

The video starts by showing how a microdroplet from Vaseline lotion is applied by a dark-skinned model on her hands and arms. Next, the model turns out to be a nurse taking a white woman to labour and then handing her a newborn. The nurse holds the newborn's hand as her hands are soft by using the Vaseline lotion. The video concludes showing the Vaseline Clinical Care team of lotions and creams.

4.3.3.2 Data Analysis

4.3.3.2.1 Textual analysis

Lexical choices	Prose text. Starts with a slogan that contains the name of the product. Promises to hydrate dry skin within a short period of time so connotes healed skin with personal growth
Style	Spoken text with microdroplets healing a nurse with dark complexion so that she can hand in a newborn to its mother and hold the baby's hand.
Reference	• Exophoric: Vaseline clinical care (line 119) • Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explication
Deictic Expressions	Person deixis: you (line 122[2]) Spatial deixis: N/A Temporal deixis: N/A

4.3.3.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for USA
Speaker	Voiceover artist chosen for advertisement
Audience	• People who understand English • Shows black model so people who know that model or are of the same race and ethnicity • Shows caramel-skinned nurse, working alongside a white nurse for a white patient, signaling the lotion caters to their needs • Pregnant women who receive care from nurses at hospitals can trust them because the nurses do not have coarse hands to handle newborns
Purpose of text	• Convince consumers (especially nurses, pregnant women) to buy the product • Show consumers that industry cares about them enough to develop products for their benefits while making profit
Neutral or biased?	Biased because advertisement only talks about their own product, does not promote any other similar product(s)

4.3.3.2.3 Social Practice Analysis

Society influences the text	• Since caramel-coloured models are used, it shows people from those race needs such lotions. • Plus, using race similar to those found in the country create a sense of reliability and continuity in consumers.
Text influences the society	Since the advertisement promises personal growth and shows instances of through the nurses and patient, people alike will buy the product thinking if it helps people in the ad, it can help them too

4.3.4 Video 4

4.3.4.1 Data Description

A black girl smiling at screen giving a hello. A black woman giving a flying kiss to the screen. A black girl hugging herself. Two white neighbours hi-5ing each other at a distance of 1 meter, wearing masks AND a black and white girl hi 5ing each other through glass. A child and an adult touching elbows, a girl and a boy touching shoes, all wearing masks. A black woman applying lotion on her arms is seen, followed by the voiceover ‘the same healing skincare of Vaseline’ and ending with a black woman winking, wearing mask.

4.3.4.2 Data Analysis

4.3.4.2.1 Textual analysis

Lexical choices	Short phrase. Repetitive mention of the word ‘new’ thus giving the ambiance that this product adheres to the newly formed norm (Corona time)
Style	Spoken language in English appears as written fonts on screen in repetitive fashion to add emotional credibility to ad. Logo of Vaseline visible in the margins so that viewers bear in mind that the product developers care about them
Reference	• Exophoric: Vaseline (line 132) • Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
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Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explicature
Deictic Expressions	Person deixis: N/A Spatial deixis: N/A Temporal deixis: N/A

4.3.4.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for USA
Speaker	Voiceover artist chosen for ad
Audience	• People who understand English • Show a mixture of races and ethnicities to appeal to viewers' solidarity during the Corona time, signaling the lotion caters to their needs
Purpose of text	• Convince consumers to buy the product • As consumers remember one idea from the text of the advertisement, pictures and images both show how the norm is challenged with the advent of Corona period to be emotionally credible
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.3.4.2.3 Social Practice Analysis

Society influences the text	Since caramel-coloured models are used, it shows people from those race needs such lotions. Even the colour of the Vaseline bottle used in the ad matches the skin tone of the models.
Text influences the society	Usage of emotional charged words like 'new normal', 'new handshake' and showing images of handshaking but no touching hands and legshake using feet, will convince viewers that this product does think about them during their dark times, thus increasing reliability and inclination to buy the product. In this way, consumers consent is manufactured.

4.3.5 Video 5

4.3.5.1 Data Description

Video starts showing a skin is so dry that it can be scratched; shows scratch-writing DRY on hand. Microdroplets of Vaseline Jelly moisturize the skin until no amount of scratching produces any marks.

4.3.5.2 Data Analysis

4.3.5.2.1 Textual analysis

Lexical choices	Using words related to skin such as ‘dry’, ‘moisturizes’ etc. signaling that this ad is about skincare
Style	Prose, spoken, descriptive language so that even blind people can understand what the ad is about
Reference	• Exophoric: Vaseline Intensive Care (line 136) • Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explication
Deictic Expressions	Person deixis: you (line 136) Spatial deixis: N/A Temporal deixis: N/A

4.3.5.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for USA
Speaker	Voiceover artist chosen for advertisement
Audience	• People who understand English • Shows mostly brown and black hands of people of different professions to foster inclusivity and reliability in viewers
Purpose of text	• Convince consumers to buy the product • Give the message that ads and the product advertised does not discriminate among races or ethnicities, so everyone can and should buy their products
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.3.5.2.3 Social Practice Analysis

Society influences the text	Existence of people with brown and dark complexions exist in the American society and they are mostly discriminated by fair complexion people so such inclusivity shows consumers the stance the advertisers are on – they are indiscriminate.
Text influences the society	• More agencies would try to hire diverse people by being indiscriminate like this advertiser.

