ADVERTISING DISCOURSE AND PORTRAYAL OF WOMEN IN THE CHOICE OF COSMETIC PRODUCTS IN LAGOS NIGERIA

ADEBOLA OLUMUYIWA SARAH MICHAEL

DOCTOR OF PHILOSOPHY

(Mass Communication)

JOMO KENYATTA UNIVERSITY

OF

AGRICULTURE AND TECHNOLOGY

2024

Advertising Discourse and Portrayal of Women in the Choice of Cosmetic Products in Lagos Nigeria

Adebola Olumuyiwa Sarah Michael

A Research Thesis Submitted in Partial Fulfilment of the Requirements for the Degree of Doctor of Philosophy in Mass Communication of the Jomo Kenyatta University of Agriculture and Technology

2024

DECLARATION

This thesis is my original work and has not been presented for a degree in any other University.

Signature………………………… Date……………………………….

Adebola Sarah O. Michael

This thesis has been submitted for examination with our approval as University Supervisors

Signature………………………… Date……………………………….

Prof. Hellen Mberia, PhD

JKUAT, Kenya

Signature………………………… Date……………………………….

Dr. Joan Mutua, PhD

JKUAT, Kenya

DEDICATION

To God the Father, the Son and the Holy Spirit

ACKNOWLEDGEMENT

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ABBREVIATIONS AND ACRONYMS

ADS   Advertisements

AIDA   A model that refers to attention, interest, desire and action in advertising

ANOVA   Analysis of Variance

CDA   Critical Discourse Analysis

AAAN   Association of Advertising Agencies of Nigeria

ADVAN   Advertisers Association of Nigeria

BON   Broadcasting Organisation of Nigeria

MIPAN   Media Independent Practitioners Association of Nigeria

OAAN   Outdoor Advertising Association of Nigeria

NCWS   National Council of Women Societies

SPSS   Software Package for Social Sciences

ULMPS   University of Lagos Media postgraduate students

DEFINITION OF OPERATIONAL TERMS

The current study includes the following key terms: advertising, advertising discourse, Critical Discourse Analysis (CDA), Ideology, Concept of beauty, female celebrities, portrayal, consumer. These terms and concepts, as related to this current study, will now be defined to enhance understanding.

Advertising

Advertising is a paid, structured and non-personal form of marketing communication by an identified sponsor designed to reach a specific target audience with a persuasive message about a product, service or idea (Arens, Weigold & Arens, 2011).

Advertising Discourse The term discourse refers to specific arrangement of words of language for social or psychosocial means. So advertising discourse employs various scholarly rhetorical techniques to construct their discourse genres. It connotes meanings through various analogies, allusion, metaphor, irony and so on. (Danesi, M. 2015).

Critical Discourse Analysis (CDA): Critical Discourse Analysis studies provides the criteria to consider the relationships between discourse and society, between text and context, and between language and power (Fairclough, 2001). It is used to analyse any type of discourse be it, written text or speech, symbols, signs, posters, electronic and printed advertisement and any type of communication that systematically communicate with us. Fairclough (2001) further states that CDA helps by analyzing particular discourses about the hidden issues or problems of a society (Haque, 2008 ;Van Dijk(1998).

Ideology

This is a set of views, ideas and beliefs of certain individuals or group. Ideology often refers to a set of ideas that characterize a certain culture, society or political beliefs. There are different types of political, social, epistemological and moral ideologies such as beauty, capitalism, socialism etc.

Concept of Beauty

The concept of beauty is a trait associated with people and can also be considered a characteristic. Beauty comes in many forms: natural beauty (scenic beauty), physical beauty (facial appearance). Beauty is used to refer to women who look beautiful as opposed to men (Kumar, 2002). According

to Karan (2008), beauty is an emotional element that has a double meaning which could be inclusive and exclusive.

Portrayal   A description of someone or something in a particular way; it is a representation. In this case, it is a depiction of someone or something in particular as relating to advertisement.

Gender   The term gender includes personality traits, but it also involves psychological make up, attitudes, beliefs, and values; sexual orientation etc.

Female Gender   This refers to the grouping of human beings or homo sapiens that are not possessing male characteristics. It can also be defined as the female sex group (as opposed to male).

Stereotype: Stereotype is the application of a standardized image or concept to members of certain groups, usually based on limited information.

Women   According to chambers 21st century Dictionary "woman is an adult human female, the female sex." Women therefore refer to adult females as opposed to girls or adolescent females.

Female celebrities' Female celebrities include well-known, successful, high-profile women in various fields, including entertainment, sport and business (Choi, Lee & Kim, 2005).

Consumer   A consumer is defined by Schiffman and Kanuk (2007) as a person who "... buys goods and services for his or her own use, for the use of a household, or as a gift for a friend".

ABSTRACT

The purpose of the study was to examine advertising discourse and portrayal of women in choice of cosmetic products in Lagos Nigeria. It was informed by the fact that advertisers use language and other strategies to influence people, especially women into purchasing their products even if they may not necessarily be required. The main objective of the study was to seek to discover if advertising discourse can influence consumers to buy into products advertised; with an aim to identify the effect of textual features on portrayal of women in the choice of cosmetic products, effect of discourse strategies on portrayal of women in the choice of cosmetic products and the influence of social practice features on portrayal of women in the choice of cosmetic products. Also, to determine the moderating effect of consumer demographic factors on the relationship between advertising discourse and portrayal of women in the choice of cosmetic products. Theories considered relevant to this study were Critical Discourse Analysis, Magic of Meaning theory, the theory of Imitative Desire and the AIDA Model. To this end, this study adopted mixed-method design. The descriptive approach with Fairclough's three-dimensional framework of content analysis was used. The target population for analysis for the study were selected online cosmetics scripts and through ARCON, employees of selected relevant organisations in Lagos and media postgraduate students. For the qualitative analysis, the already documented cosmetic scripts were used to collect data and organized, transcribed and described according to the first dimension in discussing discourse as text, then the relation between discourse of the ads and the social context that involves the processes of text consumption was interpreted and lastly the third dimension involving discussion of discourse as social practice. A structured questionnaire for the quantitative aspect was administered and the data analyzed using descriptive statistics as well as inferential statistics in line with research objectives. The population size for the study was 636 while the sample size was 214. The study findings reveal that the relationship between textual features and portrayal of women in choice of cosmetic products, discourse strategies and portrayal of women in choice of cosmetic products as well as social features and portrayal of women in choice of cosmetic products is statistically significant. Furthermore, the demographic factors studied were found to have a moderating effect on the relationship between advertising discourse and the portrayal of women in the choice of cosmetic products. The study concludes that textual features, discourse strategies as well as social features have direct influence on portrayal of women in the choice of cosmetic products and that there is a significant relationship between demographic factors and advertising discourse and the portrayal of women in the choice of cosmetic products in Nigeria. It is hoped that these results will help create more awareness, advocacy and attitudinal change to halt problems many women may face in the future. The study recommended that advertisers pay more attention to their use of language and try to formulate more agreeable content to attract consumers. Relevant women bodies should engage in thorough campaign to create more awareness for women and press for more gender friendly policies. The government should ensure a balanced representation of women in management and policy making positions while the family should inculcate into girls their intellectual potentials, value and self-esteem. ARCON is to ensure adverts keep to regulations and only reflect the ideal beauty in their society.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

An advertisement is a paid public announcement through a communication medium, promoting the sale of products or services, political support or propagating an idea. As a tool to present and promote ideas, goods and services, it seeks all means to encourage or influence consumers to purchase such products. It is the paid use of a product, service or idea that can be given expression through various media outlets. Advertisements such as video, graphic designs, photography, audio, etc., could be through print, broadcast media, etc. Integrated marketing communication, advertising, has been alluded to many definitions by various scholars depending on the situation. Advertising is a way of announcing what the organization wants to sell (the attributes and advantages of its products). We cannot overestimate the importance of advertising; as such, it performs several functions in society, such as education by making products known, communicating information about products, and at times, the location of sales to consumers. It encourages potential consumers to react positively to the propositions of the organization. It helps introduce new products and even re-modified ones for consumers to use.

Moreover, it helps in building brand preference and loyalty. This brand explains the rationale for the submission of (Arens, Weigold & Arens, 2011) that advertising makes one aware, makes one comprehend; makes one create a conviction; makes one form a desire; and makes one take action. Advertising may handle different forms: television commercials, websites, text messages, product placement in TV shows, coupons, sales letters, event sponsorship, telemarketing calls, e-mails, etc. Contemporary advertising is the persuasive, "structured and composed non-personal communication of information" about product offerings; it is paid for by the organization (Arens et al..., 2011). Therefore, advertising aims to communicate specific information to a target audience to persuade them to react in a particular manner.

Advertising can be said to be an important, crucial form of communication whereby communication is simply the act of transferring some form of information or the other from one place, person or group to another. It involves the exchanging of information by writing or speaking using some form of medium that involves the sender/ senders – in this case the advertiser, the message and one or more recipients which is the audience/consumer. When communication involves a large or mass audience it is referred to as mass communication and the chosen channel or medium could be through print media, broadcast media, social media etc. This industry is said to have been in existence in various forms long before the period of Gutenberg's invention of the printing press that expanded it. Though William Caxton of London was said to have printed the first advertising in English, Raynell and Sons of London found the first advertising agency in 1812 and others followed thereafter. Others such as N.W. Ayer and Son Advertising agency of New York took a step further planning, creating and executing complete advertising campaigns for its customers.

The town crier was acclaimed to be the main source of advertising in its basic form the world over before the advent of printing that was used to spread information on wares and bargains etc. then. The situation was not much different in Africa and Nigeria in particular where town criers' parade different villages ringing the gong to attract attention of the people with his message especially on market days. (Bel-Molokwu, 2000). The birth of "Iwe Irohin Fun Awon Ara Egba Ati Yoruba", the first newspaper in Nigeria published by an English missionary, the Reverend Henry Townsend in 1859 ushered in an era of organized advertising in the country. Thereafter, many other newspapers followed with all sorts of advertising services leading to the birth or organized outdoor advertising in Nigeria. (APCON, 2000).

West African Publicity Ltd (WAP), then became the first advertising agency in Nigeria but later changed its name to Lintas West Africa Ltd. in 1965. Not long after, more advertising agencies began leading to the establishment of several registered agencies in Nigeria. Today, advertising is a big business in the nation.

Advertising as a communication model is considered to have both positive and negative effects to the society. Its positive achievements include economic, educational, social, etc. On the other hand are debates of its possible effect mentally and emotionally on the audience such as children, women's image etc. negatively or positively. As a result, a regulatory council known as Advertising Practitioners Council of Nigeria (APCON) by Act 55 of 1988 as amended by Act 93 of 1992 was created to regulate advertising practice in Nigeria. It is now known as Advertising Regulatory Council of Nigeria (ARCON) since 2022 and as a regulatory body it is meant to tackle the many challenges of the advertising industry in the nation.. On the issue of portrayal, it issued a guideline on how female models should be portrayed in advertisements but there are still challenges to full compliance which is one of the reasons for this study.

For advertising to be effective, advertisers need to be aware of how customers may meet the message and so Amandeep et al... (2017) states that most advertising agencies try to understand what their target market may desire in their various approaches to advertising. To make this easier, academics and professionals have tried to develop theories and models that can show how customers respond to the advertising they are being exposed to. By understanding the different behavioural levels that customers pass through, the advertiser can create a message that will meet all requirements and be effective. The inherent benefits of integrated marketing communication are such that they cannot be ignored. However, issues arose regarding how messages are passed across and their effect on the audience, especially stereotyping women through adverts. In the contention of Arens et al... (2011), it is seen as good and criticized for its role in selling products and its influence on the economy of societies. In the current competitive market, both the visuals and the language of advertisements play a crucial role in attracting consumers to buy. Still, most previous researches were only on the text's effect or the visual portrayal of the women. Thus, this researcher intends to examine the impact of advertising discourse and the portrayal of women in the choice of cosmetic products to provoke the desired response from their audience. To Fairclough (1997) critical

discourse analysis as a type of social practice where power and ideology impact on and relate with one another in his three-dimensional framework of studying discourse, we shall be looking at this study through the lens of CDA as it explores the problems of power, manipulation, social abuse, exploitation, societal inequalities in such domains as media, education and politics (Blommaert & Bulcaen, 2000).

Advertising has become a large industry and the leading communication platform that gives meaning to modern marketing (Baran, 2014). It plays a lot of roles in a nation's economy and is one of the most important forms of contemporary social communication. However, advertising is closely linked to its ideological and economic functions. Through the years, it has become more critical to manipulate social values and attitudes than to inform about products and services (Whipple & Courteney, 2015). Advertisers have discovered the power of mass media and the fact that people rely on them to satisfy certain needs keep devising ways to package and structure persuasive messages that will effectively appeal to the audience to buy their ideas, products and services over the years.

Though advertising is essential worldwide, its strategies have generated a lot of criticism, primarily through its stereotyping of women and portrayal as sex objects. Wiles et al... (1995), in their research of advertising in magazines, pointed out that women featured in non-working roles in 92.3 per cent of the US adverts, 90.7 per cent of the Swedish adverts, and 91.5 per cent of the Dutch adverts upon evaluation. Furthermore, this research noted that women in 81.5 per cent of adverts in the US and 57.4 per cent in the Netherlands were most likely to be shown in decorative roles. This discovery was supported by another study (Lindner, 2004). These views mentioned above could point to the existence of stereotypes, which were based on a commonly accepted perception as early as the inception of advertising, and this is supported by a statement Sheehan (2013) states that stereotypes are created by the continual, extended exposure of consumers to patterns of imagery. This is corroborated by (Tiggemann & McGill, 2004) that watching as many as just 30 minutes of programmes and adverts presenting a slim body as the ideal type of female body causes insecurity in women and makes them feel unpleasant with their

bodies. Thus, women, both the models and the consumers, grow up with the perception projected by these advertisements that depict women as objects of love for men. In this kind of advertising, women humiliate and devalue their bodies because they have been shown through such adverts. Wolf (2012) contends that women as sex appeals in advertising may produce sexual obsessions and body dissatisfaction. These are some of the issues but despite a lot of efforts by international organizations in terms of policies, programmes and other regulations such as gender equality and gender balance, the issue of how women are portrayed in advertisements and the application of various discourse strategies to promote products still persists.

The situation in Nigeria is not anywhere much different. In response to these criticisms, the Nigerian Code of Advertising Practice (2015), now known as ARCON (Advertising Regulation Council of Nigeria), issued a guideline on how female models should be portrayed in advertisements. It says using females as models shall depict the females decently clothed in the minimum degree of clothing acceptable to all cultural sectors of the society, not ridicule females as a sex objects and be conscious of societal expectations of the sanctity of marriage as well as family standards and values. There are still challenges to full compliance because advertisers tend to see the female gender as reliable marketing tools that influence the purchasing behaviour of consumers and penetrate their cultural lives with language and images, which, at times in the process, portray women negatively in society. A lot of intervention has been made by the government and other international organizations in terms of policies, programmes and other regulations such as gender equality and gender balance, and women advocacy programmes, among others, but despite all these, the issue of negative portrayal of women remains a challenge. Thus, this study was informed by the fact that advertisers use language, portrayals and other strategies to draw the attention of consumers to purchasing their products with special reference to cosmetics in this study. Cosmetics are beauty products used to beautify, make up a person to be more attractive. It is a preparation applied to the body to improve appearance to beautify and those sampled in this

study included popular body creams and soaps in Nigeria. The use of these cosmetics are often propelled by the idealised portrayal of women as tall, slim and fair in a lot of advertisements. These give rise to issues of low self-esteem, increased body dissatisfaction and constant purchases of the products because of the ideal beauty ideology which puts pressure on women to look good.

Advertising messages are controlled until it gets to the target audience since getting their message across is an essential marketing strategy. Still, in some words, the use of gender stereotypes is also believed to be effective tactics in advertising. It often brings into play contexts of persuasive appeals associated with sexual images and information. The strategies advertisers use and the appeal targeted at the audiences by the advertisers have been brought to question or have been put in the spotlight. Some of these strategies include female images, creative and persuasive words, celebrity endorsement etc. A significant area of concern has been in the way women are portrayed in advertisements incredibly the sexualized or erotic display of women in more recent years and the use of texts that may not be entirely true or promoting certain ideologies of beauty that could affect self-esteem to encourage purchases by Susanti (2019). For instance, young women have been used for advertising products that they are hard or not even associated with, such as motor vehicles, sports equipment, alcohol, etc. It is rare to see adverts without women playing some form of role. Also, apart from beautiful images, advertisers use language with appealing and catchy phrases to convince people to buy their products. As far as the 1840s, Phineas Taylor Barnum showed the advertising world what women could be when used appropriately in advertising. Using words to persuade, even for exaggeration and deception in advertising, became alarmingly prevalent as early as then.

Susanti (2019) states that different strategies are adopted towards promoting advertising products, such as, using words in cosmetic/beauty products and specific discourse strategies. Thus, advertisers tend to capitalize on the ideology beneath what a woman represents. Kaur Arumugam and Yunus (2013) posits that the issue of beauty comes as a result of advertising ideology. People tend to believe that whatever is attached to beauty products is accurate, so they keep patronizing it. The

issue of cosmetics or beauty products cannot be overlooked in advertising because of the sociological perception that a woman wants to remain beautiful and young at any age. Thus, advertisers play on the female need to stay beautiful, which is expressed in media with youthful attributes that can be obtained by purchasing certain products dangled before them. Advertisers tend to ride on the worldview/beliefs of women, which is used to shape the reality of some tactics employed in advertising. Does the use of words create specific impacts in advertisements then? The language advertisers use: is it factual, genuine, or is it full of propaganda, innuendos, meant to confuse the customer? How have gender issues been handled, dress code, fashion, etc., on various products?

Advertising discourse is discourse style used to produce advertising messages through use of certain techniques to construct their discourse and it plays a central role in formulating and constructing consumers attitudes and notions towards lifestyle choices, public roles and the decision between what is right and wrong in the society according to Shaikh, Bughio, and Kadri (2015). The textual is essential here because the discourse of advertising is based on the belief that texts are shaped with the main aim of persuading the consumer to buy into a product or a service, or to present that product or service as very necessary to the potential audience. Thus, this study examined the manner in which cosmetic advertisements create and reconstruct beauty ideologies through advertising discourse and the Portrayal of Women in the Choice of Cosmetic Products in Nigeria since Nigeria is another developing nation where advertising is highly pervasive and is growing on fast speed. The study focussed mainly on the use of language in cosmetics advertising and the strategies advertisers used to manipulate and influence their consumers relying on Fairclough's three-dimensional framework. This enabled the researcher suggest other options that may be available to advertisers and marketers to create more gender sensitive advertisements.

1.2 Statement of the Problem

Advertising serves many functions in the society and a major one is the marketing ability it possesses especially in the manner in which it promotes companies'

products and services. It serves educational functions since it helps people learn about products and services thus playing a major economic role in facilitating sales of new products in the market. Through this introduction of new products and improvements of existing ones it enhances brand loyalty and serves as catalyst for economic development and industrial growth (Dominick, 2005). Advertising has indeed become a large industry that has become the leading communication platform that gives meaning to modern marketing (Baran, 2014). This is why most commercial organizations and advertisers employ the use of appeals to influence or compel the target audience to make purchase (Aaker, 2010). To achieve this, advertisers utilize various tactics which include the use of persuasive messages and women images to arouse interest in their products and to facilitate sales. Reichert & Lambiase, (2003) believes this to be very effective at grabbing consumers' attention in marketing and communications this 21st century. However, the use of these appeals and the way advertisers frame the advertising messages and the use of words have received much criticism the world over including Africa and especially Nigeria where it seems to be eroding the confidence of the ladies leading to loss of self-esteem because of the type of the ideal woman that is portrayed.

Contrary to expectations and desired outcomes, adverting seems to influence the consumers negatively in the way the messages seem to be laden with a lot of lies, propaganda and misinformation that confuse the consumers and expectations. The images that portray women as beautiful, attractive and successful after using the products are not factual in real life. The ideal slim, slender, light complexion and white skinned does not often exist in the African context. Tuchman (2017) in agreement avers that advertising has serious consequences due to its pervasiveness, stereotypical portrayals, manipulative and preoccupation with materialism. This portrayal of women has even affected many homes as some housewives feel insecure and believe they must look as the portrayed models in the advertisements in order to remain attractive to their husbands, often with negative consequences. A lot of women have lost their confidence thinking that they needed to be like certain celebrities to look beautiful. Thus, they become dissatisfied with their bodies and are

often plagued with low self-esteem. Therefore, the study seeks to explore advertising discourse and portrayal of women in the choice of cosmetic products in Lagos Nigeria with the aim of making recommendations to stakeholders to come up with policies to put in check propaganda and lies that have negatively affected the female consumers of cosmetics.

1.3 General Objective

The general objective of the study was examining advertising discourse and the portrayal of women in the choice of cosmetic products in Lagos Nigeria.

1.3.1 Specific Objectives

The specific objectives of the study are:

1. To identify the effect of textual features on the portrayal of women in the choice of cosmetic products

2. To examine the effect of discourse strategies on the portrayal of women in the choice of cosmetic products

3. To examine the effect of the social-cultural practice features on the portrayal of women in the choice of cosmetic products

4. To determine the moderating effect of consumer demographic factors on the relationship between advertising discourse and portrayal of women in the choice of cosmetic products.

1.4 Research Questions

The following questions have been formulated to guide this study:

1. What is the effect of the textual features on the portrayal of women in the choice of cosmetic products?

2. What is the effect of the discourse strategies on the portrayal of women in the choice of cosmetic products?

3. What is the effect of the social practice features on the portrayal of women in the choice of cosmetic products?

4. What is the moderating effect of consumer demographic factors on the relationship between advertising discourse and portrayal of women in the choice of cosmetic products?

1.5 Significance of the Study

Advertisers seek to attract the attention of consumers utilizing various tactics. To do this they employ a lot of visual and verbal content. Whether the advertisements created are actually able to influence others to buy into these products now raises some questions. In the use of visual content and design in advertisements, the portrayal of women is often part of the advertisements that plays a positive or negative impacts at times through certain world views and works abound on the portray of women through advertisements. This has been a major area of concern but most are limited to content analyses. This focus has therefore trivialized the primary issue of gender representation ignoring other richer dimensions of persuasive implications through discourse to make consumers buy into advertisers' views, ideas, notions and their products. Therefore, considering that apart from sex-role portrayal, advertisers seek all means including the use of language to persuade or 'manipulate' prospective consumers in a competitive market to get consumers to buy and to keep buying. Thus, the question; does language play a critical role for advertisement and making decisions for purchases is considered essential. As early as the 1840s, some group of authors, showed the advertising world what the effect of women could be when used appropriately in advertising. Thus, the use of words for deception and

exaggeration in advertising became alarmingly prevalent then. Does the use of words create certain impacts in advertisement today? Thus, this study sought to explore this and suggested other options that may be available to advertisers to create more successful advertisements.

The research work is significant in that it will assist advertising practitioners, advertising agencies and researchers to be aware of and understand the extent of the effect of the messages and pictorial presentations used in advertising and how they can be used more appropriately. It also makes suggestions to organizations, industries and marketers on their desired audience preferences since customers are likely to be interested in the same products may be of different genders, age and social strata. It was believed that this study will assist the government and policy makers through its regulatory bodies such as ARCON and its other national professional bodies to effect relevant policies and regulations.

Also, overtime academics and professionals have developed some theories and models that can show how customers respond to the advertising they are exposed to. Therefore, it is also believed that empirically and methodically the results from this study will contribute to existing scholarly knowledge and also enable advertisers create more effective messages.

1.6 Scope

The primary objective of the study was to investigate advertising discourse and portrayal of women in the choice of cosmetic products in Lagos, Nigeria using cosmetic scripts from the online websites of companies, some outdoor advertising and questionnaires. It examined the interaction between advertising discourse (Independent Variable) and portrayal of women in the choice of cosmetic products (dependent variable). The study was based on cosmetic advertising in Lagos, Nigeria and so the media organisations not involved in cosmetics were excluded. Also, the research was situated in Lagos because it is the biggest cosmopolitan and commercial center in Nigeria which will ensure access to more elites who are likely to be a lot more conversant with cosmetic products and advertisements. Moreover, the research needed a literate audience that will be conversant in how language is

deployed in cosmetic adverts in Nigeria and this made Lagos a convenient choice for the study. The population size for the study was 636 media practitioners while the sample size was 214. The population sample was drawn purposively from women as the were the ones affected directly and indirectly by the manner of adverts and mainly those who were in the media line to ensure proper understanding of the phenomenon. The survey involved the 199 that responded. However, it was difficult to get participation from some because of their busy schedule.

