

**A Critical Discourse Analysis of Fairness-Product
Advertisements for Women and Men**

Shubarna Rosul

Thesis submitted in partial fulfillment of the requirement for Degree of
Master of Arts in English
Department of English
EAST WEST UNIVERSITY

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To my beloved parents
Sk Golam Rosul, Mrs Konhinur Rosul
and my husband,
Shakwat Hossain Mamun

Acknowledgement

My foremost thanks goes to Almighty Allah for granting me the strength and health to carry out this research. It would not be possible to complete this thesis without the help and inspiration of a number of people. I would like to express my thanks and appreciation to those who have helped and inspired me to prepare this thesis.

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Declaration

I hereby declared that this thesis is based on my original work except for quotations, and citations, which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted at other institutions.

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Abstract

Women and men have attraction for very fair color in Bangladeshi context. Every man wants to have his fiancé or wife to be very fair. On the other hand, girls want to marry a man who is very fair in complexion. For this reason skin whitening products earning huge profit in Bangladesh also suggests that fair skin means superiority and beauty. Skin whitening advertisements show fair skin is a necessity for success, and promote the use of their product to achieve the ideal face, partner, and desired behavior from the society and attention from the opposite sex. Most of the fairness creams are targeted to the young female population of the society and men are the new customers of the beauty industries besides women since men have become very conscious of their looks and lots of men buy such creams to look fairer. There are lots of beauty parlors for men which promise men that they will make them look fairer and lots of men spend huge amount of money to go to such parlors. The main purpose of this study is to raise awareness, so the consumers do not get influenced by the use of language/persuasive discourse in advertisements before buying any kind of fairness products. In order to do this, this study addressed two central research questions: how fairness-product ads influence the target people? and what is the impact of such ads? However, this study looks at how advertisements (TVCs and print ads) of fairness products for women and men persuade and manipulate common people in the Bangladeshi context, from a CDA perspective. In this Study the collected data were two types: advertisements (TVCs and print ads) and interviews (experts and common people). The data was analyzed according to Fairclough's (2005) three dimensional approach of discourse analysis, and discussed in terms of discourse, ideology and power.

In Bangladesh the concept of beauty is associated with fair complexion. The findings suggest that texts influence the consumers through their artificial and catchy language. The ad maker uses various colors in the ads. Ad makers of fairness ads use various light colors like pink, white, yellow, light green, orange, and so on in the ads to attract the attention of the consumers. TVCs of fairness products for men and women claim to change skin color of consumers from black to white and thus their fate will be changed and they will achieve successes at every stage of their life. The TVCs of fairness products promote the idea that fairness is equivalent to beauty, love and success. In our country being dark is seen as the source of many social problems, from the birth till marriage. Fairness ads state that fairness creams will make one white or fair within few days. The respondents of the study expressed that it is impossible to change dark skin color to white with the use of a cream. Most of the expert of the study also expressed that continuous use of the fairness cream made their face skin look fresh, but not white. Most of these fairness creams are non-prescribed products, and regular usage of skin fairness products has side effects for the face skin. They also expressed that the ads capture the market by their models and language; it is a kind of business policy to sell the products. Even the models who are performing in these ads, may have limited idea about the products, and may not use the products themselves, the consumers do not get influenced by the use of language/persuasive discourse in advertisements before buying any kind of fairness products.

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CHAPTER-I

INTRODUCTION

1.0 Introduction

This chapter discusses problem statement, purpose statement, central research question, significance of the study delimitation, limitations and operational definitions.

1.1 Problem Statement

This study mainly focuses on how people seem to be influenced by the advertisement of the fairness products (hereafter ads). Advertisement is a message to promote or sell a product (see Petly, 2002; Arens, 2002). Consumers gather knowledge about products and services through ads. After watching ads they feel that they know which product is good and which is bad for them. Ads of fairness products tend to use catchy language and attractive models to sell their products and influence the customers.