	When this ad would reach the general public, they will be emotionally inclined to buy the product as they will feel included.
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4.4 South Arica Vaseline Lotion Advertisements' Transcription

4.4.1 Video 1

4.4.1.1 Data Description

Two girls are seen to exercise in the gym. The first girl tells the girl with darker complexion about stretch marks. Then she shows that she uses new Vaseline with Moroccan argan oil to help smooth hers and that she had noticed the difference after one week. So, even when life stretches her or her friend, they have never had to hold back. The video concludes by saying that New Vaseline with Moroccan argan oil moisturizer and helps smooth stretch marks.

4.4.1.2 Data Analysis

4.4.1.2.1 Textual analysis

Lexical choices	Skin-related words such as 'stretch marks', 'smooth' used to signal ad is about skincare
Style	English Spoken language used in prose fashion
Reference	- Exophoric: Vaseline with Moroccan argan oil (line 141) - Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explication
Deictic Expressions	Person deixis: I (line 140, 141), we (line 143) Spatial deixis: N/A Temporal deixis: N/A

4.4.1.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for South Africa
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Speaker	Voiceover artist chosen for advertisement
Audience	• People who workout and are protective of their skin • People who are okay with women wearing short and revealing clothing such as bralette tops and boyshorts • Since, both fair and dark complexion models are used the ad encourages people of diverse race to use their products
Purpose of text	• Convince people that using their product will lead to a healthy skin, help in workouts thereby contribute to having a healthy body so consumers should buy it • It also has Moroccan Argan oil which is known for its medicinal properties so it will actually heal the skin thus manufacturing consumers' consent to keep brand going and making profit
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.4.1.2.3 Social Practice Analysis

Society influences the text	People who workout are health-conscious and need lotions to hydrate and nourish their skin, leading to marketing of such products
Text influences the society	Text creates a customer base to sell products and manufactures consent and ideologies among consumers that this product is necessary for personal growth

4.4.2 Video 2

4.4.2.1 Data Description

Since the advertisement video does not speak so textual analysis of only the text in the video is done.

4.4.2.2 Data Analysis

4.4.2.2.1 Textual analysis

Lexical choices	Prose text using English words such as 'fast absorbing', 'summer skin' etc
Style	Epiphora slogan reinforced by mentioning it in the beginning and at the end of video
Reference	• Exophoric: N/A • Endophoric: N/A

Speech Acts:	N/A because video does not speak
Cooperative principles	N/A because video does not speak
Relevance theory	Everything is explication
Deictic Expressions	Person deixis: N/A because video does not speak Spatial deixis: N/A because video does not speak Temporal deixis: N/A because video does not speak

4.4.2.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for South Africa
Speaker	N/A because video does not speak
Audience	Men who are conscious about their skin. Especially those with dark complexion because the ad specifically uses such model.
Purpose of text	- Installing new features into products to continue selling them and making profit. - Using dark complexion male model to show ad is inclusive of diverse backgrounds and cares about the male gender which is less addressed with regards to the concept of beauty.
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s).

4.4.2.2.3 Social Practice Analysis

Society influences the text	Since more males are becoming skin conscious and the fact that this gender does think about beauty is not a taboo anymore, made the skincare industry apply the chance to tailor products specified in this ad.
Text influences the society	The ad only talks about healing dry skin, not becoming whiter upon using the product, hence it could be creating and promoting the concept fair skin is a necessity for females.

4.4.3 Video 3

4.4.3.1 Data Description

The video starts with a model with dry skin and saying does your skin get so dry that it feels like it's cracking? Then microdroplets of Vaseline Blue Seal lotion are shown flying in and vanishing into skin meaning that it is moisturizing the skin and helping it to be smooth three times longer than any other lotion the client uses. But comparison with other lotions is not done. Just a hint is given through language.

4.4.3.2 Data Analysis

4.4.3.2.1 Textual analysis

Lexical choices	Prose text using English words related to skin such as ‘dry’ ‘cracking’, ‘moisturizes’, ‘smooth’ etc
Style	Mian ad text followed by echo phrase and free slogan (That’s the healing power of Vaseline)
Reference	- Exophoric: Vaseline Lotion (line 150-151) - Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explication
Deictic Expressions	Person deixis: your (line 149) Spatial deixis: N/A Temporal deixis: N/A

4.4.3.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for South Africa
Speaker	Voiceover artist chosen for advertisement
Audience	- Women who are conscious about their skin. Especially those with dark complexion because the ad specifically uses such model - Viewers who are okay with revealing clothing because the model wears a blue halter neck backless mini dress to match outfit with the blue colour in Vaseline logo
Purpose of text	- Installing new features into products to continue selling them and making profit. - Using dark complexion female model to show ad is inclusive of diverse backgrounds and cares about people with dark complexion as they are often stereotyped as beauty is associated with white skin
Neutral or biased?	- Biased because ad only talks about their own product, does not promote any other similar product(s). - It also challenges that this product works better than any other ‘leading competitor’ in barely readable text at the bottom of the ad screen.