The use of advertising discourse and portrayal of women in the Choice of Cosmetic Products was then discussed based on literature accessed and the findings received from the scripts and respondents. The study was conducted using selected cosmetics scripts online and from Outdoor advertising. These were already documented advertisement scripts of cosmetic posts and video scripts online. The selected documented advertisement scripts were those relating only to body lotions and soaps believed to be popular for beautifying the skin. The population sample for the quantitative aspect was drawn from questionnaires through media employees of selected organisations and media postgraduate students in Lagos.

The study was guided by Critical Discourse Analysis by Fairclough because it considers language and relationships between discourse and in this case, advertising discourse in the portrayal of women in society in relation to choosing cosmetic products as a form of social practice. This theory was supported by Magic of Meaning theory because the theories allude to the fact that advertisements do not just sell products but infuse those products with meaning, by conveying strong messages with meaning impacted into them. The Imitative Desire by René Girard explains why consumers were propelled to choose certain products because of the involvement of certain celebrities and models and the concept of beauty they portrayed while the AIDA Model revealed awareness creation and stimulation of interest leading to customer desire and action in choosing products.

This research utilized mixed methods and so Fairclough's three-dimensional framework was used for the qualitative analysis while a structured questionnaire was administered for the quantitative aspect. The advertisement scripts were examined

and the data were described according to the three dimensions: the textual (vocabulary and grammar), the processes of text consumption and discourse as social practice concerning power (by the advertisers), and the ideology of beauty construed. This approach was used mainly to answer research questions one to three. The analysis was described according to the three-dimensional model of critical discourse analysis and summarized. Though most inquiries into critical discourse lean on the qualitative method, this research also considered some aspects of the quantitative method in order to neutralize the weaknesses of the qualitative method to achieve more comprehensive research. This was considered to ensure credibility and dependability of the research work. Therefore, for the quantitative analysis questionnaires were developed and administered mainly to focus on relationship between advertising discourse and the portrayal of women in choice of cosmetic products. The data was analysed through descriptive statistics (mean, mode, percentages) as well as inferential statistics (correlation coefficient, regression analysis and ANOVA) and presented in tables and figures in line with the research objectives. SPSS was used as a tool for the statistical analysis.

1.7 Limitations of the Study

This study was limited in terms of the aspect of advertising the study was on. It was only limited to cosmetic advertising in Lagos, Nigeria and so the media organisations not involved in cosmetics were excluded. Also, the research was situated in Lagos being a cosmopolitan and commercial center which will ensure access to more elites who are likely to be a lot more conversant to beauty product. Moreover, the research needed a literate audience that will be conversant to how language is deployed in cosmetic adverts in Nigeria and these made Lagos a convenient choice for the study. The population sample was drawn from women and some of those who were in the media line. The survey involved the 199 that responded. However, it was difficult to get participation from some because of their busy schedule.

Another limitation arose from filling the google forms as going online was not convenient for some respondents thereby a lot of time was wasted waiting for responses. To help combat this challenge, the researcher engaged a research assistant

in Nigeria to help follow up. This was helpful in the follow-up of the respondents to ensure they responded on time. He also had the questionnaires printed and distributed to those that found the online form not convenient. This ensured they filled and returned promptly.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter discusses the theoretical and conceptual frameworks, a review of the study variables as well as a critique of empirical literature relevant to the study. The chapter then presents the research gaps identified from theoretical and empirical literature. The chapter finishes with a summary of the literature reviewed.

2.2 Theoretical Framework

This study aims to establish advertising discourse in portrayal of women and choice of cosmetic products in Lagos Nigeria and is guided by the relevant theories. The scope and context of the work draw more attention to the sensitivity of the lingering global debate on gender, which reiterates the importance of the gender discourse. However, for the purpose of this field of study some advertising theories that seem to relate to the subject matter of discourse analysis and portrayal of women in the profession of advertising have been identified. (Popescu, 2004; Toffoletti & Thorpe, 2018) defined advertising as "a communication strategy that entails carrying out an intricate persuasion process, the execution of which uses a variety of particular instruments capable of applying psychological pressure to the target audience. Advertising as a vital tool for marketing is known to involve communication and convincing to achieve desired results and various tools are used to propagate the message as represented by Popescu's definition. Therefore, the theories that are identified as applicable to this study are Critical Discourse Analysis, The Magic of Meaning Theory, Theory of Imitative Desire and AIDA Model as the theories of advertising that focus on the strength of the meaning instilled in the message and the place of critical thinking in advert presentation respectively, which basically relate to the subject matter of this research.

2.2.1 Critical Discourse Analysis (CDA)

The Critical Discourse Analysis hereafter referred to as CDA will be used to analyse the issue at hand. Advertisements are viewed as a form of media discourse and language is a type discourse as well therefore making CDA appropriate for this work since it is a major discipline to investigate any phenomena within language and issues in social context. CDA is relevant since it mostly explores many social theories that analyzes issues such as interaction of language, power and ideology in many contexts. According to Fairclough (2003) language is an intricate part of social life which is interrelated with the fundamentals of social life and as such can be seen as characteristic of social practice in a certain culture. That is, the way language is used will help us to know about the existing social practice. Therefore, CDA provides the criteria to consider the relationships between discourse and society, between text and context, and between language and power (Fairclough, 2001; Wing-Chun Ng, 2020). This in effect means that language has the power to change people's world view and that the power of ideology in certain cultures can influence the use of language.

Somehow, it is vastly different from discourse analysis as it explores the problems of power, manipulation, social abuse, and exploitation, societal inequalities in the domain as media, education, and politics (Blommaert & Bulcaen, 2000; Yu, Chan & Huang, 2024). Critical discourse analysis is not a separate field or discipline rather an interdisciplinary point of view of discourse that sees the language in context and considers it as a kind of social practice. It is a well-known fact that Critical Discourse Analysis (hereafter CDA) began to become popular in 1980s in an attempt to go deeper in language studies along with social theory. (Fairclough, 1992; Wing-Chun Ng 2020)

Since those times, different scholars have described and explained CDA in different ways. Maybe, the main differentiation has resulted from the relation between discourse and concepts which discourse interacts with. For instance, van Dijk (1985) mentions the existence of a connection between discourse and power in CDA.

However, (Fairclough, 1992; Wing-Chun Ng, 2020) states that there is a mutual relationship between discourse and social structures for the reason that discourse affects social conventions and that social structures also influence discourse. In a similar vein, points out that we cannot separate language from political groupings, social issues or power relations. This inevitably means that language has a role to manifest ideologies and the aim is to gain power over people by making them to be convinced about what is manifested with the language. (Gee 1999; Education, 2018) That is to say, the way people interpret messages transmitted via language can be easily directed towards what is aimed to be transmitted.

According to (Fairclough, 1989), CDA is a type of social practice in which ideology and power both have an impact on and interact with one another. Critical discourse analysis, according to (Dijk, 1995; Kiramba, 2018), is a sort of analytical discourse study that examines social power abuse, domination, and inequality as well as how they are repeated, practiced, and resisted. Dijk, further explains CDA as the study between discourse and power (Van Dijk, 2008, 2015) and in advertisements could be power exercised by advertisers over consumers or vice versa.

Of relevance to this study is the three-dimensional framework developed by Norman Fairclough for studying discourse. The three different methods of analysis are intended to be combined: analysis of texts (spoken or written), analysis of discourse practice in the processes of text production, distribution and consumption), and study of discursive events as illustrations of socio-cultural practices. In essence, the research tools selected for this study is that of Norman Fairclough´s three-dimensional model of discourse analysis.

Following (Fairclough, & Wodak, 1997; Berkovich, & Benoliel, 2020) we can put together the core tenets of Critical Discourse Analysis as addressing social problems, in relation with power relations are discursive and the fact that discourse involves society and culture. Also, discourse involves ideological work and deals with the fact that the link between text and society is mediated. Moreover, it has been observed that discourse analysis is interpretative and explanatory therefore making discourse a type of social action. Advertisements, according to (Wing-Chun Ng, 2020;

Mahmood., Arif., Tariq., & Yazdani, 2022), create and reproduce the concept of beauty. This is done using critical discourse analysis (CDA) to study commercials. People are frequently manipulated by commercials for beauty items into thinking whatever is claimed is real. Due to the societal notion that women desire to remain attractive at any age, beauty is one of the main issues of the media in general and advertising in particular. Thus, advertisers play on the need of the female gender to remain beautiful. This is expressed through the media with youthful attributes that can be achieved by purchasing certain products dangled before them like bone before a dog in an attempt to get them to procure such products.

Advertisements can be analysed with different theoretical works in order to understand them. Thus, the influence of use of language of advertisements will be analysed through Critical Discourse Analysis. It is an interdisciplinary point of view of discourse and not a separate field or discipline but an aspect that sees language in context and considers it as a kind of social practice. Of relevance to this study is the three-dimensional framework developed by Norman Fairclough for studying discourse. He describes CDA as a type of social practice where ideology and power both affect and interact. Three different methods of analysis are intended to be combined: analysis of texts (spoken or written), analysis of discourse practice (processes of text production, distribution, and consumption), and study of discursive events as illustrations of socio-cultural practices.

 Baig, (2013) notes that when using the three dimensions of Fairclough's model, each dimension requires a different kinds of analysis: for instance, the first dimension is 'text analysis' or description, for the second one is 'processing analysis' or interpretation while for the third dimension is that of 'social analysis' or explanation.(Nima Rashid et al..., 2020; Zhuang & Liu, 2020) All dimensions are inter-dependent and as such does not matter with which of the kind of analysis one begins with because they are "mutually explanatory" (Janks, 2002). The analysis of discourse is done by means of formulated theoretical points of departure. In the more general convention, discourse refers to the broad framework that enables communication. Discourse is sometimes used as a complimentary term for the text

(Kiramba, 2018). Discourse analysis uses the term primarily to refer to the linguistic analysis of written or spoken discourse which takes place naturally. It is focused on how language is used in social settings, especially on how the speakers engage in the discourse.

Kaur, Arum gam, and Yunus, 2013; Kiramba, 2018; Wing-Chun Ng, 2020) argue that ads construct and reproduce the ideology of beauty. They do this by using critical discourse analysis (CDA) to study commercials. People are frequently duped by commercials for beauty items into thinking whatever is claimed is real. Due to the societal notion that women desire to remain attractive at any age, beauty is one of the key topics of media in general and advertising in particular. Thus advertisers play on the female need to keep looking good and this is expressed in media with youthful qualities that can be obtained by purchasing certain products dangled before them like bone before a dog in an attempt to get them to procure such products.

By using Critical Discourse Analysis (CDA) as a means of examining the social procedures that is used in creating advertisements, the tactics and techniques of advertising and its discursive strategies, it is hoped that an in-depth analysis of the advertising discourse can be conducted since CDA takes into view the social processes of a discourse. Therefore, Critical Discourse Analysis (CDA) is relevant to objective questions one to three (1-3).

2.2.2 The Magic of Meaning Theory

The Magic of Meaning Theory also makes it clear that advertisements don't simply promote things; they also provide their users a sense of purpose. Ads affect our morals and fundamental ideas in this way. The theory in short opines that advertisements carry a strong message with a meaning infused in them. Adverts influence our values, emotions, and the very basis of beliefs. Advertisements are organized magics that hide the real intention of the selling house, which is to sell a product to make profits. According to Raymong Williams, "advertising has moved beyond the border of the selling of products and services and has engaged in the teaching of social and personal values" (1962).

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Cultural theorist Raymond Williams argues that advertising "has passed the frontier of the selling of goods and services and has become involved with the teaching of social and personal values; it is also rapidly entering the world of politics" in his seminal essay, "The Magic System," published in 1962. On a way, advertising is also the official art of contemporary capitalist society because it is what "we" place in "our" streets. and it solicits the assistance of what may be the biggest organized group of authors and artists in society, along with their managers and advisors. (Williams, 2000; Rana, 2022) Williams continues by stating that advertising is a type of organized magic that hides the actual nature of consumerism and its consequences on societal aims and public attitudes. Advertising, which keeps the people away from unsatisfied inquiries, is more or less a component of the culture of a confused society. According to the magic of meaning, advertising is planned magic that conceals the true purpose of the selling house, which is to utilize words and pictures with concealed meaning to sell a product in order to generate money. Williams went on to say that advertising "obscures the fundamental nature of consumerism and its influence on public attitudes and social aims as a type of organized sorcery. Adverts can be misleading and they unconsciously manipulate the viewer because of the obscurity of the messages. This approach clearly represents how the critical thinking of the potential consumers can be manipulated with ads when relating the above two theories to the understanding of the subject of this research. Relating these theories of how advertisers load adverts with subtle hidden messages that may affect the perception, emotion and even behaviour of the target audience is relevant to this study because this is exactly how the casting of women in certain commercials works because, even when there is no direct connection, the physical and emotional image of the feminine gender is employed to drive brand message to target customers.

This development draws a lot of concern from people who think that the feminine gender may not be appropriately represented in the contents of adverts and in the practice of advertising, globally, and much more in countries that may have less stiff industry operational and regulatory guidelines like Nigeria. There could still be opposing views to this argument because all advert contents in circulation are

supposed to be duly approved by the people featuring in them and the authorities regulating advert in Nigeria.

The Magic of Meaning Theory supports CDA and resonates with this study in that it relates to the strong message in the ads which obscures the fundamental nature of consumerism and its influence on public attitudes on our values, emotions, and the very basis of beliefs in order to sell products to make profits.

2.2.3 The Imitative Desire Theory

Ads take advantage of people's propensity to want what other people want. René Girard, a French theorist, said that humans frequently want to change into someone else (when the other is powerful, famous or beautiful). Girard's concept gives insights into human desire and need to immitate famous or celebrated members of the community. The theory suggests that people often desire what others desire, leading to competition and conflict. This concept sheds light on how advertisers use ads to tap into human desires and aspirations. (Sack, 2021). When we desire a product often because someone in the advertisement desires that item. We want the item because others also want it. René Girard proposed that human wants are always mediated. We won't be affected by advertisements unless we engage in the social ritual or imitation they encourage. For instance, Infinix utilized Daviddo, a well-known singer and performer from Nigeria to advertise their smartphone because he is considered a symbol of the youths. The target audience here are the youths and the chances of the target audience buying the smartphone is high, because the belief is that using of the Infinix smartphone reflects a "cool, self-accomplished happening guy."

NIVEA also projected an advert of their product Natural Fairness Body Lotion by former Miss Nigeria, Omowunmi Akinnifesi, to advertise their cream for 'visibly lighter skin' and her skin instantly becomes lighter. The target audience here are the youths and the chances of the target audience buying the cream is high, because the belief is that the cream reflects her beauty. The other ladies are likely to want the cream immediately because their desire is always mediated by their need to have a

skin that is glowing as well forgetting that that beautiful skin could primarily be her own naturally skin. Nivea uses former Miss Nigeria, Omowunmi Akinnifesi, because the belief is that the chances of the target audience (young ladies) buying the cream is high, because she is a celebrity and also beautiful.

The Imitative Desire Theory is relevant to the issue of women this study seeks to address and the consumers desire to be like the portrayals of the ideal woman through celebrities and models in the adverts. This the study seeks to unveil.

2.2.4 AIDA Model

AIDA was developed by *Strong in 1925* to ensure that an advertising increases awareness, piques interest, inspires desire, and finally prompts action. The paradigm is seen to be quite convincing and is considered too frequently have an unconscious influence on our thinking (Butterfield, 1997). According to Strong's AIDA model, an advertising must do the following to be effective:

- Commands Attention

- Leads to Interest in the product

- And then to Desire to own or use the product

- and finally leads to Action (Mackay, 2005; Zhuang & Liu, 2020)

The AIDA model refers to attention, interest, desire and action. It is a series of steps the target audience takes to reach the point at which it will react to the organisation's message. (Belch & Belch, 2007) hold that consumers move from awareness to action via cognitive, affective and behavioural routes. In other words, for the advertisement to be successful, it must be planned so that the buyer goes through each of these four phases, each of which is crucial. According to the concept, advertisements should have memorable and credible messages that will inspire consumers to take a certain action (Brierley, 2002; Yu et al..., 2024). Cognition refers to the rational response to the information in the advertisement, whereas the affective response refers to the desires, feelings and significance attached to the interpretation of the message

(Wells, Moriarty & Burnett, 2006). For example, a female consumer sees an advertisement for an anti-ageing serum. Rationally, the message proclaims a 30 per cent reduction in fine lines within a week. The emotional response from the consumer may be: "I would love to look younger like that!" The behavioural response is to try out or purchase the product, and this relates to the action stage in the AIDA model.

2.2.4.1 Criticisms of the AIDA Model

Sections of the advertising community claim that there is no evidence that customers behave in this rational, linear way. This implies that mass media advertising in general fails to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. The advertising world has because of this turned to focus more on the two main behavioural responses: awareness and interest. The assertion is that all four phases are not equally important and to be successful the advertiser has to look further into the behavioural phases (Brierley, 2002).

Another criticism of the model is that it represents only high-involvement purchases. According to AIDA customers always go through this rational process when buying products, but many say that purchases more often are spontaneous (Hackley, 2005).

2.2.4.2 Application of the AIDA Model

Pashootanizadeh and Khalilian (2018) conducted a study on Measurement of television shows' success in persuading teens to utilize public libraries using the AIDA model According to their study's findings, television shows can only fully realize the model's initial stage (i.e. Attention). Its influence on getting youngsters to utilize public libraries is therefore minimal. The greatest and least effective components of the model were determined to be "Desirability and interest in the program" and "Convincing youngsters to utilize public libraries." Additionally, kids and teen-targeted television programs had the highest likelihood of drawing the desired demographic to libraries.

Here is a case study showing how an award-winning hairdressing company, Francesco Group, used the AIDA model to launch their new salon, explained below:-

Awareness: Ran a PR campaign four months prior to launch, promoting the award, stylists, qualifications etc. and was reinforced through a direct mail campaign to targeted customer groups.

Interest: Executed a direct mail campaign to offer a free consultation or haircut and finish. They used research to support that this would work, as females are loyal if the offer is compelling.

Desire: Close to the opening of the new salon, they ran exclusive local launch events which were advertised through local press and social media. This created a local buzz for 'people wanting an invite' and excited to see the new salon.

Action: Clear call-to-action(s) CTAS were positioned on the Facebook site (call to reserve), the website (call to book) and local advertising (call in to receive discount or the offer).

In conclusion, the main aim of advertising is to achieve an effect on consumers, usually to spur them into action. According to Ouwersloot and Duncan (2008), marketers use consumer response models as a basis for setting advertising objectives, because the impact of advertising on consumers follows a relatively predictable pattern. This pattern is known as the hierarchy-of-effects, or AIDA model.

The AIDA model which is a strong model of advertising is relevant since it refers to the need to attract attention, get interest, create desire and commit the consumer to take action. How effective this is in the case of choice of cosmetics products will be explored in this study.

2.3 Conceptual Framework

The depiction of the relationship of the research variables, which explains the present state of affairs and outlines the possible solution to the problem being investigated is referred to as the conceptual framework (Grimmelikhuijsen & Feeney, 2017; Kombo & Tromp, 2011). It is a network of the interwoven concepts where these interlinked

concepts all together provides a comprehensive understanding of a phenomenon (Jabareen, 2009; Maxwell, 2013) states that a conceptual framework explains either graphically or in a narrative form outlining the main dimensions to be studied - the key factors, constructs, or variables, and presumes relationships.

The conceptual framework of this research study is portrayed in graphical and narrative forms to show the variables under study and their relationships. This study explored Advertising Discourse and Portrayal of Woman in the Choice of Cosmetic Products in Lagos Nigeria. Therefore, the direction of the interaction between the variables in this study will be Advertising Discourse (Independent Variable) and Portrayal of women in the Choice of Cosmetic Products (dependent variable). Since the effectiveness of an advert can be measured when action is taken which in the case of a product will be in making a purchase. Thus, the study seeks to see how the desire to patronize a product or service is affected by advertising discourse on the portrayal woman is intended to be the dependent variable in response to the advertisements. Also, the consumer demographic factors will serve as moderating variable. This will form the conceptual framework.