In Bangladesh majority of our people are dark-skinned and we have variation in complexion (see Islam *et al*, 2006). The fact that only the fair skinned mother can give birth to fair skinned child is ideology that is commonly believed in our society as well as in South Asia (see Jones, 2004). For this reason mother-in-laws crave for fair-skinned brides for their dark skinned sons (see Islam *et. al*, 2006). Even men also prefer lighter-skinned partners (if they have a choice) (*ibid.*). In our country most of the mothers are very anxious when their baby girls turn out to be dark as this puts

their daughters at a disadvantageous position in the "marriage market" (see Khan 2006; Islam *et al*, 2006).

Advertisements especially television commercials (hereafter TVCs) has an impact (see Petly, 2002; Arens, 2002). The daily national newspapers might not reach everywhere in Bangladesh and also majority of our people are not that much educated to read the newspapers as well as advertisement. Besides some of our people do not want to spend 8-10 Taka per day to buy a newspaper as they get most of the news through TVCs.

Advertisements for fairness products promote the idea that fairness is equivalent to beauty, confidence and control over one's life, self-confidence and security, love, marriage and career prospects and overall social acceptance depending on the color of one's skin (see Islam *et al*, 2006; Karan, 2008). Some advertisements have negative cultural ideas and focuses on how a woman's beauty is measured by the degree of fairness of their skin (Arif, 2006). According to Karan (2008), no externally applied cream can change a person's skin color.

Today fairness is a word mentioned not only in the ads but also in the society, since people believe that being fair means pretty, beautiful and handsome. This study took some support of critical discourse analysis (henceforth, CDA) and adopted Fairclough's (1995) three dimensional approach to discourse in order to analyze ads of fairness product in Bangladeshi context.

1.2 Purpose Statement

The main purpose of this study is to raise awareness, so the consumers do not get influenced by the use of language/persuasive discourse in advertisements before buying any kind of fairness products. Furthermore this research will help the common people (doctor, advocate, student, business men) and researchers to become conscious about the fairness product. Before buying products for children, people in general do not read the instruction. Even in Bangladeshi context people do not read the instructions before buying any product. In general educated people are not aware of how advertisements manipulate them. Educated people are influenced by advertisements and buy these products. On the other hand, uneducated people are unable to read the instructions which are written in English and Bangla. As a result the uneducated people are also ignorant at the same times. Hence, this research will help the uninformed people of the society.

1.3 Central Research Questions

The central research questions of the study are as follows:

1. How fairness product ads influence the target people?
2. What is the impact of such ads?

1.4 Significance of the Study

In general, the people of Bangladesh are not that much aware of what is happening in the society or environment. They are usually convinced by the media. The ad makers take advantage of this and make the advertisements to convince the people through catchy language and half truths. There is some advertising policy in Bangladesh but

the policy is not implementing. This research makes the people aware of the manipulating language of advertisement.

This thesis will be available in East West University's library. The major findings of this study may be studied for publication by the author or by a journalist.

1.5 Delimitation

This study focused on how the fairness-products ads manipulate and influence the consumers by their language. The researcher analyzed 11 TVCs and 25 print ads which were available in Bangladesh from January 2010 to July 2010. There are many types of advertisement for fairness product; but as time was constant it was difficult to collect all types of fairness ads. This research is mainly based on fairness cream ads and there is one ad of talcum power.

1.6 Limitations

The main limitation of the study was collecting appropriate expert in this field in Bangladesh. Also very little work has been done on this topic and there were very few published journal, articles or books in this field. As it is an M. A. thesis paper, researcher has tried to put as much information as possible within her capability.

1.7 Operational Definitions

Operational definitions of key terms are as follows:

1.7.1 Beauty Concept

Beauty is a property associated with human beings; this could be considered even as a characteristic (Kumar, 2002). According to Kumar (2002) beauty is used to express a nice looking woman as opposed to hand-some for man.