4.4.3.2.3 Social Practice Analysis

Society influences the text	● Presence of dark-skinned people in South African society made advertisers understand they need to be included if they want to sell their products and make profit. ● Since dark-skinned women are doubly marginalized, need for such products are more thinking if one cannot change their skin colour, at least they can keep it beautiful by having smooth, hydrated skin.
Text influences the society	● In addition, using a dark-skinned model would break stereotypes of race and ethnicity, that being dark-skinned is also beautiful. ● But it would also form another beauty standard – not having dry skin can be equated to being beautiful. This can create pressure on women, emotionally manipulating them to think this brand can heal their skin, in turn, help them grow personally.

4.5 Singapore Vaseline Lotion Advertisements' Transcription

4.5.1 Video 1

4.5.1.1 Data Description

No model. Just the Vaseline lotion pops up on screen with a voiceover.

4.5.1.2 Data Analysis

4.5.1.2.1 Textual analysis

Lexical choices	Skin related vocabulary is used such as 'radiant', 'nourishing' etc
Style	Concise, English prose text with a catchy introduction sentence
Reference	● Exophoric: New Vaseline Pro Derma Brightening Lotion (line154-155) ● Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles

Relevance theory	Everything is explicature
Deictic Expressions	Person deixis: N/A Spatial deixis: N/A Temporal deixis: N/A

4.5.1.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for Singapore
Speaker	Voiceover artist chosen for advertisement
Audience	People who understand English and are conscious about their skin colour
Purpose of text	Sell the product advertised
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.5.1.2.3 Social Practice Analysis

Society influences the text	Since Singaporeans are conscious about their skin, and even though they do have fair complexion, most suffer from inferiority complex regarding their skin which advertisers turned into their marketing strategies
Text influences the society	People will buy the product

4.5.2 Video 2

4.5.2.1 Data Description

No model. Just the Vaseline lotion pops up on screen with a voiceover.

4.5.2.2 Data Analysis

4.5.2.2.1 Textual analysis

Lexical choices	Skin related vocabulary is used such as 'dry', 'hydration'
Style	Concise, English prose text with a catchy introduction sentence
Reference	- Exophoric: New Vaseline Pro Derma Moisturizing Lotion (line 156-157) - Endophoric: N/A

Speech Acts:	Representative – voice artist says things they believe is true
Cooperative principles	Monologue hence lacks cooperative principles
Relevance theory	Everything is explicature
Deictic Expressions	Person deixis: N/A Spatial deixis: N/A Temporal deixis: N/A

4.5.2.2.2 Discursive Practice Analysis

Author	Vaseline Lotion brand adopted for Singapore
Speaker	Voiceover artist chosen for ad
Audience	People who understand English and are conscious about their skin colour
Purpose of text	Sell the product advertised
Neutral or biased?	Biased because ad only talks about their own product, does not promote any other similar product(s)

4.5.2.2.3 Social Practice Analysis

Society influences the text	Since Singaporeans are conscious about their skin, and even though they do have fair complexion, most suffer from inferiority complex regarding their skin which advertisers turned into their marketing strategies
Text influences the society	People will buy the product

5. Discussion

In this section, findings are discussed according to the chronology of the research questions. The first research question asks how the target audience is addressed using linguistic and non-linguistic modes. The second research question explores how the language and content of advertisements create an impact in the society and vice versa, where advertisements refer to television commercials. Since both research questions are dependent on one another, both are thematically analysed together. All themes are discussed below under separate sub-headings.

5.1 COVID-19

With the onset of COVID-19, nearly all brands had started to advertise that, their product safeguards against the virus to a large percentage, even if the product was not related to hygiene, such as soap. Everything, from handwashes to cooking oil, even shoes, started safeguarding against the virus (Huang & Sengupta, 2020), and their noble help was promoted effectively through both linguistic and non-linguistic modes in their respective television commercials in an attempt to exploit the salience of the topic to reach consumers more effectively. For instance, the Bangladeshi commercial at **4.1.4 Video 4**, showed moving images of doctors treating patients wearing the white gown, covering their face and full body during COVID-19 era and repetitive washing hands; the Indian commercial at **4.2.1 Video 1**, showed a tailor sewing masks instead of clothes with her dry hands and the American commercial at **4.3.4 Video 4**, showed neighbours performing a handshake with raised hands with each other at a distance and with a glass between them. The people shown in the commercials exist in the society so seeing it appeals to human emotions, making viewers become consumers and actually buy the product, in this case Vaseline lotion, being advertised. This relates to **1.4.3 Television Commercials**.