Conceptual Framework

Advertising Discourse

```
┌─────────────────────────────┐
│ **Textual Features**        │
│ • Personalization           │──────┐
│ • Adjectives                │      │
│ • Disjunctive Syntax        │      │
│ • Mood Choice               │      │
└─────────────────────────────┘      │
                                      │
┌─────────────────────────────┐      │         ┌──────────────────────────────┐
│ **Discourse Practice**      │      │         │ **Portrayal of women         │
│                             │      │         │ in the Choice of             │
│ • Informing Strategy        │──────┼────────▶│ Cosmetic Products:**         │
│ • Scientific evidence       │      │         │                              │
│ • Celebrity approval        │      │         │ Concept of the ideal         │
│ • Skin Inadequacies         │      │         │ woman                        │
│                             │      │         │ • Beautiful attractive       │
└─────────────────────────────┘      │         │   Ideal Image                │
                                      │         │ • White/Fair/Light           │
┌─────────────────────────────┐      │         │   Skin                       │
│ **Social Practice Features**│      │         │ • Sexual object              │
│                             │      │         └──────────────────────────────┘
│ Ideological concepts        │      │
│ • Beauty ideology           │      │         ┌──────────────────────────┐
│ • Power relations,          │──────┘         │ **Consumer                │
│ • Cultural beliefs          │                │ Demographics              │
│                             │                │ factors**                 │
└─────────────────────────────┘                │ • Age                     │
                                                │ • Culture                 │
                                                │ • Income                  │
                                                └──────────────────────────┘
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Independent Variable   **Moderating Variable**   **Dependent Variable**

Figure 2.2: Relationship between variables in the study

2.4 Review of Variables

From the conceptual framework of this study, the main variables that would be examined in this study are the textual features, discourse strategy features, social-cultural practice features, portrayal of women, and the consumer demographic factors. The variables are discussed in detail below.

2.4.1 Textual Features

Textual Analysis is the linguistic features and deals with the description, that is, text and links with the interpretation which is the discursive practice. Therefore, the textual (linguistic features) is directly linked with the discursive practice of Critical discourse analysis (CDA). In looking at advertising discourse, Fairclough's (1995) three-dimensional view of CDA that sees language use as social practice is favoured since advertising role in the society is vital. In his analysis based on three components the description, interpretation and explanation linguistic properties of texts are described, that is, text analysis. These then relates the relationship between the productive and interpretative processes of discursive on to the social context. According to (Titscher et al.., 2000; Oberlander & Gill; 2006) linguistic analysis describes the content and form of the language in use and this section looks at the textual {linguistic) features which is the text and this first dimension represents the explanation of the discourse portion that could be any object of analysis, including the verbal, visual texts. In describing the "text" of a TV commercial for instance, the term "text" does not only point towards an analysis of 'linguistic units' but the entire audio-visual discourse including sounds, signs, color, the characters and role models being represented in the advertisement etc. In this study, it will be limited to personalization (the use of pronoun), adjective, disjunctive syntax and mood choice.

2.4.1.1 Personalization – Use of Pronoun:

Personalization is the use of pronoun and according to Firdausi, Andriyanti, and Ashadi (2023)., it is a type of relational value that helps create a sociable atmosphere with which to persuade the audience. Advertisements will often us personal pronouns such as 'we and you'. Using such personal pronouns expresses association between

the writer and his audiences and this can also be used to express power and solidarity. According to (Fairclough, 1996; Oberlander & Gill, 2006) The power and solidarity ties are denoted by using the second-person pronouns like "we" and "you". In advertisement it is used to show the advertisers' position in delivering their message in the product so as to attract and persuade people to use their product. Advertisers may choose to use personal or possessive pronoun in communicating the message to consumers directly or indirectly. With the use of these pronouns, advertisers seek to build relations with the consumers. Though their target audience might not be known, advertisers use pronouns such as 'you' to involve their audiences in their messages.

2.4.1.2 Adjectives

Adjectives basically give attribute to nouns as they provide more information about the noun. In advertising, it gives more information concerning the conditions or characteristics of the product to make it more acceptable to the targeted group – in this case the consumers. Through the vocabulary or lexis level advertisers are enabled to express an ideological beliefs and concepts about people and events. (Delin, 2000; Kaur et al.., 2013) refers to adjectives as an important aspect of advertising because they may express either a positive or negative connotation. Advertisers engage adjectives to express their opinions and convictions on the product. As observed by (Kaur et al.., 2013) there are two types of adjectives, that are gradable adjectives (they describe qualities that can be measured in degrees; they can be used in comparative or superlative forms) and non-gradable adjectives (they describe qualities that are completely present or completely absent). Thus, advertisers use adjectives to describe their views on their belief about products to the consumers and in cosmetic advertisements they serve to persuade the prospective consumers to take action.

2.4.1.3 Disjunctive Syntax

A sentence with the disjunctive syntax lacks both a verb and a subject. Disjunctive syntax is used primarily to save space while effectively conveying the information to draw the attention of the audience and inspire them to act, which in this case is to make a purchase. (Kaur et al.., 2013) claim that it is a tactic used by advertisers to replicate conversational style. This casual style of a statement demonstrates the intimate bond between customers and advertisements. These phrases often only contain one or two pieces of grammar. It may be said that the utilization of disjunctive syntax is quite important to show close relationship by using two or more words (grammatical items) to convey the message in some adverts because space use is often limited.

2.4.1.4 Mood Choice

The main interpersonal structure of the phrase is the mood. According to (Halliday, 2014), it gives participants in a discussion resource for offering or demanding a good or service, which might be information. Each clause's mood choice may be examined to see how a writer is trying to exert control over readers. Between an advertisement and an addresser (customer/audience), there exist power relationships. According to (Fairclough, 1996; Oberlander & Gill; 2006), subject positions have a role in the identification of clauses depending on the mood. Additionally, he stated that there are often three different moods: declarative (we have the answer), grammatical question (where were you born?), and imperative (open the door!).

In declarative, the subject position of the speaker or the writer is that of one that gives information; and the addressee's position is that of a receiver. In imperative the position of speaker is requesting the addressee to take action or do something. In a grammatical question, a speaker is also requesting something but he or she has the purpose of asking for information and addressee stands in the position of giving such information.

2.4.2. Discourse Practice

As mentioned earlier, Fairclough's system of discourse analysis has three dimensions in terms of text (the linguistic description of text be it spoken or written, including visual images), discourse practice (production, consumption and distribution or the text), that is, the explanation of the connection between discursive processes and sociocultural practice, which explains how discourse and social and cultural reality are related. The second dimension of the discursive practice, that is, the dimension of discourse that can be characterized in terms of the construction and reception of any given "text" in a particular circumstance—is the focus of this section. This second level of discourse analysis has three processes which are text production, distribution and consumption and this investigation concerns the interpretation of the connection between the productive and explanatory processes of discursive practice and such text. (Titscher et al.., 2000). This level of analysis involves perusing the text's production and their consumption (Nima Rashid et al..., 2020). Investigating this type of analysis is one the strategies that is used in advertisement and it will relate to how the text is produced, how such is consumed, and how the power relations are enacted and interrelated.

 In this second aspect analysis - the discourse practice analysis, the strategies used by the selected advertisements to influence consumers into purchasing and using cosmetic products will be examined. Though there are quite a number of strategies in discussing the discursive practice of advertisement, this study will limit the discursive techniques by which the discourses relate to the social context in consuming the text to the following: Informing Strategy, Scientific evidence, Celebrity approval and Skin Inadequacies.

2.4.2.1 Informing Strategy

Informing strategy deals with information the advertiser gives on the product. It contains the discourse informing the consumer on what the product contains. It is actually the exposure of the content of the product (Cook, 2001; Nima Rashid et al...,

2020) contends that giving the information relating to the content of the product is significant as it promotes what the consumer needs before using the product.

2.4.2.2 Scientific Evidence

Scientific evidence contains discourse conveying that the product is safe and healthy to use thereby using scientific phrases or words to promote the idea of the effectiveness of the products being advertised. Consumers are provided with the notion that the product has been scientifically tested and approved by specialists or experts in skincare, thus proving their effectiveness. Attaching the scientific evidence on the advertisement is needed to support the discourse of the advertisement to be conveyed to the reader as safe.

2.4.2.3 Celebrity Approval

Celebrity approval or endorsement is one of the most widely used and perhaps a more effective strategy in attracting customers. It is when the discourse or visual image is used to give fact that famous women also use the product. In addition, famous women are considered to be 'highly attractive model' that will support the promotion and the sales of the product and the advantage is not only obtained by the company but also the celebrity involved. They portray public figures such as actresses, singers and models because they have the strong ability to attract potential consumers. It is expected that the products would benefit from the influence of the celebrities' popularity and power over the populace.(Haenlein et al..., 2020; Khamis et al..., 2017)

2.4.2.4 Skin Inadequacies

Another strategy is advertisers playing on consumers' feelings by pointing out body imperfection relying on their desire to correct those imperfections. Advertisers point out particular inadequacies or Skin flaws suffered by consumers such as dark spots, pigmentation, yellowish skin tone, dull skin,or uneven skin tone and the fact that the solution lies in their buying the product.

2.4.3 Social Practice Features

This dimension of discourse of social practices could also be described as power behind discourse or as functioning behind the entire process and governing the power relations in discourse. According to Fairclough this level deals with ideological convention and explains current situations, trends and background information. As discussed earlier, CDA is mainly concerned with social problem. (Fairclough, 2001, 2013) He also explains that analysis of sociocultural practice of a communicative event consist of three parts which is economic, political which concerns with issues of power and ideology, and cultural which concerns the questions of value and identity. (Van Dijk, 2001) also justifies that social, political and cultural organization of dominance also implies a hierarchy of power: some members of dominant groups and organizations have a special role in planning decision-making and control over the 'relations and processes of the enactment of power. In this study the researcher intends to explore connections of the language used in the texts, the ideas or beliefs and how advertisers utilise this connection between these aspects to influence women to make certain choices in buying cosmetic products.

Advertisements as part of discourse in the media involving language and social processes and advertisers endorse power over consumers through advertisements in particular ways. Fairclough's framework is used in this study to expound the link between the properties of language, that is the "texts" and social practice. As he propounded, there are some underlying assumptions behind certain selections of discourse and they are ideologically driven and motivated.

Janks (2014) also explains the relationship between the discursive and the social practice. He purports that the analysis of the spoken text is the study which concerns the relationship between language and social principles. This level of analysis elucidates on how advertisements' impact on society. It deals with the intertextual understanding of texts that is, words that are used in order to attract and appeal to consumers to buy or use the products. It is expected in this work that critical discourse analysis will aid in questioning the discursive construction of portrayal of

women in the choice of cosmetic products and its effect on social structures and ideology which will be explored under the ideological concept of beauty, power relations and socio-cultural norms and beliefs.

2.4.3.1 The Concept of Beauty

Najihah (2020) expounds on the notion of discourse as social practice in his study as the third dimension of Fairclough's three-dimensional frameworks in relation to power or hegemony and ideology. He asserts in his work that the analysis correlates to the discourse of the ideological concept of the beauty and the representation created by the products. Ideology is found in every discipline of life. It can also be found in the commercials as well. Commercials are made by companies to advertise their products. In commercials, they convince their audience to buy their products because these have some unique and special qualities and features which on other products have. They presented their commercials with different styles. The most important thing based on that they convince the audience is the ideology that they present in their commercials. The ideologies in the commercials are beauty, home, personal care, attractiveness and charming, etc. (Fairclough, 1992) explains the ideological concept of beauty in discourse as Social Practice, hegemony. The creation of the concepts of beauty in cosmetic advertisements sets an unreal ideal of concept of beauty. Cosmetic advertisements describe the concept of beauty mostly through the use of adjectives.

Kiramba (2018) examined beauty product advertisements by applying Fairclough's three-dimensional model and Kress & Leeuwen's Grammar of Visual Design approach. It was intended to examine the language and linguistic feature strategies that were employed by advertisers to manipulate women and explain power relations between product-producers and product-consumers. The research fundamentally presented ideological concepts from feministic perspective by portraying celebrities as an effective tool for advertisement. The result of their study can be concluded that advertisers use various types of strategies and linguistic patterns such as persuasion techniques, technical vocabulary and slogans to catch attention of women and some

adverts have ideologically contested vocabulary which portrays what an ideal woman is.

Vahid (2012) examined six distinct advertising (product/non-product ads) in his work on critical discourse analysis to examine the objectives and strategies of consumer product corporations to reach more customers and sell more goods. Using Norman Fairclough's three-dimensional model to study the data, he utilises the procedures of Critical Discourse Analysis (CDA) to not just to analyze texts and images successfully but also to relate them to socio-cultural processes and changes. His conclusion demonstrates that the private producer of advertisements wants to convince the audience to purchase. By making a unique product, s/he empowers the audience but when the government is the ad's creator, it seeks to demonstrate its authority. However, it is clear from the outcomes that the producers often try to influence people's behavior and cognition by using their influence and ideologies.

2.4.3.2 Power Relations

According to Fairclough concerning building relations, advertising discourse embodies an ideological representation of the relationship between the producer/advertiser of the product being advertised and the audience/consumer. Fairclough (2001) further explains how advertisements work ideologically through building the market which include, building relations, building images and building the consumer. Language is used to interact with people in order to establish and maintain relationships with them, to influence their behaviour, to express their viewpoints on things in the world and to elicit or change theirs. The focus here is on the grammatical patterns and lexical items used in texts, on the development of grammatical systems as a means for people to interact with each other, exchanging social relationships. This shows the power relations that exist between the advertiser and the consumer, though the social struggle here is less intense because the consumer is not obliged to adhere to the persuasion of the producer.

This relationship can be viewed through the mood presented by the advertiser on the advertisement. This gives the advertiser an edge over the consumer, especially when the advertiser makes use of the power in language. In designing the advertisement,

the advertisers use the language resources available and work on the shared knowledge with the consumers by bringing together the text internal and text external factors to give the text a meaning. This implies that the interpreters of the advertisement bring together what they know about the world in general and the linguistic elements in the text. The advertisers use ideology in their adverts to construct social illusions, or to simply promote a different vision of the world and the relationships that surround both the producers and consumers. They try to communicate to the audience what they want them to infer from the adverts. They use imperatives to function as an interpersonal relationship between the advertisers and the consumers to capture the attention of the target audience/consumer.

2.4.3.3 Culture

The collection of common views, conventions, attitudes, values, presumptions, and methods of behavior that are taught to new personnel is such an organization's culture (Lussier & Auchua, 2016; Kiramba, 2018). The process of enculturation includes passing down of various norms and belief systems and attitudes including their national outlook mostly from parents to their children. The culture of a people is a fundamental determinant of human wants and needs and it is said to be the most influential of all socio-cultural factors.(Keller & Kotler 2012)

Every culture has its own set of rites and formalities that are considered as the norm, with the notion of beauty not being an exception. The way people present themselves is shown within a cultural context, what the culture dictates, what is deemed as acceptable, advisable or even mandatory in the management of appearance is projected. Culture is the underlying factor of what a society considers to be theirs and which is attractive to them (Rudd, 1997; Rudd & Lennon, 2000). The Nigerian society can also relate to this. People of such peculiar societies will act in a manner that is consistent and acceptable with the social groups that they identify with (Childers & Rao,1992). Compliance, therefore, happens because of the human need to fit into their social groups,. By using Critical Discourse Analysis (CDA) as a means of examining the social processes that create ads, advertising techniques and discursive strategies, it is hoped that an in-depth analysis of the advertising discourse

can be conducted since CDA takes into consideration the social processes of a discourse.

2.4.4 Portrayal of women in Choice of Cosmetic Products

Works abound on portrayal of women in beauty and cosmetic advertising especially in content analyses of women portrayal in magazine, television advertisements but not many research studies are in advertising discourse especially in advertising discourse and the portrayal of women in Nigeria. This section discusses the findings of some of these studies. It is believed that the concept of how women should be as portrayed in cosmetic and beauty advertisements may have created a limitation in the concept of beauty not just in the western world but also in Nigeria. Messages of the 'text' is mostly expounded through the use of adjectives that cannot be ignored coupled with the visual image mostly in favor of the type of beauty in such cosmetic advertisements thereby rousing the consumers to purchase such products. Advertisement has more or less become a reference point to the definition of beauty throughout the globe. The "ideal woman" in the advertisements is regularly portrayed as tall, white, and thin, with a "tubular" body, and blonde hair (Dittmar & Howard, 2004; Rajendrah, Rashid & Mohamed, 2017). In the age of modern feminism, "plus size models" were introduced. A plus size model portrayed in advertisements is the model with size 8 and above. In reality a plus size model is the one with size 4 and above. This size is smaller than an average U.S woman which takes size 16 (Beck, 2014). Models shown on television, advertisements, and in other forms of popular media are approximately 20% below ideal body weight, which most women cannot attain. The airbrushing, digital alterations, and cosmetics surgery add to the unrealistic nature of media images (Dittmar & Howard, 2004). Furthermore, many advertisers still lie on the stereotype that beautiful people are more likely to have more positive life outcomes and evaluated more positively by others compared to those who are less attractive. The models with the idealised beauty are portrayed to have more successful careers and better marriages, creating an unrealistic bubble to the audience.

2.4.4.1 Beautiful attractive Image

Advertisement proposes a lifestyle of a beautiful and perfect image thus most women crave for an attractive appearance as portrayed in the advertisements. The advertisers often purport to have the solution to this need to always look ideal through their product, thereby convincing the women to go for such products. Often, the woman as a physically attractive or decorative creature refers to a portrayal that focuses on physical beauty. Women are portrayed in advertisements mainly as decorative or attractive items were found to be particularly widespread in a lot of the previous research. According to (Hung & Li, 2006) the "flower vase" (coded as physically beautiful) is a role that carries an image of glamour, charm and beauty and was the second most - used role portrayal in advertisements in China. The flower vase is typified as the official ideal of the modern Chinese woman: a woman who celebrates her femininity, and does so through enhancing her physical beauty by using cosmetics, jewelry and hairstyles to enhance her looks. The woman in a physically decorative role was frequently identified in mobile communications advertisements Döring & Pöschl, 2006). The view of woman as a "flower" is also prevalent in Nigeria especially in Yorubaland. Thus, when a family goes to another family to request their daughter in marriage, they would say "we have seen a beautiful flower in your household and have come for it". Advertisements that show all the ideal body shape of women are included in the category of sexist advertisement. According to (Haenlein et al..., 2020) criteria sexist advertisements are ads that contain gender stereotypes and gender role, sexualization, bodies and style devices, sexism and multiple discrimination and a vast majority of cosmetic product advertisements feature the decorative woman. The problem therein is that most of these adverts portray the women as skinny or slender, fair, white of light skinned thereby creating a false ideology of beauty in advertisements to an often-vulnerable audience of what an ideal female beauty should be.

Therefore, the value many women place on their self-concepts and self-esteem is mainly in relation to their physical attractiveness as they compare themselves with the idealised beauty in the advertisements often resulting in many negative

experiences. Thus, when they see texts inviting them to 'look younger', 'radiant' in ten days for instance, they are persuaded to buy such products as a means to a presumed resultant beauty.

2.4.4.2 Sexual object

The aim of advertisements is to convince people that the products would solve their problem one way or another. In view of this, advertiser's employs a variety of tactics (appeals) to get consumers interested in their products. The advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product and services. According to (Belch & Belch., 2007) an advertising appeal can be viewed as "something that moves people, speaks to their wants or needs and excites their interests enumerate seven major types of appeals that are successfully used by advertisers to include: emotional, sexual, humour, fear, guilt, rational and scarcity appeals" but sex appeal is the most popular and most effective in advertising.

Sex appeal is the presentations of human beings both male and female in a sexually provocative manner in advertisements in order to attract consumers' attention. Advertising agencies in a desperate attempt to have outstanding advertisements resort to the use of sex appeal and as a result sex appears in advertisements for almost everything ranging from shoes to cars to tractors etc because advertisers consider sex appeals as the most effective in marketing practices today. As noted by (Rudansky, 1991; Achira, 2015) a sex object is purely ornamental, and her appearance is not usually related to the product. In using women as sex appeal, advertisers portray women as sex objects usually scantily dressed in revealing clothing. Also, such advertisements portray women in a provocative or sexual manner and in erotic poses. This of course is a tawdry trick used by advertisers rather than constructing more thoughtful arguments on behalf of their products for increased sales.

2.4.4.3 Career woman

The woman as a worker or career person is represented by an image of professionalism across a range of different employment types: for example, executives, clerks or service personnel. Women are portrayed in a working or career role in advertisements in a diverse range of studies worldwide. In advertising images, the setting, clothes and activity depicted generally indicate a specific role. For example, a career woman is depicted in a work setting (such as an office); her clothes (such as a uniform) signify work and she may be performing work-related activities (such as typing). The career role was specifically identified as such in Plakoyiannaki and Zotos, 2009; Razzouk et al... 2003). The status value was found in e-commerce advertisements featuring women, indicating a career orientation. This not notwithstanding career woman even when depicted in a work setting looks classy and alluring thus sending the message of the importance of beauty in achieving success at the workplace.

Thus, the social reality today is that women are active in the workplace worldwide and want to look beautiful at all cost as they believe beauty is important even to maintain a good job. According to (Priyanti, 2013) a woman will be able to accomplish her purpose in life such as love and career with beauty. (Tiggemann, & Gill, 2004; Tiara, 2014) explains that most women have the motivation to get information about beauty care, style, and fitness etc as much as possible.

More often than not, most women assume they would be accepted in society if they have an ideal body as the one being advertised. They want their men to desire them as those sensually alluring women portrayed in advertisements and as such the advertisers get them where they want, that is to desire their products as a means to an end.

These portrayal of women makes women believe that to achieve success in the world they must have the ideal image portrayed in the adverts and that to have that they need to purchase the products offered. It is believed that this mind set many influence women in making their choice of advertised cosmetic products.

2.4.5 Consumer Demographic factors

Consumer Demographic factors are features that affect consumer behavior and these include aspects such as age, sex, marital status, income, education, occupation etc. Marketers often combine several variables to define a demographic profile of a customer, with the main types of demographic factors including age, gender, income level, race, education, marital status, ethnicity (Kotler & Armstrong 2013; Qayyum, Khang & Krairit, 2013). Consumer demographics are defined as 'the observable measurements of a population's characteristics, such as birth rates, age distribution or income' (Solomon, Bamossy, Askegaard, & Hogg, 2011; Patel et al..., 2017). It is believed that targeting specific groups of customers enables more efficient allocation of marketing resources and increases the opportunities for cross-selling and up-selling.(Munnukka, 2007; Patel et al..., 2017) argues that even though findings from some of the previous studies had indicated that the use of consumers' demographic profile to segment markets had waned he however notes that recent studies on online buying behaviour indicate that income level, age, and education have an impact on buying decisions, even though these demographic variables exert a lesser influence. He further indicates that recent studies have shown that innovative consumers are in general better educated and younger than the general population, have higher incomes and occupational status, and are more often female than male. It is for this reason that a review of the selected demographic factors, age, income and culture are regarded necessary in this study.

2.5.4.1 Age

In the words of (Solomon et al. 2011; Haenlein et al., 2020) it is a well-established fact that the types of goods sought by individuals change as they age and pass through the various stages of life. (Solomon et al., 2011) indicate that the era in which a consumer grows up creates for that person a cultural bond with the millions of others born during the same time period. They assert that as we grow older, our needs and preferences change, often in unison with others who are close to our own

age. The International Markets Bureau (2012) concurs this view that as individuals age and they gain life experience, their needs and interests evolve. (Gazzola, Grechi, Papagiannis, & Marrapodi, 2021) propose that consumers' age can be divided into three stages such as, the youth stage, maturity stage and advanced stage while to *Solomon et al... (*2011*)* important age range includes teenagers (18–29 year-olds), baby boomers and the elderly. They explain that teenagers are transitioning from childhood to adulthood, and their self-concepts tend to be unstable. They are receptive to products that help them to be accepted and enable them to assert their independence. however does not include this age group in his discussion as he states that childhood and adolescence stages, compared to the other stages, have a relatively smaller role in consumption and are therefore ignored but this may be contested judging by current world trends.

The second grouping of consumers are between the ages of 18 and 29. According to Solomon *et al...*(2011), they still constitute a formidable market segment though small because most of them still live at home and without income. To (Gazzola, et al.,2021) the youth stage range from 25 to 34 years while the International Markets Bureau (2012) groups youths into ages 13-24 and young adults to ages 25-34 years making them two segments.