Furthermore, in each of the commercial mentioned, texts like ‘oklanto porisrom’ (meaning: tireless hard work) in **4.1.4 Video 4**; repetitively pronouncing ‘new’ in **4.3.4 Video 4** and

showing how the general public is acting during the virus era, such as shaking hands through glass, wearing happy face masks, doing leg shakes instead of hands; and ‘hands which heal’ referring to the hands of the doctor shown to be coming home from work in **4.2.1 Video 1**, provide the linguistic modes necessary to influence the target audience which includes those people shown in the commercial, by acknowledging their hard work, because the higher the emotional impact, the more effective will be the appeal (Das et al., 2015; Akram et al., 2018; Wu & Wen, 2019). This answers the first research question.

Moreover, the images and ideas used, satisfy the consumers’ psychological need for security, making the advertisement reliable so that consumers can modify their behaviour strategically and reduce their cognizant uncertainty (Park et al., 2021). For example, since the commercial at **4.2.1 Video 1** was showing a doctor washing her dry hands and applying the Vaseline lotion, the target audience, which not only contains doctors but also the general public, will be medically motivated to use that respective lotion because they have seen a COVID-19 doctor use it. Similarly, in **4.1.4 Video 4**, when people will see that, the company is giving out Vaseline lotion to the frontliners, they will be more inclined to purchase the product as a product deemed to be used by COVID doctors must be safe, which answers the second research question.

5.2 Specific-themed commercials: dengue, marriage, winter

Other than COVID-19, special themed commercials are also seen across the countries such as dengue in **4.1.1 Video 1** and **4.1.2 Video 2**; marriage in **4.2.5 Video 5** and winter in **4.2.3 Video 3** and **4.2.4 Video 4**. In fact, the commercial in **4.1.1 Video 1** is revamped to advertise that the lotion is not only dengue-resistant but also safe to use for pregnant mothers as **4.1.2 Video 2**, because repeating the same information creates and stabilizes neurological pathways in the brain that can store and retrieve the information (Zhan et al., 2018), and this is where the linguistic and non-linguistic modes used, comes in. For instance, in **4.1.1 Video 1**, the

commercial started by saying “Dengue Malariar moto moshabahito rog theke shurokkhar notun upay! (translation: A new way to protect against mosquito-borne diseases like dengue, malaria!) in lines 1-2. By including keywords such as ‘dengue’, ‘moshabahito (translation: mosquito-borne)’, ‘upay (translation: way)’, and image of Vaseline lotion bottle warding off mosquitos with a protective bubble, the commercial has managed to imprint their slogan into the minds of their target audience (Musté et al., 2015), raising sales of the same product which consumers probably already use.

Moreover, specific themed advertisements reflect the culture and associated values in the time of the year it is broadcasted (Sualman et al., 2021). For example, in **4.2.5 Video 5**, it is a custom to wear beautiful clothes and dance during weddings. However, skin tanning is a major issue and the slightest tan on the skin is considered a disgrace and a sign of unbeauty. Advertisers took this opportunity to enhance their sale by turning the tanning into not only a roadblock to beauty, but also to full expression of the self. Hence, they advertised their lotion to contain Vitamin C which aids against tanning, with less regards for the truthfulness of the claim, and showed the main model to be dancing freely without shades as she has applied the respective lotion, because advertising language being a verbal symbol, can dictate consumers’ lives (Abokhoza et al., 2019) and enable them to face the global competition.

In the bargain, winter-themed commercials remind consumers that, the advertisers are like their Big Brother – accompanying them wherever they go. Since, the winter season has shorter days and more time are spent indoors to combat the harsh weather, consumers become highly online receptive. Advertisers make use of this information to promote glowing skin like in **4.2.3 Video 3** or wear less-covered clothes like in **4.2.4 Video 4**, because in winter people are concerned about their skin becoming overtly dry. By tailoring the content (Olsen & Pracejus, 2020) to eliminate and reduce these problems, Vaseline stays relevant and creates a bond with

its target audience. It also showcases the brand's versatility and ability to meet their consumers' changing needs.

5.3 Variety of professions encouraged

In addition to the specific themed commercials, the researcher has also found social messages being conveyed through them, such as, encouraging a variety of professions. This is done because firstly, the audience of the commercials is huge, unlimited and not only the people targeted by the advertisers. For instance, **4.2.6 Video 6** shows cake bakers but this video can also be watched by an unemployed teenager or homemaker. They can be motivated by the commercial and buy the product. Secondly, by showing the product being used by people with a variety of professions, it sends the message that, the company respects all professions and is universal, anti-discriminatory and not opportunist towards any particular profession. Advertising in the profession such as, as a dancer, yoga trainer in **4.3.1 Video 1** or nurse **4.3.3 Video 3** helps advertisers develop a comprehensive marketing strategy that appeals to those professionals (Jiménez-Sánchez et al., 2021) and when the commercial is about a lotion, the appealing task is easier because every human being has skin and they strive for personal growth. Since the commercial promises personal growth by having models act out those professions, people alike, in real life, will be convinced to buy the product. Besides, the text creates a customer base, thereby manufacturing the consumers' consent and ideologies.

Thirdly, advertising in the professions allows viewers to have a clearer understanding of the respective professions (Jenkins & Samiee, 2015). For instance, in **4.1.3 Video 3**, when the voiceover said "...skin shobshomoye flawless. Kintu shotti holo or skin shurjer tapey purey jay. Abar sheet er tibrotay shushko hoye jay [translation: ...looks like her skin is always flawless. But the truth is that her skin gets burnt by the heat of the sun. Or becomes dry with the intensity of the winter season]" (lines 13-15), and shows the video of a Bangladeshi model who is also an actress in native dramas, viewers can empathise that the 'flawless' person they

see in television can also be flawed like them and have skin problems. So, if she can heal herself using Vaseline lotion and continue to excel at her job, so can they.

5.4 Women empowerment

Majority of the commercials have used female models and lotion usage is shown in almost intimate body parts such as back and upper thighs. Even the Vaseline bottle is shaped like that of a female body – the classical hourglass structure – because society objectifies the feminine being from a multicultural point of view (Alam et al., 2023). In any given country, the female models are always trying to be more radiant and confident but the one male model used in **4.4.2 Video 2**, only talks about healing dry skin, not having a whiter complexion upon using the product, hence it could be creating and promoting the concept that fair skin is a necessity for females.

Furthermore, both text and images of the commercials convey that, using their product enhances confidence in women (Linardi et al., 2023). For instance, in **4.1.3 Video 3**, a Bangladeshi model is seen to be on the road to success by moisturizing her dry skin, particularly the hands, arms and neck. Similarly, in **4.2.2 Video 2**, the main model is empowered because hurtful comments from neighbouring aunts about her will metaphorically not stick to her skin and in **4.2.6 Video 6**, the model, a baker, can bake her chocolate cake smoothly. All of these is made possible by applying the Vaseline lotion, signaling that, it not only serves as a moisturizing skincare product but also has tantric powers such as making people successful, help them have better relationships with people around them, having a bakery business run smoothly and so on. By using languages such as “...my lotion is too non-sticky. Your comments won't stick (lines 58-59)”, advertisers play on consumers’ inner fears and insecurities and showcase their brand as a gendered status symbol, which can other the men and put women in the center of the universe (Varman et al., 2024), consequently empowering them.

5.5 Voiceless ads as powerful as voiced ones

Some of the commercials were voiceless, such as **4.1.4 Video 4** and **4.4.2 Video 2**, so that the focus is purely on the on-screen visuals to convey the advertisers' message. This non-linguistic mode is very impactful in certain situations. For instance, in **4.1.4 Video 4**, the commercial was driven by a series of short texts appearing on-screen (shown in Figure 5.5), followed by newspaper cuttings and few seconds of someone washing hands, which sealed an emotional connection with viewers faster than voiceover could, creating a subtle feel. The audience is likely to enact the-then socially desirable behaviour (Shoenberger et al., 2021) – for example, washing hands – and have an increased intention to engage in these behaviours by perceiving the brand message as authentic. This has also helped the commercial reach audiences who are watching with muted sound or are themselves mute.

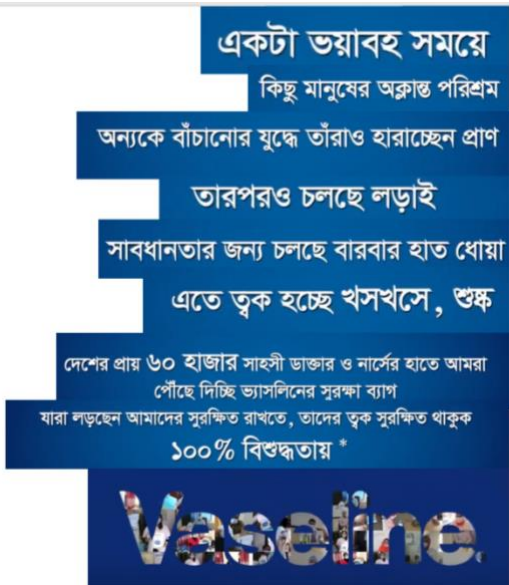
	Translation: A terrible time Tiresome work of some people To save others they also lost their lives Then too they are continuing to fight Frequent hand washing done as a precaution By this, skin is becoming scratchy, dry We are delivering Vaseline protective bags to nearly 60% of doctors and nurses in the country Those who are fighting to keep us safe, may their skin be protected with 100% purity Vaseline
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Figure 5.5 Texts which appeared in **4.1.4 Video 4**

However, usage of voiceovers should not be questioned by solely looking at the advantages of voiceless commercials. Using conversational voiceovers captures the audience's attention wherever they reside due to non-directionality of language signals (Yule, 2023) allowing them to comprehend the key messages promoted by the brand. In addition, since the same advertisement is shown again and again, sometimes back-to-back, in the midst of watching a

favourite drama serial, the audience can memorise the spoken words (Loewenstein et al., 2011), long after they initially viewed the commercial.