The third category is the baby boomers who are the most powerful age segment because of their size and economic clout (Solomon et al... 2011; Patel et al..., 2017). This consumers' age grouping almost rhymes with (Gazzola, et al.,2021) maturity stage whose age range from 35 to 54 years. He notes that at this stage, due to his or her experience, he is able to earn a high salary and buy better quality products. The last category includes the elderly. (International Markets Bureau, 2012)indicate that individuals are considered seniors at the age of 65 or older. Gazzola, et al.,2021) on the other hand argue that this elderly or senior age group includes those above 55 years of age. (Solomon et al..., 2011; Patel et al..., 2017) argues that as the population ages, the needs of elderly consumers will also become increasingly more but this may not be true of countries with emerging economies as seniors often rely on family members to enable spendings.

2.5.4.2 Income

The income of a consumer may likely affect the amount he spends on consumption. To (Herna´ndez, Jime´nez & Martı´n, 2010) income strongly affects product or service choice, as higher-income consumers are better able to purchase expensive, status-enhancing items. They point out that low income discourages online transactions, and those perceptions of self-efficacy, ease of use and usefulness improve when the consumers' income increase. Gbadamosi (2009) asserts that income of households play a significant role in determining their consumption, especially in terms of the amount, types and prices of products purchased. (Patterson, 2007), notes that shoppers who are more concerned about prices are less loyal, with high income groups being more loyal than low-income groups. It is these inconsistencies from extant literature and previous studies which the current study sought to investigate by including income as one of the parameters with which to measure consumer demographics.

2.5.4.3 Culture

Culture can be seen as a way of life and it accounts for the reason why people behave and are receptive to advertising messages in different ways. It is an encompassing term that covers lifestyles, beliefs, customs, values, perceptions, fear, hope attitude and lots more. In different countries, the advertiser has to deal with different cultures in far more concentrated form. For instance, the culture of an emerging African nation certainly differs widely from that of an industrialized European nation (Belch & Belch, 2007). Nearly every country exhibits cultural traits that influence not just the needs and wants of customers but how they go about satisfying them. While, marketers must be sensitive in determining the kind of products and services they market, agencies must also be sensitive in deciding the kind of message to communicate, since it can make or mar the overall marketing activities of the company sponsoring the advertising campaign (Subhash, 2006). Culture is said to greatly dictate consumer behavior and also impacts on consumption patterns concerning what people wear and eat, how they socialize and where they reside as well as leisure activities they engage in such as travelling (Dibb, Simkin, Pride, &

Ferrell, 2012). Culture is the fundamental factor when it comes to the heterogeneity of consumer markets.

 The constant exposure to various environmental inputs that are experienced particularly in the formative years' shapes personality, influence consumer behavior in terms of the consumption patterns. This also includes the brands and services procured through the individual's lifetime (Macharia, 2019). This establishes the fact that the brands chosen by parents are likely to continue being used by their children for years and even into adulthood. (Yakub, 2016), agrees that human behavior is largely learnt and as a child grows up within a societal context, learn different sets of values, preferences, perceptions, and behaviors through the processes of socialization.

Language and culture have always evolved together over the years thus, both could be said to be inseparable. This is seen in the fact that language is transmitted culturally while culture in turn is also mainly transmitted through language. We see that language is a part of a culture and also depicts the culture of a people. Thus, since language is a major aspect of culture, language problem is one of the biggest handicaps that affect advertising since it showcases a nations culture.

2.5 Empirical Review of Literature Relevant to the Study

The literature available on advertising in general and portrayal of women in the choice of cosmetic products in particular shows its importance both to advertisers and the consumers. Furthermore, works abound on portrayal of women but works on advertising discourse and effect on portrayal of women in the choice of beauty/ cosmetic products are limited especially in Nigeria so it makes an interesting area of research interest. Thus, it is hoped that this work will contribute to existing literature and map out new areas that will advance the field of advertising. Some of the relevant studies that have been conducted are identified and discussed as follows:

There are many studies concerning to the discourse analysis of advertising through beauty advertisement which can represent the ideological concept of beauty giving the detail textual features in the analysis. However, the difference of this study with

the previous studies is that this study will not only give the detail textual features analysis of parts used to describe the products advertised but it will also address the discursive techniques used by the advertiser to attract reader's attention. Then, it will address the social practice to try to see how the language power and picture on cosmetic advertisements can prompt the women to use the products. (Fairclough, 2003). Also to see if the discourse of advertisement is actually indirectly narrowing down the concept of what a woman's beauty is through the textual features of the advertisements.

A Critical Discourse Analysis of the Advertisement of Japanese Beauty Products (Lestari, 2020) reports that through the choices of grammar, vocabularies, modality, etc advertisers introduce psychological effect to consumers and that the strategies used by advertisers have a tendency to manipulate consumers into making purchases or using the products. Also, he reports that social wrong, are reflected in that the advertisement tend to degrade the self-esteem in women; require women to look attractive constantly and relate beauty with social acceptance thus concluding in his analysis through the results that advertisement is made based on the beauty myth in society and that ads plays a role in creating and propagating the beauty myth in society (Romaine, 1999) still on textual strategies, explains one of the textual strategies that was used by cosmetic brands targeting women by analyzing an advertisement for Max Factor foundation. The advertisement shows a life-size model's face with a text asking "Is her skin really this beautiful?" with the response "Not without a little help, it isn't ... It further asks, "Don't you love being a woman?" "Max Factor". By offering the product name instead of 'yes' as the reply, the advert infers that wanting to be a beautiful woman is the same as putting on Max Factor makeup.

Discussing the discursive practice of the advertisement, this study (Najihah, 2020) found there are nine discursive techniques by which the discourses strongly relate to the social context in consuming the text. The first is scientific evidence or natural resource ingredient followed by the second which is the discourse informing what kinds of content is in the product. The third is self-representation followed by

unrealistic representation while the fifth is puffery. The seventh is emotive words followed by using of simple and clear discourse to make the reader easy to get the point of the advertisements while the ninth according to him is by giving discount from the product. (Hamid & Shahdan, 2018) in the study total fairness Inside-out: linguistic features in whitening product advertisements discovered that linguistic features in the analysed advertisements were used to firstly capture the attention of consumers through 'catchy' or attractive use of word arrangements such as rhyming phrases. Then, advertisers use strategies such as invoking consumers insecurities by pointing out possible flaws that many women face such as dull skin, which in turn invokes their desire to be fair and beautiful according to the society's standards of female beauty. The social practice analysis of this section was conducted by observing the trends of beauty among Malaysian women as depicted in the mass media and social media alike. He concludes that the final research question of the study, which is 'How do the linguistic features used in whitening product advertisements influence consumers?' was answered. Also, (Ahmed, Zhang, Ahmed, Farrukh & Irshad, 2019) discussed manipulation by the advertisers to Pakistani women through the advertisement of skin whitening product. His analysis shows the result that advertiser seeks to persuade prospective consumers that a woman should have white skin to be accepted in the society. Besides, according to the portrayals, being with a white skin is associated with becoming a success at home, workplace and generally in life.

Rohmah and Suhardi (2020) examines TV advertisements for beauty products adopting the Critical Discourse Analysis perspective. They conducted research on beauty product ads from ten TV advertisements using the qualitative research method. The analysis was based on Fairclough's three-dimensional framework. This research was mainly on the use of language in beauty advertisements and the strategies that advertisers use to manipulate and influence their customers. The findings reveal that advertisers use various strategies to manipulate women and that advertising language is used to control people's thoughts(Xu & Tan, 2020).. The research states that advertisers do not only promote their products but construct and

recreate society's standards of beauty and cultural values through the advertisements. In conclusion, they report that advertisers through their advertisements shape the beauty ideology of social practice in Indonesia.

Kaur et al. (2013) in their study on Beauty product advertisements studied beauty advertisements in local English magazines. Their studies primarily focused on the language used in beauty advertisements and strategies employed by advertisers to manipulate and impact on their customers. The result of this study is that the advertisers use various linguistic devices such as direct address, positive vocabulary, headlines, and a catchy slogan to attract women. Vocabulary carries the certain view of what makes up for beauty. The advertisements promote an idealised lifestyle and manipulate readers to a certain extent into believing whatever that is advertised is indeed true. This study revealed how the ideology of beauty is constructed and reconstructed through magazines by stereotyping how beauty products are synonymous with a better life. Advertising language is used to control people's minds since they want to appear as the models/celebrities in the adverts. Thus, people in power (advertisers) use language as a means to exercise control over others. Najihah (2020) concludes in his study that the concept of beauty in advertisement is illustrated by words and the picture of people and models involved. He asserts that the idea on the discourse of body care advertisements with regards to the concepts of beauty has hegemonised the mind of people to believe in similar concepts of beauty as portrayed in the body care advertisements. Shabudin (2012) then discussed the discourse and ideology of beauty product advertisement in the Japanese language and concluded that 24 ads have the ideology of Western beauty (Occidental). However, these advertisements are intended for Japanese women but there is not much difference in Nigeria as the ladies not only aspire to be light skinned but target white complexion instead.

Middleton and Turnbull (2021) argues that women as a result of their age, social status and academic qualifications would be more critical and sensitive to gender advertising though their performances are usually based on their social cultural differences. Female models affect consumer choices, cognitive appraisal and impact

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their perceptions. (Shimp, 2003; Shimp & Andrews, 2013; Wirtz, Sparks & Zimbres, 2018), argues that when appropriately utilized, sexual content is capable of drawing attention, aiding recall and establishing comfortable relationship with what the advertised product offers. Ogbadu, Bagaji and Shaibu, (2012) in their survey in Lokoja metropolis discovered that, the expectations of consumers of beauty care products are for beauty, freshness, youthfulness and confidence. It also found that advertisement largely influence consumer's behaviour to beauty care products and making purchase. On the part of the producers/advertisers much importance is attached to advertising products so as to provide consumers with product information as well as to persuade them to buy. (Chafai, 2008) has analyzed advertisements from British and Moroccan magazines. He compared how advertisers in two magazines with different cultures conducted language feature based on their culture in portraying woman. The result of this study is that women's portrayal in the Moroccan magazine does not reflect Moroccan women's reality in relation to their roles, status and freedom. The language and visual images used in Moroccan advertisements do not reflect the Moroccan woman in her relation with males' authority, with her obligations and duties towards her family, with her job outside of home.

Advertising has been charged with a number of ethical breaches, most of which focused on its apparent lack of societal cultural responsibilities. (Tuchman, 2017) avers that advertising has serious consequences due to its pervasiveness stereotypical portrayals, manipulative and persuasive nature preoccupation with materialism. To (Popoola, 2018) female models are used in advertising messages because of their ability to attract sexual interests of the audience though the attraction may be to a person looks, physical or other traits such as movements, voice, hair styles, erratic imagery, clothing, person adornments and many others are all utilized to draw audience attention to a particular product for the purpose of sales. Shimp and Andrews (2013), argues that when appropriately utilized, sexual content is capable of drawing attention, aiding recall and establishing comfortable relationship with the advertised product offers. (Wolf, 2012) on the other hand contends that women as

sex appeals in advertising often is not appealing to viewers but agrees that it may produce sexual obsessions and dissatisfaction. Other critics allege that using female models in advertising induce people to buy products they do not need and leads them to a preoccupation with materialism. (Ojo, Adekunle & Ishola, 2020; Ucheanya, F. (2020). In their study on selected students of some higher institutions discovered that students use cosmetics products at the expense of their academic pursuit and life careers and that they were influenced by the emotional appeals of cosmetics products especially through the use of celebrities. They perceived cosmetics adverts as educative, informative and entertaining. More so, they were influenced by the quality of the products. Therefore, the study recommended among others that cosmetics companies should take advantage of the leverage offered by emotional appeals especially in TV adverts to sustain their market share as well as improve patronage since it is clear that advert impressions stimulate purchase of cosmetics by the students and by implication consumers.

Despite numerous criticisms of female models' sex appeal roles in advertising messages (Gould & Semaan, 2014; Flick, 2018; Whipple & Couteng, 2015), scholars argue that advertisements showcase actors cutting across gender and demographic characteristics. In an online survey of 224 young female participants from an online national young consumer panel by (Meng & Pan, 2012) on effects of cosmeceutical product advertising in beauty-care decision making in the USA, they discovered that the perceived information utility of cosmeceutical product advertising is the most significant factor in engaging young female consumers' interests and desire to try cosmeceuticals. Moreover, young female consumers' self-evaluation on body esteem, their perceived effectiveness of product claims, their interests in reading such advertising, and their attitudes toward advertising jointly affect their likelihood to take cosmeceutical products. Not surprisingly, when their self-perception of body esteem is low, the intention to purchase the product increases but when their self-evaluation on body esteem increases, the likelihood to make purchase decreases.

 Popoola (2018) argues that advertisers through their usage of sexual image and visuals tend to degrade one sex as against another and often portray women as

brainless sex objects particularly in circumstances that warrants the use of imagery where not relevant to the subject of advertisement. Culturally, advertisement appeals that are not used in accordance with the audience type of culture often ineffective while those that are in congruent are more effective. Therefore, subculture representation usually determines meanings created from a specific advertisement appeal may systematically vary across groups of audience. For instance, in Europe, France and United States of America, the use of female models or sex appeal is widely used and accepted but Islamic countries disapprove all kinds of nudity or body display. (Boddywyn, 2011) as cited in (Veloutsou & Ahmed, 2015), submit that in a culturally diverse world as this, the use of sex appeal may be of significant concern. In Nigeria, it varies within the country because the use of female models or sex appeal is widely used and accepted in the southern states but the northern states condemn all kinds of nudity or body display. In line with the foregoing, what is appropriate in terms of sex appeal varies across countries, domains, communities and cultures because what is acceptable differs from place to place depending on the value systems, cultures and at times religion. Thus, the use of female models or sex appeal in advertisements remains an area of great concern.

As discussed earlier, advertisers in an attempt to get attention use all manner of tactics or appeals especially women. They take advantage of human biological and social evolution to use sex to sell products. According to Sharma and Bumb (2021). as quoted earlier "sex is the second strongest of the psychological appeals, right behind self-preservation. Its strength is biological and instinctive, the genetic imperative for reproduction." He also points out that "gender plays a huge role in the effectiveness of advertising." Gender role indicate that attention is greater for opposite sex situation than same sex situation. That is, a male viewing a female in a sexually provocative advertisement pays more attention than a male viewing another male in sexually provocative advertisements (Clow & Baack, 2007). For example, if you were to put a commercial on television of a man lounging on the couch with a remote control in his hand and trying to open a beer with a sexy woman on the couch with him drooling over his wet beer bottle will appeal to a man and get him ready to

jump out from his room to go get a beer but the reaction will not be the same it was only the man on the couch with a remote and the beer. men would find that appealing because what the advertiser is selling is that if you go purchase beer, somewhere in that scenario you are going to get a sexy woman. So, the appeal goes into a man's mindset. While sex can be an effective tool in advertising, it also can be counterproductive. Many consumers become so focused on the use of sex in the advertisement that they ignore the brand name, this producing the opposite of the desired result. Reichert, Heckler and Jackson (2001); Samson (2016) found out that when sexual stimulus is used in advertising, the viewers' attention is directed towards the sexual information in the advertisement rather than the brand. In line with the above statement, Severn, Belch and Belch (1990); Kumar and Pathak (2016) argues that sexually oriented advertisements attract attention, but brand recall is low..., sexual theme distracts them from paying attention to the brand name. Stewart and Furse, (2000) ; Goldman and Smith, (2011) suggest that sex appeal overwhelms the message of the advertisement and is negatively correlated to recall and persuasion.

Up to now, the roles portrayed by women in previous studies in advertisements have been described which does not seem to reflect any changes in the social environment. Varghese, and Kumar (2022) emphasize that advertising does not reflect current gender roles adequately as it should be. It is thus argued that portrayals of women in magazine advertisements emphasis traditional gender stereotypes that are not necessarily in line with social realities. Though various studies from around the world and Nigeria, have investigated the roles portrayed by women in advertisements and in cosmetics in particular, this current study will examine the link between advertising discourse and these roles in the choice of the products.

2.6 Critique of Existing Literature Relevant to the Study

The empirical research reviewed above reveals that advertising discourse has effect on women and their choices on making purchase. It also shows that though portrayal of women in various ways, very few or none has worked on how both the discourse

and the portrayal lead to the choice of cosmetic products especially in Nigeria so it creates an interesting area of research interest.

Various studies conducted (Lestari, 2020; Romaine, 1999; Kaur, Arumugam & Yunus, 2013) were mainly on the textual aspect, that is, linguistic devices, such as adjectives, direct address, positive vocabulary, headlines, and a catchy slogan etc to attract women. Their study revealed how the ideology of beauty is constructed through advertising language and by stereotyping of women insinuating that cosmetic products bring about a better life. Advertising language is used to control people's minds since they want to appear as the models/celebrities in the adverts. Advertisers thus exercise power through use language on the consumers. However almost all these works were descriptive or qualitative only.

Hamid and Shahdan (2018); Ahmed et al.(2019) discovered that through linguistic features invoked in consumer's insecurities by pointing out possible flaws in women skin such as being dull encouraging fair skin as the society's standards of female beauty. They tend to persuade women through skin whitening advertisement that a woman should have white skin in the society. Lestari (2020) points out social wrong reflected in some advertisement as they degrade the self-esteem of women constantly making women feel they have to look attractive to conform socially. Besides, according to the portrayals, being with a white skin is associated with becoming a success at home, workplace and generally in life. Though most of these research works are in places like Japan, India, Pakistani etc, it resonates with the challenges advertisements in Nigeria provoke that they will be the need to see if the women in Nigeria are actually exposed to such challenges and thus the need for some sort of solution.

Najihah (2020) found there are nine discursive techniques by which the discourses strongly relate to the social context in consuming the text such as scientific evidence, self-representation, puffery, emotive words etc. He asserts that the idea on the discourse of body care advertisements with regards to the concepts of beauty has hegemonized the mind of people to believe in similar concepts of beauty as portrayed in those advertisements. Shabudin (2012) also discussed the discourse and ideology

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of beauty product advertisement in the Japanese language wherein the ideology of Western beauty has taken over in the Japanese society. Despite that these advertisements are intended for Japanese women, there is not much difference in Nigeria as the ladies have been influenced not only aspire to be light skinned but target white complexion instead. Also, Rohmah and Suhardi (2020) the research on beauty product advertisements from ten TV advertisements in Indonesia using the qualitative research method tows this line. In the analysis on the use of language and the strategies advertisers use, they suggest that advertisers use a variety of strategies to manipulate women and that advertising language is used to control people's thoughts. The research reports that advertisers do not only promote their products but construct and recreate society's standards of beauty and cultural values through the adverts but their conclusion was mainly only descriptive and limited to their locality. This research work will go a step further to also conduct a qualitative study in this area so as to be able to make more general inferences.

Chafai (2008); Stanković, Živković, Marić and Gajić, (2018). argues that even with different cultures and language feature conducted in their culture in portraying woman their social cultural differences are affected through the female models' portrayals and it affects consumer choices, and impact their perceptions. To him, the language and visual images used in Moroccan advertisements do not reflect the Moroccan woman in her relation with males' authority, with her obligations towards her family etc. the researcher will want to find out if such affects the culture of the Nigerian society and could be done.

Ogbadu, Bagaji and Shaibu, (2012) and Middleton and Turnbull (2021states that women today are considerably more than flawless decorative objects. Really, the adverts enforce expectations that consumers must be beautiful, freshness and youthful resulting in lack of self-esteem and rush to make purchase of products they believe will give them what the advertisers purport through the product information. Meng and Pan, (2012); Ucheanya (2020) are on effects of cosmeceutical product advertising in beauty-care decision making in the United States of America and its effect on young female consumers' interest and that their self-perception of body

esteem is low while Ucheanya (2020) whose work was in Nigeria noted that students (young consumers too) use cosmetics products at the expense of their academic pursuit and life careers. This is a dangerous tilt concerning these effects on the future of the younger generation making it an area worthy of research.

Scholars (Sharma & Bumb, 2021; Shimp & Andrews 2013; Clow & Baack ,2007; Wolf, 2012; Whipple & Couteng, 2015) agree on the issue of sex appeal at length, while gender plays a huge role in the success of advertising when appropriately utilized. Reichert, Heckler, and Jackson (2001) found out that sexual stimulus in advertising may draw viewers' attention towards the sexual information in the advertisement rather than the brand. In the same light, Severn, Belch and Belch (1990) argues that though sexually oriented advertisements attract attention, brand recall is low while Stewart and Furse (2000) believes it has a negative effect on the message of the advertisement as it overwhelms it. Despite these, Sharma and Bumb (2021), further opines that sex is the second strongest of the psychological appeals, right behind self-preservation. Shimp (2003) and Shimp and Andrews (2013) sharing same belief says that when appropriately utilized, sexual content is capable of drawing attention, aiding recall and establishing comfortable relationship with the advertised product offers but Wolf (2012) on the other hand does not agree that women as sex appeals in advertising is appealing to all consumers but may rather produce sexual obsessions and dissatisfaction. From the ongoing we can aver that sex appeal thought common and may be impactful to some extent may not be the best so advertisers may need to n be aware of this if proven and seek better means to attract consumers.

Moreover, the views of Popoola, 2018, Boddewyn, 2011) that the use of sex appeal may be of significant concern in a culturally diverse world draws great concern. Though the use of female models or sex appeal is widely used and accepted in Europe, France and United States of America it is not so in Islamic countries where nudity or body display is a taboo. In Nigeria, it varies within the country because the use of female models or sex appeal is widely used and accepted in the southern states but the northern states condemn all kinds of nudity or body display. In line with the

foregoing, what is appropriate in terms of sex appeal varies across countries, domains, communities and cultures because what is acceptable differs from place to place depending on the value systems, cultures and at times religion. Advertisements appeals that are not used in accordance with the audience type of culture are usually ineffective.

2.7 Research gap

The literature available on advertising in general and portrayal of women reveals there are works on portrayal of women but works on advertising discourse and effect on portrayal of women in the choice of cosmetic products are limited Africa especially in Nigeria. Most of the previous works in this area were mostly on Indian, Japanese, Pakistani or in Malaysian women so it creates an interesting area of research interest. Also, advertisement appeals may vary across groups of audience depending on specific subculture representation which determines its meaning. Thus, the use of female models, sex appeal and other types of appeals in advertisements remains an area of great concern and as such still requires much research to seek out new ways of success and better advertising. Thus, it is hoped that this work will contribute to knowledge and existing literature and map out new areas that will advance the field of advertising.

2.8 Summary

The chapter presented the literature review in relation to portrayal of women in advertising discourse and choice of cosmetic products. It discussed the germane theories that guided this study such as Critical Discourse Analysis, The Magic of Meaning Theory, Theory of Imitative Desire and AIDA Model as the theories of advertising that focus on the strength of the meaning instilled in the message which basically relate to the subject matter of this research. This chapter also presented and discussed conceptual frameworks and review of the study of variables relevant to the study. The variables that were considered and reviewed are the linguistic features, discourse strategy features, social practice features, portrayal of women, and some consumer demographic factors. Lastly, the chapter reviewed the previous empirical studies conducted in relation to this study and some critiques were identified and

discussed and then the research gaps identified from theoretical and empirical literature were presented. It was noted that the sensitivity of the lingering global debate on gender issues in advertising and the importance of gender discourse also prevalent in Africa have not been adequately addressed in Nigeria. Therefore, there is a fundamental need to conduct this study in Nigeria.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research design, target population, description of sample and sampling procedures, as well as description of data collection instruments that were used in this study. This is followed by instrument validity and reliability, data collection, data analysis procedures and ethical considerations the study adhered to.

3.2 Research Design

The study explored the portrayal of women in advertising discourse and choice of cosmetic products in Lagos Nigeria. A research design is the general plan of how a researcher will be able to answer his research questions (Saunders et al..., 2009; Cooper & Schindler, 2014). They explain that the plan is the overall scheme of the research in order to collect, analyse, and interpret data. The research design articulates what data is required, what methods are going to be used to collect and analyze data and how this is going to answer the research questions. It is the overall plan for connecting the conceptual research problems to the pertinent and achievable empirical research and generally provides specific direction for procedures in research (Creswell, 2014). The core of research design is to translate a research problem into data for analysis so as to provide relevant answers to research questions (Wahyuni, 2012). It is a step-by-step procedure which is adopted by a researcher before data collection and analysis process commences so as to achieve the research objective in a valid way.

This study used the mixed methods design approach where a research study uses both qualitative and quantitative approaches. Research design is divided into three main groups: quantitative; qualitative and mixed method research design. (Hong, Gonzalez-Reyes, & Pluye, 2018). Thus, qualitative and quantitative analysis was adopted whereby numerical values were used in the research process measurement to establish whether there existed a relationship between the independent and dependent