5.6 Acceptance of all skin colours: discouraging racism

There was a time when commercials openly promoted racism because that was the mindset of people at that time. However, people started to revolt by creating satirical advertisements, especially those who were the White Man's burden and doubly marginalized – for their skin colour and gender. As time passed, advertisers started to discourage racism and became open to all skin colours – the legacy still remains up to this day. For instance, the West, such as the Americans, used to dislike dark-skinned people, but, today, almost all of their commercials reviewed in this study have those people. In fact, American commercials have more emphasis on people with a dark or brown complexion than their South African counterparts, which fascinated the researcher, because the West, especially countries such as America, have introduced a lot of campaigns and awarenesses to include such people in to the mainstream public, to promote public acceptance.

Since the Western commercials like **4.3.3 Video 3**, have commonly used models with tanned skin to cater to a diverse consumer population because they believe in the tan ideal (Xie & Zhang, 2013), meaning, people with a darker complexion are more appealing to the eyes than those with a lighter one, the Asian commercials such as **4.5.1 Video 1** and **4.5.2 Video 2**, came forward with the claim that, a perfect skin is one that looks radiant, moisturized and gives confidence to women even if they wear loose-fitting and less-covered clothes. However, the researcher was wonderstruck having Singaporean commercials advertise about "...Brightening Lotion. For radiant and nourished skin" (line 155) because they already have that skin. Further probing revealed the reason – they consider people with darker skin as someone who came from rural poverty-stricken family (Salvá, 2019) whose generation works in the field, pointing to the ways advertisements influence the society and vice-versa.

6. Conclusion

6.1 Concluding remarks

The scope of language is narrowed by limiting it to only researching about human communication, language anxiety, reading and writing skills. Linguistics is only thought to be a study of morphology and syntax; and applied linguistics, of pidgin-creoles and how children learn language. But language can also be studied with regards to its usage in mediums such as television commercials, because it is a type of discourse and discourse can be anything ranging from spoken, written, images, music and so on. This paper focused on language of television commercials – the voiceovers and the text appearing on-screen where voiceover is not available. It studied how the commercials' linguistic and non-linguistic modes addressed the target audience, how the language and content of the commercials impacted the society and vice versa. The findings are penned according to the three layers of Norman Fairclough's Critical Discourse Analysis – textual, discursive and social practice. Analysing the findings revealed that the commercials addressed the target audience by tweaking the qualities of their products to match the on-going social issue such as COVID-19, dengue, season of marriage, winter; encouraging a variety of professions among women by showing women as doctors, police and so on, instead of mere housewives, subsequently empowering them; discouraging racism by having people of all colours, especially dark-skinned models in Western commercials; and creating voiceless commercials with fleeting images to show solidarity to the public during difficult times.

6.2 Implications of the study

This research sheds a cross-cultural light on the aspect that the concept of women as feminine is idolised because majority of the commercials are about women having radiant skin and managing her job perfectly despite having a family. So, a social implication is that

commercials are almost a variant of mythologies where people objectify and respect women at the same time.

Cultural implications concerned; this study can prevent Housewife Syndrome in women as the commercials encourages a variety of professions. Furthermore, since racism is discouraged, intersectional readings can reveal changing ideologies within cultures. So, this study can also be a literature-based paper.

Educational implications concerned; visual clues of a commercial can provide scaffolding for students as the turn-taking dialogues in commercials help students follow and learn language easily. This is particularly useful in an English as a Foreign Language (EFL) classroom.

6.3 Future research pathways and recommendations

If someone from marketing or business studies or media studies does this research, better or stronger claims can be made for people who wants to read about this topic from business professionals because this topic is related to business but the researcher has limited knowledge about business studies. However, she is willing to collaborate if anyone from a business or media related background wants to further this research with her.

6.4 Limitations of the study

One of the biggest limitations of this study, is the scarcity of scholarly articles needed to discuss the findings. There are substantial blogs and website articles on the topics in 5. **Discussion** but hardly any journal or research paper, which proves how big of a research gap this study addresses. The researcher has gone to great lengths to ensure each of her findings is backed up by researches even if it is not within the last five years and this took up a significant portion of her research time. The second limitation comes from the first one – time constraints. The researcher did wish to explore the findings broader but in-depth study requires more time

than two semesters. Lastly, the researcher has best tried to abridge the third limitation in **1.6**

Delimitation of the study.

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8. Appendices

8.1 Appendix A: Countries' Vaseline Lotion Advertisements' Transcription

8.1.1 Bangladeshi

8.1.1.1 Video 1

1 Dengue Malariar moto moshabahito rog theke shurokkhar notun
2 upay! Vaseline Mosquito Defense Lotion! (Translation: A new
3 way to protect against mosquito-borne diseases like dengue,
4 malaria! Vaseline Mosquito Defense Lotion!)

8.1.1.2 Video 2

5 Dengue Malariar moto moshabahito rog theke poribar ke
6 shurokkhito rakhte elo notun upay! Vaseline Mosquito Defense
7 lotion! Ja gorvoboti ma o shishur jonno o nirapod, ebong debe
8 aat ghonta porjonto shurokkha! (Translation: A new way to
9 protect the family from mosquito-borne diseases such as dengue
10 malaria! Vaseline Mosquito Defense Lotion! Which is safe for
11 expectant mothers and babies, and will provide up to eight
12 hours of protection!)