- a survey was used to collect data. A descriptive qualitative aspect was necessary to enable the researcher have in-depth information from the informants. The qualitative, phenomenological aspect of the study was carried out through purposive/ convenience approach. This enabled the collection of data. Though Creswell (2014) asserts that content analysis is the lone technique suitable for gathering information about what communication contains and Elo and Kyngäs (2008) further states that in using content analysis, the primary aim is to describe the phenomenon in a conceptual form but this research analyzes the advertisements of cosmetic products through the perspective of the three-dimensional model of critical discourse analysis (CDA), as stated by Fairclough (1995). Critical discourse analysis (CDA) was preferred to content analysis in this research because unlike CDA it comes from a non-linguistic tradition and focuses mainly on coherence. According to Titscher et al... (2000), content analysts ask concrete questions about the content and use rather precise and narrow research questions for the purpose of hypothesis formation thus it is more limited in its focus. As content analysis focuses on denotional dictionary meanings or connotations from extended meaning evoked by literal messages, its weakness is the common practice of only coding small portions and facets of discourse, thereby omitting many important themes and nuances, and limiting examination on meanings (Graber & Smith, 2005). As a result, content analysis, when compared with CDA, is incapable to provide a more complete picture of a given phenomenon and its socially constructed process which is a major concern of this work.

For the quantitative aspect, the survey design serves as a veritable tool for collecting empirical data. This was done through questionnaire from a sample of the population under study. A structured questionnaire was prepared and circulated to gather data. In order for a more complete understanding of a phenomenon the researcher converges or merges both quantitative and qualitative data in order to provide a comprehensive analysis of the research problem (Creswell, 2014). Triangulation was used which refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena (Natow, 2020)..

Therefore, to systematically and objectively establish the effect of advertising discourse in the advertisements of cosmetic products on how women are portrayed and the choices made, triangulation was used in this study to gain the advantages of both the qualitative and the quantitative approach because each method offers specific advantages as well as disadvantages. Therefore, this study involved both qualitative and quantitative data. Though most inquiries into discourse lean on the qualitative method, this research also considered some aspects of the quantitative method in order to neutralize the weaknesses of the qualitative method to achieve more comprehensive research. Moreover, it was considered to ensure the credibility and dependability of the research work.

3.3 Target Population

A population refers to groups of people or objects that have similar characteristics from which a sample is drawn, so it could be said that a research population is nothing but a population that is subject for investigation. Babbie (2020) defined research population as groups of people or objects or texts with similar characteristics that a researcher wishes to investigate. Therefore, for the qualitative analysis the unit of analysis for this study will be purposively selected cosmetics scripts on websites of organisations, online and Outdoor advertising and purposively selected employees of selected relevant organisations in Lagos. For the quantitative analysis for this study, the target population were women and media workers from National Council of Women Societies (NCWS), University of Lagos Media postgraduate students (ULMPS), Broadcasting Organisation of Nigeria (BON), Association of Advertising Agencies of Nigeria (AAAN), Media Independent Practitioners Association of Nigeria (MIPAN) and Outdoor Advertising Association of Nigeria (OAAN). Below is the breakdown of the population used:

Table 3.1 Distribution of the population of the study:

SN	Section	Registered Members
	AAAN	83
	OAAN	105
	NCWS	51
	ULMPS	196
	MIPAN	35
	BON	166
	TOTAL	636

3.4 Sampling Frame

In statistics, a sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled, and may include individuals, households or institutions (Creswell, 2014). The sampling frame for this study comprised of purposively selected cosmetics scripts retrieved from the online websites, Outdoor advertising and ARCON (Advertising Regulatory Council of Nigeria, billboards etc) and a survey of purposively selected employees of relevant organisations in Lagos for the quantitative aspect. Purposive sampling refers to a group of non-probability sampling techniques in which units are selected "on purpose" because they have characteristics required in your sample. (Nikolopoulou, 2022). Purposive sampling aims at recognising cases, individuals, or communities best suited to help you answer your research questions. It is common in qualitative research and mixed methods research and relies mainly on researcher's judgment when identifying and selecting the individuals, cases, or events that will provide the best information to achieve the study's objectives. These will help generate a sampling frame for this study.

Inclusive criteria: The researcher involved only women conversant with advertisements aged between 20 and 59 years from different socio-demographic levels in Lagos, Nigeria. Moreover, only those that were educated enough to decode the advert messages and avoid language barrier was included in this study.

Exclusive criteria: Non-women were excluded from participating in the study (that is, men were not allowed to participate in the study), (Flynn, (2022). This was so because most men would not be able to relate with the major issues of beauty ideology, self-esteem and other issues of sensitive nature relating to the study.

3.5 Sample Size and Sampling Techniques

Sampling refers to selecting a number of individuals or objects from a population whose characteristics are representative of the entire group (Kumar, 2011). For this study non - probability sampling method was used. The non – probability method called purposive sampling which is referred to as an approach having a prior purpose (Alvi, 2016) was adopted for the study. According to Mugenda and Mugenda (2009), non-probability purposive sampling technique allows a researcher to use cases that have the required information with respect to the objectives of the study. Purposive sampling was thus conducted for the qualitative because this study was only to investigate cosmetic product advertisements and were picked depending on how informative such cosmetic advertisements were. The data were collected from six current advertisements of various popular brands of cosmetic products on their websites and from ARCON – the advertising regulating council of Nigeria. The advertisements were text and video types taken from popular soap and body lotion products advertisements from various brands and types readily available. Those that were in video forms were transcribed and the data analyzed based on the three levels of critical discourse analysis; textual features, discursive features, and social-cultural features. The data were the words, phrases, clauses, sentences found in the advertisements. The data was presented through interpretation and the description and each advertisement is between 15 seconds and 60 seconds long.

According to Creswell (2014) the purposive sampling technique enables the researcher to select a sample that he/she considers to be the most appropriate for the study. So for the quantitative, this also enabled direct targeting of the women and postgraduate students and members of these registered groups who had access to adverts and cosmetics products purposively for the survey. In each group selected respondents were women in marketing, women leaders, Secretaries of various sectoral groups, Media Practitioners and probably users of products. Like the women group, many of them have a better understanding of the pros and cons of women being portrayed in the advertising industry and are conversant with the cosmetic brands in Nigeria. The focus of the study was also on women conversant with advertisements aged between 20 and 59 years from different socio-demographic levels in Lagos, Nigeria. Moreover, they were the educated consumers who could decode the texts or words of the advertisements

Factors that affect the decision on sample size include availability of funds, time and the geographical distribution of the target population (Ryan, 2013). The size of the sample should neither be excessively large, nor too small (Bell & Byman, 2022). As a result, Babbie (2020) recommends that for descriptive studies, a sample size should be between 10 - 20% while Gay and Mills (2011) suggest 10% for large populations and 20% for small populations. Then, to Borg and Gall (2003) 20 – 30% of the total population is representative. Therefore, based on this, the 199 respondents for this study was in line with the 20-30% of the accessible population and therefore they were deemed representative enough. The sample size exceeded 20% as argued by Babbie (2020) as the target population and above the 20-30% of Borg and Gall (2003) at 636 targeted with 214 respondents which represented 33% of the accessible population. To achieve this non-probability sampling was the sampling technique used. Orodho (2009); Cresswell (2014) concurs that non-probability sampling as a sampling technique where samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. This may happen because most researchers are bounded by time, money, workforce and other limitations which could make it almost impossible to randomly sample certain

population and thus it is often necessary to employ non-probability sampling technique.

As stated by Creswell (2014) the purposive sampling technique enables the researcher to select a sample that he/she considers to be the most appropriate for the study. Thus, it was appropriate for this study which was only on women conversant with advertisements aged between 20 and 59 years from different socio-demographic levels in Lagos, Nigeria. Moreover, they were for educated consumers who could decode the texts or words of the advertisements. The purposive and convenience sampling method was used because it helped the researcher to use the most available respondents for the study. Convenience sampling is used by researchers involves in selecting individuals or groups that happen to be available and are willing to participate in the research at the time. It is also referred to as "volunteer sampling" or 'accidental sampling" (Mugenda & Mugenda, 2009). The chosen age range is critical in order to widen the scope (inclusion) of the different categories of the women (single, married, separated etc) who may use cosmetics but most importantly, the focus was only for women, not men.

3.6 Data Collection Instruments

This study used mixed method approach. Hence, both quantitative and qualitative data were collected. Using Fairclough's three dimensional framework in the qualitative aspect, the data were collected from six current advertisements of various popular brands of cosmetic products on their websites and from ARCON – the advertising regulating council of Nigeria. Those cosmetic products were targeted because many consumers favoured them for their use. The advertisements were text and video types taken from soap advertisements and body lotion products from various brands namely Nivea, Siri, Z.G.L, Cybele, Husd'd and Eva industries. Those that were in video forms were transcribed and the data analyzed based on the three levels of critical discourse analysis; textual features, discursive features, and social-cultural features. The data were the words, phrases, clauses, sentences found in the advertisements and were described according to the first dimension which is its

textual (vocabulary and grammar) in discussing discourse as a text to answer the first research question. The "text" according to Fairclough's model refers to description of the discourse fragment and according to Baig (2013), when it comes to a TV commercial, the term "text" does not point to an analysis of the linguistic units only but to the entire audio-visual discourse including moving images, sounds, color, signs, characters and the social roles or role models being represented in the advertisement. Next, the relation between the discourse of the advertisements and the social and culture context that involves the processes of text consumption was interpreted to answer the second research question. Discussing discourse as social practice which is the third dimension of Fairclough's three dimensional frameworks in relation to power and ideology was used to answer research question three. Lastly, the developed questionnaire was used to determine the moderating effect of consumer demographic factors on the relationship between advertising discourse and the portrayal of women in the choice of cosmetic products.

The questionnaire used, focused on the independent and dependent variables of the study and administered through an online survey. The response was slow and so some were administered in hard copy by hand to quicken then response. The questions for the questionnaire were prepared using Likert Scale of (strongly agree, agree, neutral, disagree, and strongly disagree) titled Advertising Discourse and Portrayal of Women in the Choice of Cosmetic Products in Nigeria Questionnaire (ADPWCCPNQ). The questionnaire was divided into four sections A-D as follows:

Section A – Demographic information: this contains items on personal data of each respondent demographic information such as name of section, gender, age bracket, highest educational qualification, income, marital status and place of origin (culture).

Section B – Linguistics, Discourse and Social cultural practice features used I cosmetics advertisement

Section C –Portrayal of women in Cosmetic advertisements and the Choice of Cosmetic Products

Section D – Moderating effect of consumer demographic factors on the relationship between the portrayal of women in advertising discourse and the choice of cosmetic products

3.7 Data Collection Procedure

The researcher obtained an introduction letter from Jomo Kenyatta University of Agriculture and Technology (Appendix V) proper identification of the researcher. In addition, the researcher prepared a personal letter of introduction which was attached to the questionnaire (Appendix I) and presented to the respondents. A letter of introduction is an important aid in gaining cooperation with the respondents during data collection. Data was collected in two ways since the research is mixed method and as argued by Creswell (2014) mixed methods research is more than simply collecting both qualitative and quantitative data; it implies that data are integrated, related, or mixed at some stage of the research process. It is not that one is better than the other or sufficient in itself but that both qualitative or quantitative methods when used in combination will yield a more complete analysis, and that they complement each other.

Therefore, for the qualitative the initial contact was in the form of a text message followed by a telephone call in order to establish contact and build rapport and to motivate participation in the study. The letter later served to establish the credibility of the research. The letter was captured to arouse interest of the respondents and also outlined the ethical obligations and assured confidentiality. This built confidence and encouraged participation. The connecting secretaries to the respondents without reservations sent the organizations' email addresses to send the survey link online. The questionnaire was answered online and also collected online but the response rate was slow and so some were administered in hard copy by hand to quicken the responses. This was done and the data collection was completed.

For the qualitative data collection, a letter was written by researcher with a covering letter introducing the researcher as a PhD student to ARCON and the respondent's organisations, some cosmetic advertisements were purposively selected for the study

through the head of vetting department. Others were purposively selected for the data through the websites and outdoor adverts. The data was classified on the basis of textual features used by the advertisers. Then the strategies applied (discursive features) to persuade consumers to take action in order to make purchases of the products advertised were examined. The data was analyzed through the three-dimensional framework of critical discourse analysis by Fairclough (1995). They were described according to the first dimension which is its textual (vocabulary and grammar) to answer the first research question. Next, the relation between the discourse of the advertisements and the social context which involves the processes of text consumption were interpreted to answer the second research question. Discussing discourse as social practice which is the third dimension of Fairclough's three-dimensional frameworks in relation to power and beauty ideology were discussed to answer research question three.

3.8 Validity and Reliability of Research Instruments

Reliability refers to the consistency of a question; that is, the probability of obtaining the same results if the question is duplicated (Kerlinger & Lee, 2000) while validity refers to whether or not the question measures what it was intended to do (Kothari, 2004). In order to achieve reliability and validity, questions should be short and simple. These were employed to ensure validity and reliability data collected.

3.8.1 Validity

The term validity refers to the degree to which a research instrument measures what it purports to be measuring (Orodho, 2009). It refers to a researchers' ability to make meaningful and justifiable inferences from scores about a sample or population (Creswell, 2014). It is the degree to which results obtained from the analysis of the data represent the phenomenon under investigation. Two types of validity were tested: face validity and content validity. Content validity refers to whether an instrument provides adequate coverage of a topic. It refers to the representativeness of the content of the topic (Kerlinger & Lee, 2000). Face validity refers to the likelihood that a question will be misunderstood or misinterpreted. Pre-testing a survey is a good way to increase the likelihood of face validity (Kerlinger & Lee,

2000). Expert opinions and literature searches will help establish content validity. After preparing the instruments, the researcher gave them to experts in Scholarly Publishing and Online Communication and asked them to read and judge whether the questionnaires had adequate content in the area to be tested. The questionnaires used in this research study were subjected to a validation process for content validity as well as face validity to ensure that they were up to standard (Cooper & Schindler, 2014). The questionnaire was also shared with the supervisors of this study who gave input which was incorporated in the final instrument. The opinion of the experts and supervisors helped restructure, improve or discard parts of the instruments that were found invalid.

3.8.2 Reliability

Reliability is a measure of the degree to which a test consistently measures whatever it should measure (Cresswell, 2014). Reliability in research is influenced by random error, which is the deviation from a true measurement due to factors that have not effectively been addressed by the researcher. These can be due to factors such as distraction when filling in a questionnaire, due to ambiguous instructions and technical difficulties. Researchers therefore can use commonly acceptable ways of estimating reliability. There are several ways of determining instruments' reliability. Kerlinger and Lee (2000) have identified the test retest method, parallel form and internal consistency techniques of testing reliability.

This study tested for internal consistency of the research instruments for reliability by use of Cronbach's alpha on the Likert scale question items. The method was used in this study because it is a type of internal reliability estimate used to assess the consistency of responses on a measure that contains more than one component (Nachmias & Nachmias, 1996). The value of the alpha coefficient ranges from 0 to 1. A higher value depicts more reliability of the instruments used in the study. In the study, the reliability for the questionnaires was found to be Cronbach's Alpha is 0.961. According to Bujang, and Baharum (2017) usually a coefficient of 0.7 and above is acceptable and it indicates good internal consistency of items in the scale.

To ascertain validity and reliability of the study, questionnaire of this study - a survey - was served online to members of Advertisers Association of Nigeria to test validity reported in (3.8.1) and reliability (3.8.2) so as to ensure that some items were not misunderstood or misinterpreted.

3.9 Pilot Testing

A pilot test is a trial data collection procedure to detect weaknesses in design and instruments to be used according to Cooper and Schindler (2014). A pilot survey was conducted to test both the instruments and the survey procedures before the actual survey was conducted. Pandey and Pandey (2021) suggests conducting a pre-test with the questionnaire or interview schedule is a step to minimize problems before the actual data collection begins. It is suggested that for the pilot test, a sample of 10% of the individuals similar to those planned for the survey sample are chosen. Wimmer and Dominick (2011), counsels that a small sample size should be taken in order to determine whether the study approach is correct and this will help to refine the questions in the questionnaire. They also contend that self-administered questionnaire should be pre-tested with the type of respondents who will participate in the actual study. In line with this, Perneger, Courvoisier, Hudelson, and Ageron (2014) recommends thirty (30) participants as a reasonable size for pre-tests of questionnaires in a similar environment while Pandey and Pandey (2021). suggests about ten to twenty respondents participate in the pre-test.

Thus, in order to ensure reliability and validity of the data as well as whether the research instrument was adequately designed, a pilot study was conducted before undertaking the actual study. Memba (2011) states that pilot testing refers to the specific pre-testing of a particular research instrument like a questionnaire or interview schedule. A pilot test is described as a mini version of a full-scale study and this according to Churchill and Iacobucci's (2002) is the real test of a data collection instrument as it will reveal how well it will perform under actual data collection conditions.

Therefore, as a pilot test for the questionnaire of this study was served online to members of Advertisers Association of Nigeria in an attempt to identify those items

that could be misunderstood, or misinterpreted. Such items were modified accordingly. The respondents of the pilot study were not involved in the data collection for the study.

Moreover, based on the pilot study carried out, the researcher noted that the questions were also not properly arranged under the variables and this was also corrected. Apart from these the questionnaire was proved to be okay in terms of relevance, appropriateness, and simplicity. Thus, the pilot study ensured the validity and reliability of the questionnaire.

3.10 Data Processing and Analysis

The data collected was related to both quantitative and qualitative data and they were first checked for accuracy, consistency and completeness to ensure that the data collected was as originally intended. Once the quantitative data were entered into SPSS for analysis, the quantitative data results are presented in tables. Then the qualitative data results are presented in tables and summarized. The quantitative data was collected using questionnaires in which most of the questions were prepared in a Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree). For the purpose of statistical analysis for the quantitative data, SPSS was used. Since the data was in Likert type, a coding scheme was designed (for instance, 0=strongly agree, 1=agree, 2=neutral, 3=disagree, and 4=strongly disagree) and then data was entered accordingly into SPSS. Once the data was entered into SPSS and checked for accuracy and completeness, the quantitative data was analyzed using descriptive and inferential statistics. Descriptive statistics enable researchers to summarize and organize data in an effective and meaningful way and provide tools for describing collections of statistical observations as a result reducing information to an understandable form (Nachmias & Nachmias, 2006). Thus, for the purpose of descriptive analysis, percentage was used. However, to infer the variables from the sample to the population being studied, inferential statistics was used (Creswell, 2014). For the inferential analysis, correlation, regression, ANOVA were used.

For the correlation analysis between the independent variables (communication pattern, communication structure, communication medium and communication

climate) and dependent variable (employee performance), Pearson correlation coefficient (r) was used. The value of Pearson correlation coefficient (r) ranges between -1 and 1, and it can be expressed mathematically as $-1 \leq r \leq 1$, where r=1 indicates strong positive relationship, r= -1 indicates strong negative relationship, and r=0 indicates there is no relationship between the independent and dependent variables. In respect to the regression analysis, regression coefficients and models were used to further determine the influence of the independent variables on the dependent variable as indicated in the conceptual framework (see Figure 2.1) of this study. The study adopted the following general regression models to analyze the relationships of the independent and dependent variables.

The simple linear regression model is expressed as:

$$Y = \beta_0 + \beta_i X_i + \epsilon$$ .... Model 1

Where;

    Y = Dependent variable

    X_i = Independent variable

    β_0 = Constant (Co-efficient of intercept)

    β_i = Regression coefficients of the independent variable

    ϵ = Error term

and the multi-linear regression model is expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \ldots + \beta_n X_n + \epsilon$$ .... Model 2

Where;

    Y = Dependent variable

    X_i = Independent variables, where i=1, 2, …, n

    β_0 = Constant (Co-efficient of intercept)

    β_i = Regression coefficients of the independent variables, where i=1, 2, …, n

    ϵ = Error term

In order to determine, the linear relationship between individual independent variable and the dependent variable, the simple linear regression model, which is Model 1, was used. For the multi-linear relationship, the multi-linear regression model was adopted, which is Model 2.

In addition to the correlation and regression analysis, ANOVA was also used in order to test the hypothesis of the regression models and to determine the relationships between the independent variables and the dependent variable. ANOVA was used to determine the relationship between the independent variables as well as to determine whether the goodness of fit of the regression model fits the data. In line with this, the t-statistics values were used in order to determine the most important contributor of the independent variables on the dependent variable in the multi-linear relationship. In respect to the qualitative aspect of this study, the qualitative data was collected from interviews of the employees of the selected large manufacturing businesses. The qualitative data was analyzed using qualitative data analysis method. The qualitative data from the interview was transcribed and organized according to the contents (themes) in relation to the interview questions. Based on the themes identified, the key points of the data were identified, summarized and narrated. Then, the summarized and narrated data was objectively interpreted in relation to the objectives of the study. Once both quantitative and qualitative data were analyzed separately, both types of data were merged together in the discussion of the findings since this study adopted a convergent mixed-parallel method. Thus, the triangulation method was adopted. Although there are several ways or approaches used to merge both types of data, side by-side approach was adopted in this study. Thus, the researcher first reported the quantitative statistical findings and then discussed the qualitative findings that either confirm or disconfirm the statistical results (Creswell, 2014).

3.11 Ethical Considerations:

This research examined portrayal of women in advertising discourse and choice of cosmetic products in Lagos Nigeria. Therefore, data was collected from six cosmetic product advertisements scripts obtained through the organisation websites, ARCON and outdoor adverts. In order to collect data using questionnaires, the researcher had obtained a covering letter introducing the researcher as a PhD student of JKUAT to the respondent's organisations from the department. Then, the researcher requested the women and media organisations to fill a google survey for which was also

printed in hard copy for these whole could not go online because of time constraint. The participants were informed that the data collected through the questionnaire will remain confidential and will not be accessible to anyone else for any other purpose. They were reassured that there will be no changes to the data collected and that it will be used only for the purpose of the intended research. The collected data was therefore used for analysis without any alterations.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter deals with organization, analysis and presentation of the data collected from the advertisements and the respondents of survey for this study. Qualitative data gathered were transcribed and the data analyzed based on Fairclough's three levels of CDA that is, the textual, discursive and social-cultural features. The quantitative data was collected using the questionnaire designed to measure the hypotheses of the study. This chapter also presents the findings and results of the study which was to examine advertising discourse and portrayal of women in choice of cosmetic products in Lagos Nigeria. The study used the textual features, discourse strategy features, social cultural practice features as independent variables and used portrayal of women in choice of cosmetic products as the dependent variable. Most of the questions were Likert-type scale questions ranging from 1-5 indicating the extent to which the respondents agreed or disagreed with each statement used to capture the different variables. Data was analyzed using descriptive statistics such as mean and standard deviation and inferential statistics such as correlation analysis and regression analysis.

4.2 Preliminary Analysis of Results

This section presents findings on age, income, culture, portrayal and beauty ideology and the choice of cosmetic products influencers in this study that sought to examine advertising discourse in portrayal of women and choice of cosmetic products in Lagos, Nigeria.

4.2.1 Response Rate

The population size for this study was 636 media practitioners and student. The sample size was 214 and the study recorded a response rate of 92.9%. This is considered adequate. A lower response rates call into question the representativeness

of the sample as Fonsnacht (2013) and Bailey (2008) set an adequate response rate at 75%. (Table 4.1)

Table 4.1 Response Rate

	N	**N**	**Frequency**	**%**
Response	636	214	119	92.99%
Non- response			15	7.01%
				100%

4.2.2 Respondents' Demographic Profile

The demographic profile of the respondents is shown in tables 4.2 and 4.3 respectively. The respondents' demographic profile shows the age, marital status, income and the cultural region of the respondents whereby it was revealed that more of the respondents were below the age of 40 years. For the income more of the respondents had income of 70,000-and above while for the cultural by regions in Nigeria respondents from the West region were more in scope and it is believed that the percentage distribution in the West region is higher because the study was situated in the west. Tables 4.2 and 4.3 respectively on the demography table shows the percentage distribution and the descriptive statistics of the demographic variable.

Table 4:2 Percentage of demographic distribution of respondents

Variable	Category	Frequency	Percentage
Age	20-29	81	**40.7**
	30-39	100	**53.5**
	40-49	10	**5.0**
	50	8	**4.0**
Marital Status	Married	103	**51.8**
	Single	83	**41.7**
	Separated/widowed	13	**6.5**
Income	15000-29,999	8	**4.0**
	30,000-49,999	36	**18.1**
	50,000-69,999	34	**17.1**
	70,000 and above	121	**60.8**
Nigeria Part	West	99	**49.7**
	East	29	**14.6**
	South	61	**30.7**
	North	10	**5.0**
	West	99	**49.7**
Qualification			
	Hnd	10	**5.0**
	Degree	38	**19.1**
	Msc/PHD	151	**75.9**

Source: Field Survey, 2023

Table 4.2 shows the demographic profile of the respondents. In the table, 40.7% (81) for 20-29years, 50.3 % (100) for 30-39years, 5.0 % (10) for 40-49 years and 4.0% (8) for 50 and above years' respondents revealing more respondents below the age of 40years. Again, the table shows that married respondents were 51% (103), single respondents were 41.7% (83) and separated/widowed respondents were 6.5% (13). Also, the table discloses the income as a demographical factor. For the income of 15,000-29,999 has 4.0% (8), 30,000-49,999 income has 18.1% (36), 50,000-69,999 income has 17.1% (34) and 70,000-and above has 60.8% (121) respondents. More so, the table shows that respondents from the West region have 49.7 % (99), East 14.6% (29), South 30.7% (61) and North 5.0% (10). It is believed that the percentage distribution in the West region is higher because the study is situated in the west. Finally, on demography table, it shows that Higher National Diploma has 5.0% (10), Degree has 19.1% (38) and Masters/PhD has 75.9% (151).

Table 4.3 Descriptive statistics for demographic variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Age	199	1.00	4.00	1.7236	.73786
Martial	199	1.00	3.00	1.5477	.61667
Qualification	199	2.00	4.00	3.7035	.55735
Income	199	1.00	4.00	3.3467	.91308
Part of Nigeria	199	1.00	4.00	1.9095	1.00094
Valid N (listwise)	199				

Source: Research Data

The study indicates that age (Mean=1.7236 and SD=0.73786) of age, marital status (Mean=1.5477 and SD=0.61667), qualification (Mean=3.7035 and SD=0.55735), income (Mean=3.3467 and SD=0.91308) and part of Nigeria (Mean=1.9095 and SD=1.00094). It is noted that factors such as income, age and societal culture influence choice of cosmetic products and that women spend more on their beauty in proportion to their income. This is in line with the propositions of (Herna´ndez, Jime´nez and Martı´n, 2010) that income strongly affects product or service choice, as higher-income consumers are better able to purchase expensive, status-enhancing items. Heyes (2007) also argue that the photo-manipulation observed in beauty and cosmetic advertisements provokes excessive spending among women in order to fix their perceived imperfections based on the comparisons. Also, Sandlin and Maudlin (2012) argue that beauty advertising has adversely affected cultural perceptions of beauty and women. It should be noted that although society has influenced cosmetic/beauty advertisements through certain norms and perceptions, the society has also been influenced tremendously by advertising through portrayal of certain ideologies.

4.3 Descriptive Statistics of the Study Variables

4.3.1 Effect of textual features on the portrayal of women in the choice of cosmetic products

The first objective investigated was to identify the effect of textual features on portrayal of women in the choice of cosmetic products. This objective was informed by Fairclough's (1995) three-dimensional view of CDA in that he sees language use

as a social practice and that advertising's role in society is vital. In his analysis based on three components - description, interpretation and explanation, linguistic properties of texts are described, that is, text analysis. It then relates the relationship between the productive and interpretative processes of discursive on to the social context.

Using a five point Likert scale, ranging from 1 to 5 (where 1= strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree), the respondents of the study were asked to specify the degree to which they agreed or disagreed with the opinion statements regarding textual feature variable as a dimension of advertising discourse on the portrayal of women in the choice of cosmetic product and the following were the findings in Table 4.4 shows the distribution of the responses on the statements.

Furthermore, findings to these statements measured on the five-point likert scale ranging from 1 to 5 (where, 1= strongly disagree, 2 = disagree, 3 = not sure, 4 = agree and 5 = strongly agree) reveal that the higher the score, the higher was the effect of the textual features on the portrayal of women in the choice of cosmetic products and vice versa. Table 4.5 and 4.6 shows the frequencies of the responses on the statements on likely effect of the textual features such as words that qualify products and if choice is influenced by encouraging words of cosmetic products' advertisement.

Table 4:4: The effect of textual features on the portrayal of women in the choice of cosmetic products

Aspects	Response (%)						Std.
	SD	D	N	A	SA	Means	Dev
The use of certain words to qualify the good of products convince me to buy some products	10.6.	3.5	6.0	52	27.1	3.8241	1.18246
My choice of the products/services has been heavily influenced by the manner of encouraging language.	10.6	6.0	5.0	51.3	27.1	3.7839	1.21379

Source: Research Data 2023

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Table 4.4 shows that about 10.6% (21) respondents chose strongly disagree that words that qualify good of products do not change their choice of cosmetic products while 3.5% (7) respondents chose disagree. On the other hand, about 52.8% (105) and 27.1% (54) respondents agree and strongly agree respectively that words that qualify good products help them in making choices of cosmetic products purchase. The respondent that are neutral are around 6.0% (12).

The results show that about 10.6% (21) respondents indicated that they strongly disagree that their choice is influenced by encouraging words of the choice of cosmetic products while about 6.0% (12) of the respondents chose disagree on the fact that their choice of cosmetic products is influenced by encouraging words. However, 5.0% (10) respondents had a neutral position to the question. Interestingly, about 51.3% (102) and 27.1% (54) respondents agree and strongly agree respectively on how choice of encouraging words influenced their choice of cosmetic product's purchase.

The study reveals that the use of certain words in advertisements in order to qualify the good properties of such products do convince the respondents to buy them (Mean=3.8241 and SD=1.18246) and also that the choice of products/services has been heavily influenced by the manner of their encouraging language (Mean=3.7839 and SD=1.21379).

Furthermore, hypothesis tests were carried out on research objective one if textual features have significant impact on portrayal of women using ANOVA, correlations and regression as summarized in Tables 4.5, 4.6 and 4.7.

Table 4:5: ANOVA result on the relationship between textual features and portrayal of women

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	232.709	1	232.709	903.175	.000a
	Residual	50.758	197	.258		
	Total	283.467	198			

Textual feature significantly predicted portrayal of women in the choice of cosmetic product-, F=903.175, p< 0.000. This infers that there is high significance, which shows that the textual features may play a statistically significant part in shaping portrayal of women in the choice of cosmetic product.

Table 4:6: Correlation Analysis result on the relationship between textual features and portrayal of women

		The use of certain words to qualify the good of products convince me to buy some products	The desire to look beautiful as the women portrayed in adverts makes me purchase cosmetic products.
Certain words	Pearson Correlation	1	.906[**]
	Sig. (2-tailed)		.000
	N	199	199
Portrayal	Pearson Correlation	.906[**]	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8 shows that there is a statistically significant relationship between the effect of textual features and its impact on the portrayal of women in the choice of cosmetic products thru the positive coefficients of 0.906 using Pearson Correlation. The table under regression reveals the summary of the findings on the hypothesis tests.

H_i: There is a significant relationship between the effect of textual features and social-cultural on the portrayal of women in the choice of cosmetic product.

The hypothesis tests if the textual features have a significant influence on the portrayal of women in the choice of cosmetic products. The dependent variable, that is, portrayal of women in the choice of cosmetic products was regressed on the predicting variable - textual features to test hypothesis H_1. The table below displays the summary of the findings on the hypothesis tests.

Table 4:7: Regression Analysis result on the relationship between textual features and portrayal of women

Hyp	Regression Weights	Beta Coefficient	R^2	F	P-value	Hypothesis Supported
H_1	textual features ➜ portrayal of women	0.906	0.821	903.175	0.000	Yes

Source: Data Analysis, 2023

Textual feature significantly predicted portrayal of women -, F=903.175, when P is 0.000 implies that there is high significance, which indicates that the textual features can play a statistical significant role in shaping portrayal of women (b=0.906,p is 0.000). The result shows direct positive relationship of textual features on portrayal of women in choice of cosmetic products. Moreover, the R^2=0.821 depicts that the model explains 82.1% of the variance. The discussion on the main points in the findings affirms Hidayat, Kusuma, Purwahida and Defianty, (2020) that the texts in the advertisements were formulated in such a way for the purpose of persuading and attracting potential buyers. The findings discussed in 4.3.1.1 on the textual analysis corroborate these findings.

4.3.1.1 Personalization (Use of pronoun)

Personalization, also referred to as the use of pronoun according to (Firdausi, et al., 2023). is type of relational value that helps create a friendly environment for persuading the audience. Advertisements often use the personal pronoun such as 'we and you to express relationship between the writer and his audiences and can also be used to express power and solidarity. In advertisement it is used to show the advertisers' position in delivering their message in the product so as to attract and persuade people to use their product. According to (Fairclough, 1996; Oberlander & Gill, 2006) The power and solidarity ties are represented through the use of the second-person pronouns (we and you).

The examples of the use of pronoun found in the advertisements are shown in the table below:

Table 4.8. The Use of Pronoun in the text of the Advertisement

	Example in the text	Advertisement
1	Find out your true beauty naturally This product is brought to you by Evans Industries. We are proud of Nigeria We want Nigeria to be proud of us	Hawaii soap (Evans)
2	With you, my skin journey. I could walk all day It keeps my skin … formulated to keep you clean… … choose the best for your skin	Eva soap (Evans)
3	… moisturises your skin for a more lasting beauty. … let your skin do the talking.	Snow White (Hush'd,)
4	Experience your real beauty ... New Siri soap gives me soft glowing skin It gives me confidence to express more of me Experience your real beauty …	Siri by SIRI
5	…removes impurities from your skin … … gives your skin a tender, nourishing care. … its unique, refreshing fragrance is sure to give you joy all day …	JOY by PZ
6	Reveal your skin's natural radiance	Nivea
7	Connect with you in the most grandeur X7 glow	X7 by Z.G,L

In this finding, it was found that advertisers build good relationships with the audiences through Personalization (use of Pronoun). It can be noted that advertisers use pronouns such as 'my, your, and you, me'. Words such as 'you' and 'your' (second person personal) is believed to address consumers directly and personally (Rashid, Abdul Rahman, & Yunus, 2017). This also goes to address people on individual basis and is referred to as 'synthetic personalisations' (Fairclough, 2013). These types of pronouns bring forth the phenomena that they are presenting its experience and views in their advertisements. They also use pronouns in place of verbs to establish a strong relationship between the advertisers and the consumers. The fact that advertisers use some types of pronouns in advertisements such as you, your, us etc to address the consumers personally and directly can also be seen in

Hawaii soap when it says, "Find out **your** true beauty naturally", "This product is brought to **you** by Evans Industries". Also, in Joy advert by PZ industries, "you, your" addresses the consumers directly with discourses such as, "…removes impurities from **your** skin …", "… its unique, refreshing fragrance is sure to give **you** joy all day …". In the Ads of Evans, PZ, Siri (and in deed all the analysed ads) the second person pronouns are extensively used to hide the actual actors in the presentation of the phenomenon thus reflecting it as natural process. They thus in the presentation of these adverts establish discourse in such a way that the audience sees themselves in that phenomenon as those celebrities or actresses.

Also, the pronoun "we" is regarded as authoritative and implies power as presented in the data sample of the Hawaii ad by Evans such as, "**We** are proud of Nigeria", "**We** want Nigeria to be proud of **us"** and as such, the discourse in ads is set within the society in such a way that no one seems to feel the direct import of the advertisers but are persuaded to just flow along to make purchases. Thus, it is seen that advertisers through the use of personalization successfully build close relationship with the audience in order to persuade consumers to choose their products. This affirms Smith, (2004) that the use of personal pronouns establishes a certain type of relationship between the advertisers and the readers, audience or consumers.

4.3.1.2 The Use of Adjective

Adjectives basically give more information about the nouns and in advertising, it gives more information about the conditions or characteristics of the product to make it more acceptable to the audience or consumers. (Delin, 2000; Kaur et al.., 2013) refers to adjectives as crucial in advertising since they may express either a positive or negative connotation which are usually employed by advertisers to state their ideas and convictions on the products observed in this work.

The examples of the use of adjective found in the advertisements are shown in the table below

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Table 4.9. The Use of Adjective Example in the text "Positive Example in the text "Negative adjective"

	'Positive adjective' in text	'Negative adjective' in text	Advertisement
1	Find out your true beauty naturally Stay beautiful with Hawaii soap Discover true beauty	Exposure to the hard weather…Sun takes its toll on the skin It leaves the skin irritated and uncomfortable	**Hawaii soap (Evans)**
2	… look fresh, beautiful, younger and radiant … my skin healthy and smooth Specially formulated to keep you clean, clear and confident So choose the best for your skin	None	**Eva soap (Evans)**
3	… cleanses nurtures and moisturises … a more lasting beauty	none	**Snow White (Hush'd,)**
4	Experience your real beauty with, Siri, luxurious, prestigious and elegant… … soft glowing skin	none	**Siri by SIRI**
5	… richly formulated soap …… from your skin, leaving it soft, supple, and silky smooth. … gives your skin a tender, nourishing care. … its unique, refreshing fragrance		**JOY by PZ**
6	… your skin's natural radiance Natural Fairness is now …		**Nivea**
7	Moisturizing and nourishing A spicy, elegance, luxuriousness, titillating …		**X7 by Z.G,L**

All the ads contain positive but only Hawaii soap ad has negative adjective. The positive adjectives are associated to the qualities of the product, e.g nurtures, moisturises, smooth, glowing, fresh, younger, beautiful, radiance, tender, elegant etc. Those positive adjectives refer to the value that can be enjoyed by the consumers if they use that product or what people will achieve if they buy such a product. For instance, Eva ads dangle the following carrot to persuade the consumers when it says, "… look fresh, beautiful, younger and radiant", "… my skin healthy and smooth" thus capitalizing on the ideology of a woman's need to always look young and beautiful.

Also Siri and Joy ads tow the same trend by inserting positive adjectives in illustrating the good of the products to the consumers such as, "Experience your real beauty with,,.", "Siri, luxurious, prestigious and elegant…", "… soft glowing skin", "leaving it soft, supple, and silky smooth", "… gives your skin a tender, nourishing care", "… its unique, refreshing fragrance". All these are what consumers are to benefit which resonates with self-esteem and the societal concerns. No wonder these products are in high demand in the market. This is in line with the opinion of Cook (2001) that the adjectives refer to a 'fusion' that will imbue the characterless product with a sort of desirable quality. Thus, when advertisers use adjectives in illustrating a product, those positive adjectives remain in the consciousness of the consumers/audience.

On the contrary, the negative adjective is related to the existing problems of not using the products being advertised. The negative adjective found includes: "irritated" and "uncomfortable" which refer to the skin and no one wants to experience these negative conditions (negative adjective) on their skin. Hawaii insists that the "Sun takes its toll on the skin" and "It leaves the skin irritated and uncomfortable" thus giving the impression that it leaves the skin with a lot of inadequacies. It suggests that in order to avoid the negative conditions showed by these negative adjectives, the audience are expected to buy or use the products. It

now uses positive adjectives to find out their "true beauty naturally" encourages them to "Stay beautiful with Hawaii soap".

Consequently, the adverts were used to describe situations or characteristics through adjectives in order to try to give answers to what consumers outlook on the product should be. As a result, it is noted that advertisers use lots of positive adjectives rather than the negative ones. The findings concur with (Kaur et al.., 2013) that there are two types of adjectives. They are gradable adjectives which describe qualities that can be measured in degrees, that is, they can be used in comparative or superlative forms and the non-gradable adjectives which describe qualities that are completely present or completely absent. Thus, advertisers use adjectives to relate their opinions or beliefs about products to persuade potential consumers that they will look better and that the condition of their skin will get better after using the products advertised in cosmetic advertisements. Thus, the adjectives also serve to persuade the prospective consumers to take action.

4.3.1.3 The Use of Syntax (Disjunctive)/Phrasal Sentence

The use of disjunctive syntax in sentences, that is, the use of phrases without verb and subjects is another feature for bringing forward a conversational style in adverts. This strategy uses sentences entailing of only one or two grammar items. The examples in the use of syntax, that is, the disjunctive/phrasal sentence found in t

he advertisements are shown in the table below

Table 4.10. The Use of Syntax (Disjunctive)/Phrasal Sentence Example in the text Type of Advertisement

	Example in the text	Advertisement
1	Hawaii soap, the soul of beauty Whitening soap with herbal extract For softer and brighter skin	Hawaii soap(Evans)
2	Eva, for all shades of beauty	Eva soap (Evans)
3	Hush'd, let your skin do the talking.	Snow White (Hush'd,)
4	Experience your real beauty	Siri by SIRI
5	… its unique, refreshing fragrance is sure to give you joy…	JOY by PZ
6	Perfect & Radiant	Nivea
7	True beauty without boundaries	X7 by Z.G,L

These phrases are created in a way to catch the attention of the consumer and at the same time save space while they still efficiently convey their information to draw attention of the audience. With such, consumers are inspired to act which in this case is to make a purchase. It is also used to reveal a close relationship by using two or more words (grammatical items) to convey the message in such adverts because space use is often limited as in the adverts. In this line, (Hamid & Shahdan, 2018) in the study total fairness Inside-out: linguistic features in whitening product advertisements explains that linguistic features in the analysed advertisements were used to firstly capture the attention of consumers through 'catchy' or attractive use of word arrangements in some phrases.

4.3.1.4 The Use of Mood Choice

There are two participants; the advertisers and consumers (audience) in advertisements. The participants' position is characterized by moods. The role of mood is to show what the position of the participant is. It reveals the power relationships between the participants. The examples of the use of mood choice that are found in the advertisements are presented in the table below.

Example in the text type of Advertisement

Table 4.11 The Use of Mood Choice Example in the text of "Declarative and Example in the text of "Imperative"

	'Declarative' in text	'Imperative' in text	Advertisement
1	Hawaii soap comes in carrot, papaya and calamansi … This product is brought to you by Evans Industries. We are proud of Nigeria we want Nigeria to be proud of u	Find out your true beauty… Discover true beauty naturally… Stay beautiful with Hawaii soap	Hawaii soap(Evans)
2	Eva complexion care soap comes in ten different variants Specially formulated to keep you clean, clear and confident	… choose the best for your skin	Eva soap (Evans)
3	The Snow White from Hush'd cleanse nurtures ,,,	… let your skin do the talking	Snow White (Hush'd,)
4	New Siri soap gives me soft glowing skin It gives me confidence to express more of me.	Experience your real beauty with the new Siri beauty soaps	Siri by SIRI
5	Joy Beauty Bar is a richly formulated soap made from natural ingredients … Suitable for all skin types, Joy skincare soap contains milk … … gives your skin a tender, nourishing care.	None	JOY by PZ
6	Natural Fairness is now Perfect & Radiant	Reveal your skin's natural radiance	Nivea
7	Pro Skin Care Vitamin Complex There's a lot of sensuality that comes with true beauty. A spicy elegance, luxuriousness, titillating	Connect with you in the most grandeur X7 glow	X7 by Z.G,L

The advertisers in these advertisements use simple present tense in presenting the reality through declaratives (gives information) of the product. All the information is presented in declarative, active sentence and imperative form.

The declarative form is found in all the ads. It is used in order to declare, give information, and give the detail of the products. They give the information about products and the audience's position is that of interpreter. Information presented by

advertiser should be interpreted by audiences till they get the clear information. Next is imperative form, it's only found in all except Joy soap. In imperative, the position of speaker (advertiser) is asking the addressee to do something. It is considered as the way in influencing the emotion of audience in order to persuade audience to take action to purchase. Thus, the advertisements words are not only giving the information but also giving command directly to the audience to make purchases. This shows the power of advertisers over their audience. The findings from this study also agree with the study of Hidayat (2020) that the advertisers used personalised word choices to entice target customers to choose their products. In short, textual features, have direct impact on portrayal of women in choice of cosmetic products and this resonates with the argument of Mendes and Carter (2008) that the controlling and hypnotic language of advertisements makes the society more vulnerable to emotional manipulation by advertisers of beauty products.

4.3.2 Effect of discourse strategies on the portrayal of women in the choice of cosmetic products

The second objective was to examine the effect of discourse strategies on the portrayal of women in the choice of cosmetic products. This objective was informed by the second level of Fairclough's (1995) three-dimensional view of CDA in that he sees language use as a social practice and that advertising's role in society is vital. In his analysis based on three components - description, interpretation and explanation, linguistic properties of texts are described, that is, text analysis. It then relates the relationship between the productive and interpretative processes of discursive on to the context.

Using a five point Likert scale, ranging from 1 to 5 (where 1= strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree), the respondents of the study were asked to indicate the extent to which they agreed or disagreed with the opinion statements regarding discourse strategies variable as a dimension of advertising discourse on the portrayal of women in the choice of cosmetic product and the

following were the findings in Table 4.12 shows the distribution of the responses on the statements.

Furthermore, findings to these statements measured on the five-point likert scale ranging from 1 to 5 (where, 1= strongly disagree, 2 = disagree, 3 = not sure, 4 = agree and 5 = strongly agree) reveal that the higher the score, the higher was the effect of the discourse strategies on the portrayal of women in the choice of cosmetic products and vice versa. Table 4.5 and 4.6 displays the frequencies of the responses on the statements on the likely effect of discourse strategies such as the use of Informing strategy, scientific evidences, celebrities, Skin Inadequacies, etc.

Table 4.12 Effect of discourse strategies on the portrayal of women in the choice of cosmetic products

Aspects	Response (%)						
	SD	D	N	A	SA	Means	Std. Dev
Adequate information about products in the advertisements is what spurs me to make purchase	7.0	5.0	8.5	48.2	31.2	3.9196	1.10260
I am motivated to buy products that have scientific evidence in the advertisements	5.5	7.5	14.6	50.8	21.6	3.7538	1.05154
Celebrities in ads help me recall products more promptly	6.5	9.5	15.1	48.2	20.6	3.6683	1.10579
Ads pointing out inadequacies or Skin flaws as why I need the products prompt me to take action.	6.0	9.0	17.6	49.2	18.1	3.6432	1.06759

Source: Research Data 2023

Table 4.12 shows that about 7.0% (14) respondents chose strongly disagree on informing strategy on their choice of cosmetic product to purchase while 5.0% (10) respondents chose disagree on the fact that informing strategy of cosmetic advertisements affect their choice of cosmetic products. However, 8.5% (17) respondents were neutral in their position. On the other hand, about 48.2% (96) and

31.2% (62) respondents agree and strongly agree respectively that information strategy of cosmetic advertisements influence their choice of cosmetic products thereby agreeing with the proposition of (Cook, 2001; Nima Rashid et al..., 2020) that giving information regarding the content of a product is vital as it explains the consumers' possible needs before using the product.

On being motivated to buy products that have scientific evidence it shows that about 5.5% (11) respondents chose strongly disagree that while 7.5% (15) respondents chose disagree that scientific evidence has no effect on the choice of cosmetic products. About 14.6% (29) respondents were neutral on the question. On the other hand, about 50.8% (101) and 21.6% (43) respondents agree and strongly agree respectively that they are motivated by scientific evidence to purchase cosmetic products. This affirms the view of Susanti (2019) that advertisers manipulate women by giving facts about their beauty products and encouraging the positivity of their products by providing such scientific evidence words to show the efficacy of such product.

Concerning the fact that celebrities in ads help to recall products table shows that about 6.5% (13) respondents chose strongly disagree that celebrities' approval of cosmetic products do not influence their choice of cosmetic products while 9.5% (19) respondents chose disagree. The respondent that are neutral are 15.1% (30). On the other hand, about 48.2% (96) and 20.6% (41) respondents agree and strongly agree respectively that celebrities' help them recall cosmetic products thus influencing their choice of cosmetic products. The respondents desire the products because someone in the advertisement desires that item in line with René Girard, a French theorist, describing the Imitative Desire Theory that humans frequently want to change into someone else (when the other is powerful, famous or beautiful) thus affirming this finding.

Respondents on issue of Ads pointing out inadequacies or Skin flaws as prompting them to buy products table shows that about 6.0% (12) respondents chose strongly disagree that Ads pointing out inadequacies or skin flaws as why they need the products prompt them to take action while 9.0% (18) respondents chose disagree.

The respondent that are neutral are 17.6% (35). However, about 49.2% (98) and 18.1% (36) respondents agree and strongly agree respectively that Ads pointing out inadequacies or skin flaws as why they need the products prompt them to take action. This is in line with Hamid and Shahdan (2018) that advertisers point out particular skin inadequacies or flaws in consumers and that these inadequacies can only be taken care of by the particular product advertised and with this undeniable call to action, consumers purchase such items as a purported deliverer.

Results indicates respondent are spurred by adequate information about products in the advertisements to make purchase (Mean=3.9196 and SD=1.10260), motivated (Mean=3.7538 and SD=1.05154), celebrities in ads help them recall products more promptly (Mean=3.6683 and SD=1.10579) and Ads pointing out inadequacies or skin flaws as why I need the products prompt me to take action (Mean= 3.6432 and SD=1.06759).

Furthermore, hypothesis tests were carried out on research objective two if discourse strategies has significant impact on portrayal of women using ANOVA, correlations and regression as summarized in Tables 4.13, 4.14 and 4.15.

Table 4.13 ANOVA Analysis result on the relationship between discourse strategies and portrayal of women

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	229.018	1	229.018	2854.377	.000[a]
	Residual	15.806	197	.080		
	Total	244.824	198			

Discourse strategies significantly forecast portrayal of women in the choice of cosmetic products, F=2854.377, when p< 0.000. This submits that there is high significance, which shows that discourse strategies can perform a statistically significant part in shaping portrayal of women in the choice of cosmetic products.

Table 4.14 Correlation Analysis result on the relationship between discourse strategies and portrayal of women

		I am motivated to buy products that have scientific evidence in the advertisements	Adequate information about products in the advertisements is what spurs me to make purchase.
Motivated	Pearson Correlation	1	.967**
	Sig. (2-tailed)		.000
	N	199	199
Persuaded	Pearson Correlation	.967**	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.20 reveals that there is a statistically significant relationship between the effect of discourse strategies on the portrayal of women in the choice of cosmetic products with positive coefficients of 0.967 using Pearson Correlation. The table for regression displays the summary of these findings on hypothesis tests.

H$_2$: There is a significant impact between discourse strategies and social-cultural on the portrayal of women in the choice of cosmetic product.

The hypothesis tests if discourse strategies convey a significant impact on the portrayal of women in the choice of cosmetic products. The dependent variable showing the portrayal of women in the choice of cosmetic products was regressed on the predicting variable discourse strategies to test the hypothesis H$_2$. Table 4.15 reveals the summary of these findings on the hypothesis tests.

Table 4.15 Regression Analysis result on the relationship between discourse strategies and portrayal of women

Hyp	Regression Weights	Beta Coefficient	R^2	F	P-value	Hypothesis Supported
H_2	discourse strategies ➜ portrayal of women	0.967	0.935	2854.377	0.000	Yes

Source: Data Analysis, 2023

Results in table 4.21 indicate that discourse strategies significantly predicted portrayal of women, F=2854.377, when P is 0.000 implies that there is high significance, which indicates that the discourse strategies can play a statistical significant role in shaping portrayal of women (b=0.967,p is 0.000). The result shows direct positive of discourse strategies. Moreover, the R^2=0.935 depicts that the model explains 93.5% of the variance. The discussion on the main points in the findings uphold the views of Najihah, F. M. (2020) relating to discursive techniques on discourses and that they strongly relate to the social context in consuming the text such as scientific evidence, self-representation, puffery, emotive words etc. The findings discussed in 4.3.2.1 on the discourse strategies further validate these findings.

4.3.2.1 Discourse Strategies

This level of analysis involves the production and consumption of texts, with a focus on how power relations are enforced by advertisers through the use of various strategies in their discourse to attract consumers and these are anlysed by considering the context comprehensively. It aims to identify the strategies used by advertisers in attracting prospective consumers. Therefore, this stage is related to the production and consumption of texts in the analysis of strategy used in the advertisements is related to statement of problem number two (2) and it focuses on how the text is produced, how it is consumed, and how the power relations are enacted.