8.1.1.3 Video 3

13 Farin ke dekhe mone hoy or skin shobshomoye flawless. Kintu
14 shotti holo or skin shurjer tapey purey jay. Abar sheet er
15 tibrotay shushko hoye jay. Akhn Vaseline Healthy Bright! Heal
16 korbe damage ke! Molonita dur kore firiye anbe or ujjolota!

17 Kichui ar badha hote parbena or egiye jawar pothe. Vaseline
18 er healing power etai. (Translation: Farin looks like her
19 skin is always flawless. But the truth is that her skin gets
20 burnt by the heat of the sun. Or becomes dry with the
21 intensity of the winter season. Now, Vaseline Healthy Bright!
22 It will heal the damages! Remove her pallid complexion and
23 bring back her brightness! Nothing else can stop her from
24 moving forward. That's the healing power of Vaseline.)

8.1.1.4 Video 4

25 Ekta voyaboho shomoye. Kichu manusher oklanto porisrom.
26 Onnoke bachanor juddhe tarao haracchen pran. Tarporo cholche
27 lorai. Shabdhanotar jonno cholche barbar haat dhoe. Ete tok
28 hocche khoshkhoshe, shushko. Desher praye 60 hazar shahoshi
29 doctor o nurse-er hatey amra pouche dicchi Vaseline-er
30 shurokkha bag. Jara lorchen amader shurokkhito rakhte, tader
31 tok shurokkhito thakuk 100 percent bishuddhotay. Vaseline.
32 (Translation: A difficult time. Some peoples' untiring work.
33 They're also losing lives while saving others. But the fight
34 goes on. Washing hands frequently as a precaution. So, skin
35 is becoming dry and scaly. We are delivering Vaseline
36 protection bags to around 60,000 brave doctors and nurses in

37 the country. Those who are fighting to keep us safe, may
38 their skin be protected with 100 percent purity. Vaseline.

8.1.2 Indian

8.1.2.1 Video 1

39 Voiceover: Vaseline, rukhe bane haton ka naami lota kar,
40 rakhe unka khayal. Dusro ke liye cokhe utha de ye haat apno
41 se doiyane bahate. Musibato mein dhaal ban jata hai, ye haat
42 desh ka kar chuka te hai, surakhsa kal purne mein jut jate
43 hein, ye haat or rukhele kharch ho jate hai, haat jo sabkuch
44 korban karte hai, khayal rakhne ke, khayal rakhne ke hak dar
45 bante hai. Vaseline, ayse rukhe bane hato ke name lota kar
46 rakhe unka khayal. Vaseline rakhe khayal

47 Subtitle: Vaseline, dedicated to rough and hardworking hands,
48 cares for them deeply. These hands lift heavy burdens for
49 others and nurture their loved ones with gentle care. They
50 become shields in times of trouble, work tirelessly for the
51 nation, and spend themselves in the service of others. These
52 hands, which sacrifice everything, deserve care and comfort.
53 Vaseline, honoring such hardworking hands, keeps them cared
54 for. Vaseline cares.

8.1.2.2 Video 2

55 Ta-daaa! "You're going to wear this. You know what aunties

56 will say?" What? "Didn't you find something shorter?" Didn't
57 stick. "Who gave you permission?" Didn't stick. "Shameless."
58 Didn't stick. Auntie, my lotion is too non-sticky. Your
59 comments won't stick. New Vaseline light hydrate. It's light
60 weight formula hydrates from within. And isn't sticky. Let
61 live freely.

8.1.2.3 Video 3

62 Get ready with us. Para winter pari!!! Mein pehen rehi hoon.
63 Apna gorgeous sweater. Mein or dario pink jacket. Wearing
64 cool & pants. Taking off sweater. Why? Vaseline cocoa glow.
65 Iss mein hai 100% pure cocoa butter jo skin ko vitas mein
66 rakhe moisturized or de soft glow. This winter don't hide the
67 glow. (Translation: Get ready with us, winter fairies! I'm
68 putting on my gorgeous sweater, and my friend is in her trendy
69 pink jacket, rocking cool pants. But taking the sweater off.
70 Why? Because of Vaseline Cocoa Glow! It has 100% pure cocoa
71 butter that keeps skin moisturized and gives a soft glow.
72 This winter, don't hide the glow.)

8.1.2.4 Video 4

73 O heroine ready? Heroine banne toh dekh. Hoy hoy hoy!!! (Song
74 : "sarde sarde hawa mein paroongi chamam karega") Wait baby
75 itni soft skin kisse? Vaseline deep moisture serum in lotion

76 skin ko rakhe soft or beautiful or dagis ghato tak. Iss winter
77 jo man chahe kar. (Translation: "O heroine, are you ready?"
78 "Let's see if you can be a heroine!" "Hoy hoy hoy!!!" [Song:
79 "In the cold breeze, I'll make an entrance, everyone will be
80 amazed!"] "Wait, baby, how is your skin so soft?" Vaseline
81 Deep Moisture Serum-in-Lotion keeps your skin soft and
82 beautiful for hours. This winter, do whatever your heart
83 desires.)