Table 4.16 Strategies used in the Examples in the text advertisements

	Strategies used in the Examples in the text advertisements
• Informing strategy	Hawaii soap comes in carrot, papaya and calamansi … Joy Beauty Bar is a richly formulated soap made from natural ingredients … Specially formulated to keep you clean, clear and confident The Snow White from Hush'd cleanse nurtures ,,,
• Scientific evidence or words	Whitening soap with herbal extract Pro Skin Care Vitamin Complex Suitable for all skin types, Joy skincare soap contains milk …
•Celebrity endorsement	Using celebrities such as Mercy Eke, Venita Akpofure, Sophie Alakija, Cynthia Nwadiora, Jasmine Uche, Adesua Etomi Wellinton etc,
• Skin Inadequacies	Sun takes its toll on the skin It leaves the skin irritated and uncomfortable
• Emotive words	… look fresh, beautiful, younger and radiant (Eva) your skin, leaving it soft, supple, and silky smooth (Joy)

Findings show that advertisers apply various discourse strategies to promote their products. The strategies such as Informing strategy, Skin Inadequacies, scientific evidences, Celebrity, and emotive words are used to influence the people.

By giving facts about their products, advertisers manipulate women through words. For instance, by using the informing strategy and providing scientific evidence through use of certain words to show the professionalism of their product and to support its effectiveness the positivity of the product is further encouraged. The products are proven to have many benefits through use of scientific evidences that they provide. Then, advertisers also use' emotive words. All these kinds of language is used to connote their power to beautify and thus overcome unattractiveness.

Also, the advertisers use beautiful celebrities and models as representatives of their products as the models using the products. It is believed these beautiful models presented, will attract consumers to their product to make them become beautiful. The study confirms that consumers agree that the celebrities and models in the adverts such as Mercy Eke, Venita Akpofure, Sophie Alakija, Cynthia Nwadiora, Jasmine Uche, Adesua Etomi Wellinton etc. help them recall cosmetic products thus influencing their choice of cosmetic products.

This is the way advertisers use various techniques to establish a power relationship and increase their production, consumption, and distribution in the society. The findings affirm the relationship between the effect of discourse strategies on the portrayal of women in the choice of cosmetic products as in the work of Rohmah, F & Suhardi (2020) that advertising texts were created by elevating existing realities and shaping certain realities in society for the ultimate goal of persuading the potential buyers s evidenced in this study. Also in this regard, (Hamid & Shahdan, 2018) in the study total fairness Inside-out: linguistic features in whitening product advertisements explains that advertisers use strategies such as invoking consumer's insecurities by pointing out possible flaws that many women face such as dull skin, which in turn invokes their desire to be fair and beautiful according to the society's standards of female beauty already portrayed.

4.3.3 Influence Of The Social Practice Features On The Portrayal Of Women In The Choice Of Cosmetic Products

The third objective of the study investigated the influence of the socio-cultural practice features on the portrayal of women in the choice of cosmetic products. This objective was informed by the third level of Fairclough's (1995) three-dimensional view of CDA in that he sees language use as a social practice and that advertising's role in society is vital. Thus, this section describes the broad societal issues that influence advertising. It is also concerned with intertextual understanding which helps to understand the broad societal currents which affect texts that are being studied. This includes views of beauty by people around the world with special interest to the Nigerian woman in practice. Fairclough's analysis based on three components - description, interpretation and explanation are described, that is, text analysis and the relationship between the productive and interpretative processes of discursive on the sociocultural context. The discursive issues in relation to the sociocultural context of ideology of beauty in societies and how it is impacted through advertisements in words depleting self-esteem and encouraging change of look through portrayal of beautiful models were examined.

Using a five point Likert scale, ranging from 1 to 5 (where 1= strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree), the respondents of the study were asked to indicate the extent to which they agreed or disagreed with the opinion statements regarding sociocultural practice feature variable as a dimension of advertising discourse on the portrayal of women in the choice of cosmetic product and the following were the findings in Table 4.17 shows the distribution of the responses on the statements.

Furthermore, findings to these statements measured on the five-point likert scale ranging from 1 to 5 (where, 1= strongly disagree, 2 = disagree, 3 = not sure, 4 = agree and 5 = strongly agree) reveal that the higher the score, the higher was the effect of the sociocultural practice feature on the portrayal of women in the choice of cosmetic products and vice versa. Table 4.17 shows the frequencies of the responses on the statements on likely effect of the social practice feature such as the issues of self- esteem in women; ideology of beauty and the need to appear beautiful leading to the impulse to buy the cosmetic products in advertisements.

Table 4.17 The influence of the social practice features on the portrayal of women in the choice of cosmetic products

Aspects	Response (%)						
	SD	D	N	A	SA	Means	Std. Dev
The advertisements touch on my self-esteem and make me want to look more beautiful.	6.5	7.5	13.6	46.7	25.6	3.7739	1.11197
I am drawn to advertisements with beautiful but decently dressed models	8.5	8.5	15.6	42.7	24.6	3.6633	1.18586
I agree with the use of females in advertisements	3.5	4.5	10.6	47.2	34.2	4.0402	.97359
The use of the language of their advertisement is merely persuasive	7.0	6.5	8.0	54.8	23.6	3.8191	1.09056

Source: Field Survey, 2023

Table 4.17 shows that about 6.5% (13) respondents chose strongly disagree that Ads affect their self-esteem while 7.5% (15) respondents chose disagree. The respondent that are neutral are 13.6% (27). However, about 46.7% (93) and 25.6% (51) respondents agree and strongly agree respectively that Ads affect their self-esteem so they feel the need to use the products and thus take action.

Table shows that about 8.5% (17) respondents chose strongly disagree that they are drawn to advertisements with beautiful but decently dressed models while 8.5% (17) respondents chose disagree. The respondent that are neutral are 15.6% (31). However, about 42.7% (85) and 24.6% (49) respondents agree and strongly agree respectively that they are drawn to advertisements with beautiful but decently dressed models.

Table shows that about 3.5% (7) respondents chose strongly disagree on the use of females in advertisements while 4.5% (9) respondents chose disagree. The respondent that are neutral are 17.6% (21). However, about 47.2% (94) and 34.2% (68) respondents agree and strongly agree respectively on the use of females in advertisements. Overall, a little over eighty-one percent (81%) agree to the use of females in advertising.

Table shows that about 7.0% (14) respondents chose strongly disagree that Ads use of language in advertisements are merely persuasive while 6.5% (13) respondents chose disagree. The respondent that are neutral are 17.6% (35). However, about 54.8% (109) and 23.6% (47) respondents agree and strongly agree respectively that Ads use of language in advertisements are merely persuasive.

Results reveals that the advertisements touch on my self-esteem and make me want to look more beautiful (Mean=3.7739 and SD=1.11197), drawn to advertisements with beautiful but decently dressed models (Mean=3.6633 and SD=1.18586), I agree with the use of females in advertisements (Mean=4.0402 and SD=0.97359) and the use of language of their advertisement is merely persuasive (Mean=3.8191 and SD=1.09056).

Furthermore, hypothesis tests were carried out on research objective one if sociocultural practice feature has significant impact on portrayal of women using ANOVA, correlations and regression as summarized in Table 4.18, 4.19 and 4.20.

Table 4.18 ANOVA Analysis result on the relationship between social-cultural practice features and portrayal of women

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	225.991	1	225.991	2363.889	.000[a]
	Residual	18.833	197	.096		
	Total	244.824	198			

Social-cultural practice significantly predicted portrayal of women in the choice of cosmetic product-, F=2363.88, when p< 0.000. This indicates that there is high significance, that is, the social-cultural practice can display a statistically significant role in shaping portrayal of women in the choice of cosmetic products.

Table 4.19 Correlation Analysis result on the relationship between social-cultural practice features and portrayal of women

		I am drawn to advertisements with beautiful but decently dressed models.	The desire to look beautiful as the women portrayed in adverts makes me purchase cosmetic products.
Drawn	Pearson Correlation	1	.961[**]
	Sig. (2-tailed)		.000
	N	199	199
Portrayal	Pearson Correlation	.961[**]	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

The above table 4.19 shows that there is a statistically significant relationship between the effect of the social cultural practice features on the portrayal of women in the choice of cosmetic products and choice of cosmetic product influencers and

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consumer demographic factors with positive coefficients of 0.961 using Pearson Correlation. The table under regression shows the summary of these findings on the hypothesis tests

H₃ There is a significant relationship between influence of social-cultural practice and the portrayal of women in the choice of cosmetic product.

The hypothesis tests if social-cultural practice carries as significant impact on portrayal of women in the choice of cosmetic product. The dependent variable portrayal of women in the choice of cosmetic product was regressed on predicting variable social-cultural practice to test the hypothesis H₃. The table below shows the summary of these findings on the hypothesis tests.

Table 4.20 Regression Analysis result on the relationship between social-cultural practice features and portrayal of women

Hyp	Regression Weights	Beta Coefficient	R^2	F	P-value	Hypothesis Supported
H₃	social-cultural practice portrayal of women in the choice of cosmetic product	0.961	0.923	2363.889	0.000	Yes

Source: Data Analysis, 2023

Table 4.20 reveals social-cultural practice significantly predicted portrayal of women in the choice of cosmetic product-, F=2363.889, when P is 0.000 implies that there is high significance, which indicates that the social-cultural practice can play a statistical significant role in shaping portrayal of women in the choice of cosmetic product (b=0.961, p is 0.000). The result shows direct positive of social-cultural practice. Moreover, the R^2=0.923 depicts that the model explains 92.3% of the variance. The discussion on the main points in the findings affirms Hidayat, Kusuma, Alek Purwahida, and Defianty (2020) that the texts in the advertisements were

formulated in such a way for the purpose of persuading and attracting potential buyers. The findings discussed in 4.3.1.1 on the textual analysis corroborate these findings.

4.3.3.1 Socio-cultural Analysis

Through the words used in advertisement, the advertisers attract people to buy and become consumers. The example of the words used in the advertisements such as: "look fresh, beautiful, younger and radiant; my skin healthy and smooth; formulated to keep you clean, clear and confident" in Eva and "experience your real beauty with; soft glowing skin etc in Siri advertisement have social significance of beauty and added confidence imbued to people and it can be said that ads can affect the public in term of social interests. When people see/hear an ad many times, the ads will influence the public in their way of thinking. People then begin to believe that those products in ads will enhance their appearance so they think of giving it a try. This way of advertisement creates some level of social wrong at times. It was found that the demands towards Nigerian women as related to beauty by the advertisers are oppressive, psychological, and socially inclined. Based on data classification, there are three social wrongs revealed in the advertisements namely 1) the issue of self-esteem in women; 2) the demand for women to continually look attractive through these products and 3) the need to appear beautiful leading to the impulse to buy these products. Self-esteem is related to confidence of the consumers and in the advertisement for cosmetic products issues of self-esteem in women are raised.

Consequently, the ideology of 'beauty' portrayed in the ads displayed tend to become a reality of aspiration. It tends to play on the self-esteem of the consumers making them discontent and seeking the products to have a "better" self-image. Additionally, the advertisers present the beautiful models (celebrity) as the model of the product. The model can evoke the perception of beauty desired among the people in the society. In conclusion, through the ads studied the advertisers have control or power over people through the language used in the ads as provider of solution to their beauty needs through these cosmetics. Even though the advertisements do not directly state the problem they however by the texts, the iconic image of the product

and models and the production and consumption previously discussed, the solution of the problem is stated and thus construct the meaning. In this way whatever the producer says in the advertisement to promote it is just a tip of iceberg and what they actually advertised is left unsaid, that is, the explanation of the problem seems to give an extra layer to ideological position of the advertisement especially the concept of beauty in the society. Thus, through this they successfully utilised a variety of discourse strategies to present and promote their products and to persuade consumers to purchase such products by stimulating the desire to look beautiful as the women portrayed in adverts in their society. This imposes a strength over the reader that beautiful women are supposed to be as what is portrayed in the advertisement in their sociocultural environment. This goes in line with Romah (2020) that issues of having smooth skin, slim bodies, fair skin, and a beautiful appearance by women today have made the beauty products industry one of the fastest-growing industries and that beauty product advertisements can have control or power over consumers to the extent of being misled into believing that whatever is being advertised is true.

4.3.4 To Determine Moderating Effect Of Consumer Demographic Factors On The Relationship Between Advertising Discourse And Portrayal Of Women In The Choice Of Cosmetic Products.

The study then examined the relationship between demographic factors (such as age, income, culture, etc) and portrayal of women in choice of cosmetic products whether each of these factors is significant in the purchase of cosmetic products or not. To do that, age, income, region and cultural inclination were considered. Tables 4.21 and 4.22 presents responses on the demographic factors that could influence the choice of cosmetic products that customer would use and the descriptive statistics.

Table 4.21 Percentage of demographic distribution of respondents

Age	20-29	81	40.7
	30-39	100	53.5
	40-49	10	5.0
	50-Above	8	4.0
Income		8	4.0
	30,000-49,999	36	18.1
	50,000-69,999	34	17.1
	15000-29,999	34	17.1
	70,000 and above	121	60.8
Nigeria Cultural Part	West	99	49.7
	East	29	14.6
	South	61	30.7
	North	10	5.0
	West	99	49.7

Table 4.22 Portrayal of women as slim and light-complexioned does not relate with my cultural inclination.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	6.5	6.5	6.5
	Disagree	32	16.1	16.1	22.6
	Neutral	29	14.6	14.6	37.2
	Agree	87	43.7	43.7	80.9
	Strongly agree	38	19.1	19.1	100.0
	Total	199	100.0	100.0	

Source: Field Survey, 2023

Further descriptive data for the moderating effect of consumer demographics and the relationship between advertising discourse and portrayal of women in the choice of cosmetic is presented in table 4.23 which reveals that portrayal of women as slim and light-complexioned does not relate with their cultural inclination with Mean=3.5327 and SD=1.16241

Table 4.23 Descriptive statistics of moderating effect of consumer demographics of culture

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Portrayal of women slim and light	199	1.00	5.00	3.5327	1.16241
Valid N (listwise)	199				

Source: Research Data.

Furthermore, hypothesis tests were carried out on the moderating effect of consumer demographic factors on the relationship between advertising discourse and the portrayal of women in the choice of cosmetic products using ANOVA and regression as summarized in Table 4:24.

Table 4.24 ANOVA Analysis on moderating effect of consumer demographic factors on relationship between Ad discourse and portrayal of women in choice of cosmetic products

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	146.695	1	146.695	239.146	.000[a]
	Residual	120.842	197	.613		
	Total	267.538	198			

Furthermore, the study examined the relationship between demographic factors (such as age, income, culture, etc) and portrayals of women in advertisements of cosmetic products whether each of these factors is significant in the purchase of cosmetic product. Thus, the null and alternative hypothesis is.

H_1 There is a relationship between moderating effect of consumer demographic factors (income, age, culture) and advertising discourse and the portrayal of women in the choice of cosmetic products

H_0 There is no relationship between moderating effect of consumer demographic factors (income, age, culture) and advertising discourse and the portrayal of women in the choice of cosmetic products

Table 4.25 Correlations for Income and the portrayal of women in the choice of cosmetic products purchase

		Income	Portrayal
Income	Pearson Correlation	1	.924**
	Sig. (2-tailed)		.000
	N	199	199
Portrayal	Pearson Correlation	.924**	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data

Table 4.25 shows that there is a significant relationship between demographic factor (income) and advertising discourse and the portrayal of women in the choice of cosmetic products with positive coefficients of 0.924 using Pearson Correlation. It shows the relationship between income and the purchase of cosmetic products. As the income increases, women have the tendency to buy more of cosmetic product. Therefore, the alternative hypothesis (H_1) is accepted with 0.001 while the null hypothesis null hypothesis is rejected.

Table 4.26 Correlations for age and how advertisements touch their self-esteem and make them want to look more beautiful

		Age	Advertisement
Age	Pearson Correlation	1	.674**
	Sig. (2-tailed)		.000
	N	199	199
Advertisement	Pearson Correlation	.674**	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data

Table 4.26 shows that there is a ***significant relationship*** between demographic factor (age) and advertising discourse and the portrayal of women in the choice of cosmetic products with positive coefficients of 0.674 using Pearson Correlation. This shows the relationship between age and the purchase of cosmetic product.

Therefore, the alternative hypothesis (H₁) is accepted with 0.001 while the null hypothesis null hypothesis is rejected for age and advertisements touch their self-esteem and make them want to look more beautiful.

Table 4.27 Correlations for culture and how portrayal of women as slim and light-complexioned does not relate with their cultural inclination

		Part of Nigeria	Slim and light
Part of Nigeria	Pearson Correlation	1	.740**
	Sig. (2-tailed)		.000
	N	199	199
Slim and light	Pearson Correlation	.740**	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data

Table 4.27 reveals that there is a *significant relationship* between demographic factor (culture) and advertising discourse and the portrayal of women in the choice of cosmetic products with positive coefficients of 0.740 using Pearson Correlation.

The relationship between culture and portrayal of women as slim and light in complexion is significant. Therefore, the alternative hypothesis (H₁) is accepted with 0.001 while the null hypothesis null hypothesis is rejected. Furthermore, hypothesis tests carried out on the moderating effect of consumer demographic factors on the relationship between advertising discourse and the portrayal of women in the choice of cosmetic products using ANOVA and regression are summarized in Table 4.28

H₄ There is a significant relationship between moderating effect of consumer demographic factors on relationship between Ad discourse and portrayal of women in the choice of cosmetic products.

The hypothesis tests if the cultural part of Nigeria exerts a significant impact on advertising discourse and portrayal of women in the choice of cosmetic products. Advertising discourse and portrayal of women in the choice of cosmetic products

were regressed on the moderating variable of the part of Nigeria (cultural part) to test the hypothesis H4.

Table 4.28 Regression Analysis result on moderating effect of consumer demographic factors on relationship between advertising discourse and portrayal of women in the choice of cosmetic products

Hyp	Regression Weights	Beta Coefficient	R^2	F	P-value	Hypothesis Supported
H4	Cultural Part of Nigeria advertising discourse and portrayal of women in the choice of cosmetic products	0.740	0.546	239.146	0.000	Yes

Table 4.28 indicates that cultural part of Nigeria was significant with advertising discourse and portrayal of women in the choice of cosmetic products where -, F=239.146, when P is 0.000 implies that there is *high significance* and this connotes that the part of Nigeria can play a statistically significant role in shaping portrayal of women in the choice of cosmetic products (b=0.740, p is 0.000). The result reveals a direct positive indication of social-cultural practice. Moreover, the R^2=0.546 depicts that the model explains about 54.6% of the variance. The table shows the summary of the findings.

The Nigerian advertisement space tend to portray women as always slim and light complexioned. This discourse and the ideology backing cosmetic product advertisements in Nigeria that loves to portray women as having smooth skin, a slim body, fair skin as in the Western beauty seem to have influenced some women to desire to be slim and light skinned and to embrace a certain form of beauty portrayed inspite of the culture. Romah (2020) arguing on issues concerning women having smooth skin, a slim body, fair skin, and a beautiful appearance contends that this has made the beauty products industry one of the fastest-growing industries. He goes on to say that women today are so obsessed with looking good and are therefore willing to try to achieve their desires. This has made product advertisements gain control or power over consumers. He contends that society seems to value fair, slim, and attractive women more than research shows some women are still sometimes misled

into believing what is being advertised is true and still desire to be as the women portrayed in these advertisements thus spending so much on the products.

4.3.5 The Portrayal Of Women In The Choice Of Cosmetic Products

The study sought to examine advertising discourse and portrayal of women in the choice of cosmetic products (dependent variable). Thus, this section sought to determine the strength and direction of the relationship between the variables. The respondents of the study were asked to indicate the extent to which they agreed or disagreed with the opinion statements regarding portrayal of women in the choice of cosmetic products' variable as a dimension of advertising discourse and the following were the findings in Table 4.29 shows the distribution of the responses on the statements.

Furthermore, findings to these statements measured on the five-point likert scale ranging from 1 to 5 (where, 1= strongly disagree, 2 = disagree, 3 = not sure, 4 = agree and 5 = strongly agree) reveal that the higher the score, the higher was the regarding portrayal of women in the choice of cosmetic products' variable as a dimension of advertising discourse and vice versa. The frequencies of the responses on the statements on likely effect of desire to look beautiful, portrayal as sexual objects, persuaded to choose when there is evidence it is purchased by many people and choice of cosmetic products and findings in tables 4.29.

Table 4.29 The portrayal of women in the choice of cosmetic products

Aspects	(%)						Std.
	SD	D	N	A	SA	Means	Dev
The desire to look beautiful as the women portrayed in adverts makes me purchase cosmetic products.	8.5	12.1	16.6	42.2	20.6	3.5377	1.19652
I like to buy products where women are portrayed as sexual objects	25.6	28.1	10.6	24.6	11.1	2.6734	1.37761
I am persuaded to choose a product when there is evidence that it is purchased by many people.	7.0	7.5	10.6	50.8	24.1	3.7739	1.11197
Without the advertisement, the products would still have sold well in my household	12.1	3.0	10.1	52,8	22.1	3.6985	1.20166

Source: Field Survey, 2023

In Table 4.29 results reveals that 8.5% (17) and 12.1% (24) respondents strongly disagree and disagree that desire to look beautiful determine their choice of cosmetic products. Unfortunately, there were about 16.6% (33) respondents for neutral. Meanwhile, 42.2% (84) respondents agree that their desire to look beautiful is determined with the choice of their cosmetic products while strongly agree respondents are about 20.6% (41)

Table shows that about 25.6% (51) respondents chose strongly disagree that they like to buy products where women are portrayed as sexual object while 28.1% (56) respondents chose disagree. The respondent that are neutral are 10.6% (21). However, about 24.6% (49) and 11.1% (22) respondents agree and strongly agree respectively that they like to buy products where women are portrayed as sexual object indicating more respondents disagree with women portrayed as sexual objects in adverts. Overall, close to fifty -four percent (54%) disagree use of women portrayed as sexual objects.

Table shows that about 7.0% (14) respondents chose strongly disagree that they were persuaded to choose a product when there is evidence that it is purchased by many people while 7.5% (15) respondents chose disagree. The respondent that are neutral are 10.6% (21). However, about 50.8% (101) and 24.1% (48) respondents agree and strongly agree respectively that they were persuaded to choose a product when there is evidence that it is purchased by many people.

Table shows that about 12.1% (24) respondents chose strongly disagree that the cosmetics products would have been sold without advertisements while 3.0% (6) respondents chose disagree. The respondent that are neutral are 10.1% (20). However, about 52.8% (105) and about 22.1% (44) respondents agree and strongly agree respectively that the cosmetics product would have been sold without advertisements.

The study discloses that the desire to look beautiful as the women portrayed in adverts makes them purchase cosmetic products with (Mean=3.5377 and SD=1.19652), buying products where women are portrayed as sexual object (Mean=2.6734 and SD=1.37761), persuaded when purchased by many people (Mean=3.7739 and SD=1.37761) and without the advertisement, the products would still have sold (Mean=3.6985 and SD=1.20166).

Pearson Correlation between textual, discourse strategies, social-cultural practice features, age, income, culture and portrayal of women

Furthermore, the study sought to examine the correlates and portrayal of women in the choice of cosmetic products. The portrayal of women in the choice of cosmetic products (dependent variable) was correlated with the several selected variables of advertising discourse (independent variables). This was done to determine the strength and direction of the relationship between these independent variables and the dependent variable. All the significant correlations between predicted independent variables and the dependent variables were identified from the correlation matrices. The relationship between advertising discourse and portrayal of women in choice of cosmetic products shows significant impact. The first objective

of the study was to identify the effect of textual features on the portrayal of women in the choice of cosmetic products and as such the types of words (texts) used were examined as summarized in Tables 4.30.

Table 4.30 Pearson Correlation between textual use of words and portrayal of women

		The use of certain words to qualify the good of products convince me to buy some products	The desire to look beautiful as the women portrayed in adverts makes me purchase cosmetic products.
Certain words	Pearson Correlation	1	.906[**]
	Sig. (2-tailed)		.000
	N	199	199
Portrayal	Pearson Correlation	.906[**]	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.30 shows that there is a statistically significant relationship between the effect of textual features and influence on the portrayal of women in the choice of cosmetic products with positive coefficients of 0.906 using Pearson Correlation. The table under regression shows the summary of these findings on the hypothesis tests.

Secondly, to show the relationship between advertising discourse and portrayal of women in choice of cosmetic products, the second variable of the study on the discourse strategies and portrayal of women in the choice of cosmetic products were examined as summarized in Table 4.31.

Table 4.31 Pearson Correlation between discourse strategies, social-cultural practice features and portrayal of women

		I am motivated to buy products that have scientific evidence in the advertisements	Adequate information about products in the advertisements is what spurs me to make purchase.
Motivated	Pearson Correlation	1	.967[**]
	Sig. (2-tailed)		.000
	N	199	199
Persuaded	Pearson Correlation	.967[**]	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4:31 here reveals that there is a statistically significant relationship between the effect of discourse strategies on the portrayal of women in the choice of cosmetic products with positive coefficients of 0.967 using Pearson Correlation. The table under regression also display the summary of the findings on the hypothesis tests.

Thirdly, to show the relationship between advertising discourse and portrayal of women in choice of cosmetic products, the third variable of this study on the discourse strategies and portrayal of women in the choice of cosmetic products were examined and summarized in table 4.32.

Table 4.32 Pearson Correlation between social-cultural practice features and portrayal of women

		I am drawn to advertisements with beautiful but decently dressed models.	The desire to look beautiful as the women portrayed in adverts makes me purchase cosmetic products.
Drawn	Pearson Correlation	1	.961[**]
	Sig. (2-tailed)		.000
	N	199	199
Portrayal	Pearson Correlation	.961[**]	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.32 in effect shows there is a statistically significant relationship between social cultural practice features influence on the portrayal of women in the choice of cosmetic products and choice of cosmetic product and consumer demographic factors with positive coefficients of 0.961 using Pearson Correlation. The table under regression reveals the summary of these findings on the hypothesis tests.

Lastly, showing the relationship between advertising discourse and portrayal of women in choice of cosmetic products in table 4.33, the fourth variable of the study on the moderating effect of consumer demographic factors on the relationship between advertising discourse and the portrayal of women in the choice of cosmetic products were examined and summarized in table 4.33 as follows: Table 4.33 Pearson Correlation between cultural part of Nigeria and portrayal of women

		Which part of Nigeria are you from	The desire to look beautiful as the women portrayed in adverts makes me purchase cosmetic products.
Part of Nigeria	Pearson Correlation	1	.740**
	Sig. (2-tailed)		.000
	N	199	199
Slim and light does not relate with my culture	Pearson Correlation	.740**	1
	Sig. (2-tailed)	.000	
	N	199	199

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.33 also shows that there is a statistically significant relationship between moderating effect of consumer demographic factor (part of Nigeria reflecting the culture) and portrayal as slim and light-complexioned does not relate with my cultural inclination and portrayal of women in the choice of cosmetic product with coefficients of 0.740 with significant 0.000 using Pearson Correlation.

This study reveals how the ideology of beauty is constructed and reconstructed through advertisements of cosmetic/beauty products which are synonymous with

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certain life styles in some parts of the world. Also, in Nigeria the ladies have been influenced not only aspire to be light skinned but to target to be white complexion instead. This concurs with Shabudin (2012) on the discourse and ideology of beauty product advertisements in the Japanese language wherein the ideology of Western beauty has taken over in the Japanese society. Despite that these advertisements are intended for Japanese women, the same issues arise in the Nigerian advertisement space wanting to portray women as always slim and light complexioned to persuade the women on a certain form of beauty despite the culture. Advertising discourse to a large extent seem to be used to control people's thoughts. So, people in power (advertisers) tend to use language as a means of gaining control over the consumers in this context. The findings are in line with (Kaur, Arumugam, & Yunus, 2013) that advertisers use a variety of strategies to manipulate women and that advertisers promote the ideal lifestyle thereby manipulating the readers into believing that whatever is being advertised is indeed true to a large extent. Moreover, Romah (2020) arguing on issues concerning women having smooth lovely skin, a slim body, fair/light skin, and a beautiful appearance contends that this has profited the beauty products industry and made them one of the fastest-growing industries. This has made product advertisements gain control or power over consumers. He argues that the society seems to place more value on fair, slim, and attractive women than research shows some women are still sometimes misled into believing what is being advertised is true and still desire to be as the women portrayed in these advertisements thus spending so much on the products. He goes on to say that women today are so obsessed with looking good and are therefore willing to try to achieve their desires. as revealed in this study. Many choose the products because the ads pointed out some skin flaws to them and therefore seek to try these products to enhance their dented self-esteem. This of course leads to the success of the advertisers' motives.

4.4 Conclusion

This chapter has presented the findings of this study which examined advertising discourse and portrayal of women in the choice of cosmetic products in Lagos

Nigeria. The study wanted to determine how the textual features, discourse strategies, social-cultural practice features affect portrayal of women in the choice of cosmetic products and to determine the effect of the moderating variable of consumer demographic factors on the relationship between advertising discourse and portrayal of women in the choice of cosmetic products. Results show that textual features and discourse strategies had a significant relationship with portrayal of women in the choice of cosmetic products in Nigeria. The same also goes for the social-cultural practice features. Also, there is a significant relationship between the demographic factors and advertising discourse and the portrayal of women in the choice of cosmetic products. The relationship between age and the purchase of cosmetic products seems crucial as more people below age forty make more purchases. More women in today's society especially the younger in Nigeria focus more on their outward appearances because of the influence on their social relationships or career life. This is because the physical appearance of women is influenced by social judgments and no thanks to the role of advertisements. While some may believe that advertising has no significant or no effect on their values, this is far from true as revealed by the result of this research work. The constant portrayal of images like a slim body, flawless skin, and so on has brought a new normal especially resulting from the advertiser's portrayal of only the good things about the products in their advertisements. They use technical and scientific words, emotive words, scientific evidence and so on to attract and convince the consumers is part of the manipulation. As a result, many people believe what the advertisement says and choose to try these products. This is part of the effect on social change of advertisements in the society. They change the way society views beauty, that the standard of beauty is from what the advertisement says thus creating a new beauty ideology.

Moreover, language is a powerful tool that can shape people. In every society, people communicate through language. Thus, advertising discourse like any other media discourse portrays a huge impact on the audience as Fairclough (2002) rightly states that it is due to the complexity of media discourse presenting various ideological

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processes. In conclusion, therefore, advertisers persuade and at times manipulate women into buying into these beauty products as a way of achieving a more beautiful skin and better life through the use of encouraging advertising discourse patterns brought forward by this research work.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the outcomes of the study on advertising discourse and portrayal of women in choice of cosmetic products in Lagos Nigeria. The conclusions and recommendations of the study are then presented.

5.2 Summary of the Study

The study sought to examine advertising discourse and portrayal of women in the choice of cosmetic products in Lagos Nigeria. The objectives of the study were to identify the effect of linguistic features on the portrayal of women in the choice of cosmetic products; To examine the effect of discourse strategies on the portrayal of women in the choice of cosmetic products; To examine the effect of the social-cultural practice features on the portrayal of women in the choice of cosmetic products; and to determine the moderating effect of consumer demographic factors on the relationship between the portrayal of women in advertising discourse and the choice of cosmetic products. The study adopted a mixed method designed using purposive sampling because this study was only to investigate cosmetic product advertisements and included only women. Data were collected from company websites and outdoor ads of popularly used cosmetic products, transcribed and analyzed while quantitative data was collected using a questionnaire based on Likert-type scale questions to capture the variables and analyzed using descriptive statistics and inferential statistics.

The result of the of the findings indicate that there is a statistically significant relationship between the effect of textual features and portrayal of women in the choice of cosmetic products. Also, the findings indicate that the discourse strategies can play a statistically significant role in shaping portrayal of women and for socio-cultural practice features it reveals that it significantly predicted portrayal of women in the choice of cosmetic products. Lastly, the study reveals that there is a

statistically significant relationship between demographic factors (age, income, culture) and advertising discourse and the portrayal of women.

5.3 Conclusions and Recommendations

Conclusions and recommendations of the study are discussed based on each of these objectives.

The study used the Critical Discourse Analysis, The Magic of Meaning Theory, Theory of Imitative Desire and AIDA Model as the theories of advertising that focus on the strength of the meaning instilled in the message and the place of critical thinking in advert presentation respectively, which basically relate to the subject matter of this research. This study was mixed method approach using both the qualitative and a quantitative survey research. The target population for the unit of analysis for the qualitative were purposively selected cosmetics scripts on websites of organisations, online and Outdoor advertising and for the quantitative analysis were women and media workers from National Council of Women Societies, University of Lagos Media postgraduate students, Broadcasting Organisation of Nigeria, Association of Advertising Agencies of Nigeria, Media Independent Practitioners Association of Nigeria and Outdoor Advertising Association of Nigeria. A self-administered questionnaire was distributed to them for data collection. There were 199 respondents and all the respondents were female because of the nature of the study. The age distribution of the respondents was mainly below fourty (40) years of age representing more of the total respondents.

Issues concerning women today such as having smooth skin, a slim body, fair skin, and a beautiful appearance have been fueled by advertisements from the cosmetics products industry which is one of the fastest-growing industries. This has made women today to be obsessed with looking good and willing to try almost anything to achieve their desires. Cosmetics product advertisements can have control or power over consumers as some women are sometimes misled into believing what is being advertised is true. Society too seems to value fair, slim, and attractive women more than research shows and these are issues being studied in this work. From the findings, it was noted that close relationships are built with the audiences by

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advertisers through use of Pronouns. Noted also is the fact that advertisers use the pronouns such as 'my, your, and you, me'. The word 'you' and 'your' (for second person personal) is utilised to communicate with the consumers on direct bases while they use adjectives in demonstrating what the product represents. Positive adjectives are injected in the mind of the people/audience among the textual variables. Interestingly, this is corroborated in the research as it shows that there is a statistically significant relationship between the effect of textual features and its effect on portrayal of women in the choice of cosmetic products as the results show that it has a direct positive effect on textual features.

Moreover, advertisers use strategies as scientific evidences, Informing strategy, Skin Inadequacies, Celebrity, and emotive words to influence the people to choose desired products. These results indicate that discourse strategies may exert a statistically significant role in displaying portrayal of women as it shows direct positive of discourse strategies. The findings affirm the relationship between the effect of discourse strategies on portrayal of women in the choice of cosmetic products since the ideology of a woman's need for beauty even at old age is preyed upon by advertisers. The social-cultural practice features also significantly predicted portrayal of women in the choice of cosmetic products as the result shows direct positive of social-cultural practice. It was noted that the age of respondents below forty were more and the result shows that there is a significant relationship between demographic factor (age) and advertising discourse and the portrayal of women in the choice of cosmetic products with positive coefficients. It also reveals there is a statistically significant relationship between the effect of the social cultural practice features on the portrayal of women in the choice of cosmetic products and choice of cosmetic product and consumer demographic factors with positive coefficients. Most of the advertisements portray women as always slim and light complexioned to persuade the women on a certain form of beauty despite the Nigerian culture. As a result, many people believe what the advertisement says and choose to see themselves in the light of these advertisements. This is part of the effect on social change created by advertisements in the society. Advertisers tend to change the way

society views beauty by creating a new beauty ideology and a new standard of beauty derived from what their advertisement says. The three different methods of CDA analysis combined and utilized in this study: analysis of texts, analysis of discourse practice and the study of discursive events as illustrated in this work goes in line with Norman Fairclough's description of CDA as a type of social practice where ideology and power both affect and interact.

5.4 Conclusions According To Objectives

Based on the objectives, the study concludes the following.

5.4.1 The Effect Of Textual Features On The Portrayal Of Women In The Choice Of Cosmetic Products.

This study examined the effect of textual features on the portrayal of women in the choice of cosmetic products in Lagos. The result shows in this research that the respondents mostly agree on how the choice of encouraging words influenced their choice of the cosmetic product's purchase. Moreover, it affirms the fact that there is a statistically significant relationship between the effect of textual features and portrayal of women in the choice of cosmetic products because the results display a direct positive of the textual features. It also reveals that advertisers build close relationships through the use of certain words. Interestingly, this is corroborated in the scripts textual analysis which indicate that advertisers build close relationships with the consumers through the use of pronoun (personalisation). It was noted that advertisers use th pronouns such as 'my, your, and you, me'. The word 'you' and 'your' represents the second person personal and is believed to address the target audience straightly and personally while they use adjectives in illustrating the product, those positive adjectives will be inserted in the mind of people/audience among the textual variables. Thus, the advertisements words are not only giving the information but also giving command directly to the audience. This shows the power of advertisers over their audience because choice of words enhances the effectiveness of their message. This supports the Magic of Meaning theory which suggests that

advertisements do not just sell products but imbue those products with meaning, by conveying strong messages with meaning that is impacted into them.

5.4.2 Effect Of Discourse Strategies On The Portrayal Of Women In The Choice Of Cosmetic Products

The study examined the extent to which discourse strategies have effect on the portrayal of women in the choice of cosmetic products. It discovered that advertisers utilize various strategies such as Informing strategy, scientific evidences, use os celebrities, skin inadequacies and emotive words to influence consumers to choose their products. The results of the findings point to the fact that discourse strategies can make for a statistically significant role in shaping portrayal of women since it reveals a direct positive of the discourse strategies. The findings support that the relationship between discourse strategies and its effect on portrayal of women in the choice of cosmetic products; it thus affirms the ideology of a woman wanting to look better which is then preyed upon by advertisers. The advertisers manipulate women by giving facts about their beauty products through words, that is, informing strategy and the positivity of the product is further encouraged by providing such scientific evidence words to show the professionalism of the product and to support its effectiveness because the products are proven with scientific evidence and provide many benefits. Then, advertisers also use' emotive words'; this kind of language is used to connote their power to beautify and thus overcome unattractiveness. Also, the advertisers use beautiful celebrities and models as representatives of their products as the models using the products. It is believed these beautiful models presented, will attract consumers to their product to make them become beautiful. Thus, advertisers can be seen to utilise various methods to create power relationships. They increase the way ads are produced, consumed and distributed in the society. Moreover, advertisers understand that consumers desire a product often because someone in the advertisement desires them just as the Imitative Desire theory proposes. Consumers agree that the celebrities and models in the adverts help them recall cosmetic products thus influencing their choice of cosmetic products.

Thus, the study affirms that consumers desire to be like the portrayals of the ideal woman through celebrities and models in the adverts.

5.4.3 Influence Of The Social-Cultural Practice Features On The Portrayal Of Women In The Choice Of Cosmetic Products

Then the study examined the influence of the social-cultural practice features and portrayal of women in the choice of cosmetic products. It was discovered that advertisers have a tendency to affect the way of thinking of the society in through their ads. The social-cultural practice significantly predicted portrayal of women in the choice of cosmetic products as it displays a direct positive of the social-cultural practice features. Results confirm that there is a statistically significant relationship between the effect of the social cultural practice features on the portrayal of women in the choice of cosmetic products in Lagos. Based on data classification, some social wrongs revealed in the advertisements include the issue of self- esteem in women; the demand for women to continually look attractive through these products and the need to appear beautiful leading to the impulse to buy these products. The self-esteem issue is related to the eroding of confidence of the consumers and in the advertisement for cosmetic products issues of self-esteem in women are raised. People tend to believe that those products in ads will enhance their appearance so they go ahead to give it a try. This way of advertisement creates some level of social wrong in the societal beliefs and culture at times. It was found that the demands towards Nigerian women as related to beauty by the advertisers are oppressive, psychological, and socially inclined. The self-esteem of some consumers are threatened as it raised some issues of self-esteem in some of the target audience.

Consequently, the ideology of 'beauty' portrayed in the ads displayed tend to become a reality of aspiration. It tends to play on the self-esteem of the consumers making them discontent and seeking the products to have a "better" self-image as the models portrayed. Though the advertisements do not directly state the problem they however by the texts, the iconic image of the product and models and the production and consumption previously discussed, the solution of the problem is stated and thus

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construct the meaning. In this way whatever the producer says in the advertisement to promote it is just a tip of iceberg and what the actually advertisement left unsaid, that is, the explanation of the problem seems to give an extra layer to ideological position of the advertisement especially concept of beauty. Thus, it imposes a strength over the reader that beautiful women are supposed to be as what is portrayed in the advertisement. Thus, through this they successfully utilized a variety of discourse strategies to present and promote their products and to persuade consumers to purchase such products.

5.4.4 Determining the Moderating Effect of Consumer Demographic Factors on The Relationship Between the Portrayal of Women in Advertising Discourse and The Choice of Cosmetic Products.

Then the study sought to determining the moderating effect of consumer demographic factors on the relationship between the portrayal of women in advertising discourse and the choice of cosmetic products. The fact that adverts influence choice is revealed in that respondents agree that their desire to look beautiful is determined with the choice of their cosmetic products The ideology of a woman wanting to look better in society as portrayed by advertisers were x-rayed and the results show that there is a significant relationship between demographic factor (age, income, culture) and advertising discourse and the portrayal of women in the choice of cosmetic products with positive coefficients. Society too seems to value fair, slim, and attractive women more than research shows and these are issues being studied in this work.

In conclusion, based on data analysis from the advertisements, it can be concluded that advertisers employ several textual tools such as positive adjectives and vocabulary, pronouns (personalization), headlines, and catchy slogans to draw the attention of women. The research reveals that the vocabulary used in the advertisements is ideologically construed with or without the visual to subtly convey how beautiful a woman is with certain features. The use of scientific /technical words to reflect expertise which is a source of strength and power over consumers. Besides,

the use of scientific information in beauty product advertisements also reflects authority. The ideology of power is also depicted through the use of celebrities in advertisements. These celebrities seem to reflect power over others and success which is a source of attraction as every woman wants to look beautiful and attractive at all times. Just as the Imitative Desire theory proposes, consumers want to be like those idealized portrayals of beauty through the celebrities in the adverts. The adverse effect here is that when a person seeks to be like another, your real essence disappears and so you lose self-confidence and develop low self-esteem which is the problem we seek to solve through this study.

5.5 Recommendations of the Study

Based on the findings discussed, this study recommends the following:

1. This study identified the textual features and its effect on the portrayal of women in the choice of cosmetic products and established that it was effective confirming that textual features is an important characteristic of advertising discourse and portrayal of women in the choice of cosmetic products. Language use then being a form of social practice is noted as essential in the vital role of advertising in society. Therefore, advertisers and other stakeholders should pay specific attention to the language used in advertisement's churned out to consumers. It is essential that they be user friendly and societally acceptable. Also, cosmetic producing companies should be encouraged to learn to advertise their products with less manipulative words in their adverts. They are to employ this knowledge to achieve better content in their adverts to attract, retain and influence users in purchasing their products.

2. The objective on effect of discourse strategies in advertising discourse and the portrayal of women in the choice of cosmetic products displays the relationship between the creative and interpretation processes of discursive on the context. The findings on the strategies used by advertisers show that advertisers convince women to choose products through informing strategy and scientific words to support its effectiveness. Then, the use of beautiful

celebrities and models invoke consumer's insecurities (directly or indirectly) by pointing out possible skin flaws leading to low self-esteem and desire to look beautiful as those portrayed. Thus, relevant women bodies should engage in intensive campaign for women to value themselves and reject any form of manipulation. They are to push the government for more women-friendly policies, participation in administrative and production in media outfits for better ads and balanced representation of women as stakeholders.

3. The influence of social features in advertising discourse and the portrayal of women in the choice of cosmetic products helps understand the broad societal currents which affect texts being studied. Thus, cosmetic companies should learn to advertise their products with less manipulative words and unnecessary exposure as this is not appreciated by women - the main market for cosmetic products. Moreover, the family as the first point of socialization for the child and the government through curriculums emphasising importance of both sexes should narrow the gap in gender segmentation by teaching girls to recognise their intellectual potentials and encouraging the girls not see themselves as inferior nor as objects of attraction and sexualisation but place value and self-esteem on themselves.

4. The moderating effect of consumer demographic factors on the relationship between advertising discourse and portrayal of women in the choice of cosmetic products shows a significant relationship between demographic factor (age, income, culture) and advertising discourse and portrayal of women in the choice of cosmetic products. Advertisers recognising the need of women consumers to remain beautiful portray more of young women to advance their market making age a key factor and portraying only what they want to infer. Therefore, it is recommended that the regulating council (ARCON) should follow up to ensure that cosmetic advertisers take into cognisance the norms of the society and that advertising agencies dwell on the study, creation and formulation of new ideas to reflect women value in the society.

5.6 Recommendations of the Study

Looking at the pressure on women on the need to always look beautiful because of the idealised portrayal of 'beauty' through the ads that tend to demean their self-esteem leading to actions that could possibly result health hazards, it is recommended that more studies could help create more awareness, advocacy and attitudinal change to halt problems many more women may face in the future. Therefore, future studies could explore the following:

- Future studies with those in health sector to research on how issues like low self-esteem, bleaching and constant abstinence from food is creating health issues and complications in women using cases of people in hospitals with related health challenges to invoke behaviour modification.

- From literature, men and women interpret advertisements related to portrayal of women differently so, further studies that will include men is recommended. Also, further studies that will include the LGBTQ community is recommended.

- A collaborative work with other African countries, for instance, Kenya for a sort of in-dept comparative studies, is therefore recommended for further studies.

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APPENDICES

Appendix I : Questionnaire

Advertising Discourse and Portrayal of Women in the Choice of Cosmetic Products in Nigeria Questionnaire (ADPWCCPNQ).

Section A - Demographic Information

1. What is your age bracket?

a. 20-29 years

b. 30-39 years

c. 40-49

d. 50 and above

2. Marital Status

a. Married

b. Single

c. Separated/Widowed

3. What is your highest level of academic qualification?

a. WASC/SSC/GCE /Diploma

b. Higher Diploma

c. Degree

d. Masters/PhD

4. What is your family income?

   a. 15,000-29,999

   b. 30,000-49,999

   c. 50,000-69,999

   d. 70,000 and above

5. Which part of Nigeria are you from?

a. West

b. East

c. South

d. North

B Q1. To identify the effect of linguistic features on the portrayal of women in the choice of cosmetic products

6. The use of certain words to qualify the good of products convince me to buy some products

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

7. My choice of the products/services has been heavily influenced by the manner of encouraging language.

a. Strongly disagreethe

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

C Q2. To examine the effect of discourse strategies on the portrayal of women in the choice of cosmetic products

8. Adequate information about products in the advertisements is what spurs me to make purchase.

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

9. I am motivated to buy products that have scientific evidence in the advertisements

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

10. Celebrities in ads help me recall products more promptly.

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

11. Ads pointing out inadequacies or Skin flaws as why I need the products prompt me to take action.

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

D Q3. To examine the effect of the social cultural practice features on the portrayal of women in the choice of cosmetic products

12. The advertisements touch on my self-esteem and make me want to look more beautiful.

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

13. I am drawn to advertisements with beautiful but decently dressed models.

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

14. Do you agree with the use of females in advertisements?

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

15. The use of language of their advertisement is merely persuasive

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

E Q4. Dependent Variable – Choice of Cosmetic Product Influencers and consumer demographic factors

16. The desire to look beautiful as the women portrayed in adverts makes me purchase cosmetic products.

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

17. I like to buy products where women are portrayed as sexual object

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

18. Adequate information about products in the advertisements is what spurs me to make purchase.

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

19. Without the advertisement, the products would still have sold well in my household

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

I am drawn to advertisements with beautiful but decently dressed models.

20. Portrayal of women as slim and light-complexioned does not relate with my cultural inclination.

a. Strongly disagree

b. Disagree

c. Neutral

d. Agree

e. Strongly agree

Appendix II: Transcribing of Adverts

HAWAII SOAPS by EVANS

1. Find out your true beauty naturally - song

> Discover true beauty naturally with Hawaii range of soaps
>
> Hawaii soap comes in carrot, papaya and calamine seed and gold berries
>
> Stay beautiful with Hawaii soap
>
> Hawaii soap, the soul of beauty
>
> This product is brought to you by Evans industries.
>
> Are proud of Nigeria we want Nigeria to be proud of us

2. Exposure to the hard weather of the Sun takes its toll on the skin.

> It leaves the skin irritated and uncomfortable.
>
> Hawaii soap Discover true beauty naturally through Hawaii range of soaps
>
> Hawaii soap comes in carrot, papaya and calamansi and Somayi
>
> Stay beautiful with Hawaii soap
>
> Hawaii soap, the soul of beauty
>
> This product is brought to you by Evans industries.
>
> Are proud of Nigeria we want Nigeria to be proud of us
>
> On soap box is written:

HAWAII

WHITENING SOAP WITH HERBAL EXTRACT

FOR SOFTER AND BRIGHTER SKIN.

> With longer lastin scent
>
> 3. Eva by Evans Industries

With you, my skin journey has been amazing so far

I could walk all day under the sun and still look fresh, beautiful, younger and radiant

It keeps my skin healthy and smooth

Eva complexion care soap comes in ten different variants

Specially formulated to keep you clean, clear and confident

So choose the best for your skin.

Eva, for all shades of beauty.

34.SNOW WHITE from HUSD

The Snow White from Hush'd cleanses nurtures and moisturises your skin for a more lasting beauty. Hush'd, let your skin do the talking.

5.JOY by PZ

Joy Beauty Bar is a richly formulated soap made from natural ingredients that cleanse and removes impurities from your skin, leaving it soft, supple, and silky smooth. Suitable for all skin types, Joy skincare soap contains milk nutrients and cucumber that helps retain skin moisture and gives your skin a tender, nourishing care. Joy Beauty Bar soap can be used by the whole family and its unique, refreshing fragrance is sure to give you joy all day long.

4.Siri by SIRI

Experience your real beauty with the new Siri beauty soaps.

Siri, luxurious, prestigious and elegant perfumed beauty soap.

Exceptionally formulated perfumed beauty soap.

New Siri soap gives me soft glowing skin

It gives me confidence to express more of me.

Experience your real beauty with the new Siri beauty soaps

By Aspira Nigeria Limited.

9.Passion Lotion/Cream

Our luxuriant Passion Lotion/Cream provides adequate moisture and replenishes your skin with ingredients that give it smoothness, suppleness, and healthy radiance. Available in all ShopRite stores and thousands of neighborhood stores.

10.Reveal your skin's **natural radiance**

Natural Fairness is now **Perfect & Radiant**

7. X7 by Z.G,L

Pro Skin Care Vitamin Complex

Instant lightening effect

Moisturizing and nourishing

There's a lot of sensuality that comes with true beaty.

A spicy elegance, luxuriousness, titillating

Connect with you in the most grandeur X7 glow

True beauty without boundaries

JOMO KENYATTA UNIVERSITY
OF
AGRICULTURE AND TECHNOLOGY
SCHOOL OF COMMUNICATION AND DEVELOPMENT STUDIES
DEPARTMENT OF MEDIA TECHNOLOGY AND APPLIED COMMUNICATION

REF: HDC411-1396/2018

DATE: 23rd MAY, 2023

TO WHOM IT MAY CONCERN

Dear Sir/Madam

RE: ADEBOLA OLUMUYIWA SARAH MICHAEL

This is to confirm that the above-named person is a bonafide student at Jomo Kenyatta University of Agriculture and Technology in the School of Communication & Development Studies, department of Media Technology and Applied Communication. She is undertaking Ph.D in Mass Communication.

Her research topic is "*Advertising discourse and portrayal of women in the choice of cosmetic products in Lagos Nigeria*". She has successfully defended her proposal and is currently at data collection stage.

Any assistance accorded to her will be highly appreciated.

Yours faithfully,

LILIAN MWANGI
COD, MEDIA TECHNOLOGY & APPLIED COMMUNICATION

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