8.1.2.5 Video 5

84 Chal let's dance. No no, dukh se tan ho jayega. Chal avi
85 jayega. (Song: "Uri uri fikaar uri dhoo mein dhuli re dhuli
86 re") Vaseline health bright iska spf 30 or vitamin C with
87 formula tan ghatay pehele up de se or skin ko de glow. Iss
88 summer tan ki chor fikaar. (Translation: "Come on, let's
89 dance!" "No, no, the tan will come back." "Come on, it'll
90 fade soon." [Song: "Uri uri fikaar uri dhoo mein dhuli re
91 dhuli re"] Vaseline Healthy Bright with SPF 30 and Vitamin C
92 formula reduces tan and brings a healthy glow to your skin.
93 This summer, leave your worries about tanning behind.)

8.1.2.6 Video 6

94 Sardi mein aiye soft or glowing bacha or dagis ghante tak
95 vaseline cocoa golow body lotion ke sath. Thanda or sardi

96 upki bacha ki nami or glow churake use rukhi or bechaan bana
97 sakti hai. Vasilene cocoa glow iss mein hai 100% pure cocoa,
98 shea butter or vasilen jelly. Upki bacha ko de posture or
99 rakhe makhmali sof or glowing. Vasilene cocoa glow upko de
100 soft or glowing bacha or dagis ghanto tak. (Translation: In
101 winter, keep your skin soft and glowing for hours with
102 Vaseline Cocoa Glow Body Lotion. Cold weather can strip away
103 your skin's moisture and radiance, leaving it dry and
104 uncomfortable. Vaseline Cocoa Glow contains 100% pure cocoa,
105 shea butter, and Vaseline jelly to give your skin deep
106 nourishment and keep it velvety soft and glowing. Vaseline
107 Cocoa Glow gives you soft, glowing skin for hours.)

8.1.3 American

8.1.3.1 Video 1

108 Fair, freckled or melanated, we, are appreciated. Ultra
109 hydrated, glazed and glowing, confidence overflowing. New
110 Vaseline lotion! 90 percent more moisture for my one-of-a-
111 kind-skin, and there is no other skin I wana be in.

8.1.3.2 Video 2

112 For very dry skin, basic moisturization isn't enough. You
113 need healing. The only lotion with healing microdroplets is
114 Vaseline Jelly. New Vaseline Intensive Care relieves very

115 dry skin from the very first application and deeply
116 moisturizes to heal it in just 5 days. Clinically proven.
117 Skin healed in just 5 days - that's the healing power of
118 Vaseline.

8.1.3.3 Video 3

119 New Vaseline clinical care! Formulated with unique barrier
120 repair complex. Heals very dry skin in just 5 days. [sound
121 of newborn baby crying]. [shows holding newborn's hand]. So,
122 you can do the things you love! The healing power of
123 Vaseline.

8.1.3.4 Video 4

124 Helloooooo [black girl smiling at screen]. The new kiss!
125 [black woman giving a flying kiss to the screen] The new
126 hug! [black girl hugging herself] The new hi-5! [2 white
127 neighbours hi-5ing each other at a distance of 1 meter,
128 wearing masks AND a black and white girl hi-5-ing each other
129 through glass]. The new handshake! [a child and an adult
130 touching elbows, a girl and a boy touching shoes, all wearing
131 masks]. A new normal [black woman applying lotion on her
132 arms]. The same healing skincare of Vaseline [Black woman
133 winking, wearing mask].

8.1.3.5 Video 5

134 When your skin is so dry that you can scratch it, it needs
135 healing. [shows scratch-writing DRY on hand]. Vaseline
136 Intensive Care with microdroplets of Vaseline Jelly deeply
137 moisturizes from the very first application. And after
138 several uses, keeps skin healed for 3 weeks. Healing will
139 last for 3 weeks. That's the healing power of Vaseline.

8.1.4 South African

8.1.4.1 Video 1

140 I guess most people get stretch marks, right? I use new
141 Vaseline with Moroccan argan oil to help smooth mine. I
142 noticed the difference after one week. So, even when life
143 stretches us, we have never have to hold back. New Vaseline
144 with Moroccan argan oil moisturizer and helps smooth stretch
145 marks.

8.1.4.2 Video 2

146 Switch up your summer skin. Absorbs instantly to restore dry
147 skin. Vaseline with Hydrating Glycerin. SWITCH UP YOUR
148 SUMMER SKIN.

8.1.4.3 Video 3

149 Does your skin get so dry that it feels like it's cracking?
150 Now with microdroplets of Vaseline Blue Seal, Vaseline

151 lotion deeply moisturizes skin, and keeps skin smooth and
152 restored for three times longer. That's the healing power
153 of Vaseline.

8.1.5 Singaporean

8.1.5.1 Video 1

154 Experiencing dull skin and dark spots? New Vaseline Pro
155 Derma Brightening Lotion. For radiant and nourished skin.

8.1.5.2 Video 2

156 Experiencing dry skin? New Vaseline Pro Derma Moisturizing
157 Lotion. For potent hydration power.