1.7.2 Fairness Concept

According to Islam *et. al* (2006), in Bangladeshi context dark-skinned people are described as being 'moyla' which literally means dirty and a person who is identified as 'shundor' (beautiful or good-looking) is someone who has fair skin. White and black are the two most frequently used and a practiced color as well as concepts throughout the world, including Bangladesh (Arif, 2004). He also points out that these two colors create dimensions and signification in society for which white and black are treated either positively or negatively.

1.7.3 What is Advertising?

Advertising is the means by which goods or services are promoted to the public (Petley, 2003: 4). He also says that the advertisers' goal is to increase sales of goods or services by drawing people's attention to them and showing them in a favorable light.

1.7.4 What is CDA?

According to Fairclough (2001: 229-230), Critical Discourse Analysis (CDA) studies and analyses any type of discourse (written text, speech, gesture, symbols, signs posters, electronic and printed advertisement and any type of communication) that systematically communicate with us. Fairclough (2001) further says that, CDA helps

by analyzing certain discourse about the hidden issues of problems of a society (Haque, 2008).

Van Dijk (200: 352) says, “CDA is a type of discourse analytical research that primarily studies the way power abuse, dominance and inequality are enacted, reproduced, and resisted by text and talk in social and political context”.

1.7.5 Common People

In this study common people means the people who are uninformed about the hidden issues embedded in society.

CHAPTER-II

LITERATURE REVIEW

2.0 Introduction

This chapter discusses the basic ideas of advertising, the concept of beauty also the background of CDA which are related to this research.

2.1 History of Advertising

The history of advertising began with the invention of the printing press in 1450s (see Arens and Bovee 1994: 14). According to Arens and Bovee (1994: 14) at the time, the first mass medium was the newspaper and the first advertisement in English appeared in 1472 which was a handbill tacked on church doors in London announcing a prayer book for sale. After 200 years, the first newspaper advertising offered a reward for the return of 12 stolen horses and soon newspaper had ads for coffee, chocolate, tea, real estate, even personal ads (see Hackley, 2005). During the industrial revolution machinery began to replace men and production cost became less (Arens and Bovee 1994: 14). The producers soon realized the tremendous value of ads to circulate their product throughout the country as well as all over the world; thus magazine ads became popular beside newspaper ads (see Arens and Bovee 1994: 14-15).

A series of new technological devices in between the 19th and the early 20th century with the telegraph, telephone, typewriter, and motion picture created new dimensions in advertising (see Cook, 2001). According to Arens and Bovee (1994: 16), in 1920,

after World War I, the era of salesmanship arrived and full color printing became the norm of magazines. The greatest expansion of any medium occurred with the introduction of television broadcasting, and after World War II, television ads grew rapidly (Cook 2001).

From the mid-1990s onwards, the most popular medium for ads has been the internet; in fact in the 21st century the television, internet, computer technology, e-mail are making ads available worldwide (see Cook 2001; Arens and Bovee 1994). Even the communist countries including China, which condemned ads as an evil of capitalism now encourage private enterprise and see the benefits of ads (Arens and Bovee 1994: 21). Marketing through the internet opened new frontiers for advertisers and led to the 'dot com' boom at the beginning of the 21st century, and the search engine Google revolutionized online ads interactive advertising (see Cook, 2001).

2.1.1 Nature of Advertising

According to Kumar (2002), advertising is a process which gives information to the public about a product, and it is an element of the marketing mix and a part of promotion activity. He also says that it is a message which carries goods and services. It is persuasive, controlled, and identifiable and influences the target audience (*ibid.*). The terms 'advertisement' and 'advertising' are derived from a Latin word-'advertee', which means 'turn toward' says Goddard (2002: 9). Price, promotion, product and physical distribution are the four main elements in marketing (Kumar, 2002). He points out that advertising carries message of the product and the message may be visual or oral.

Arens (2002) state that, “people expect advertisers to be proud of their products and probably do not mind if they puff them a little. But when advertisers cross the line between simply giving their point of view and creating false expectations, that is when people began to object”. Kumar (2002) says advertising is not an end itself, it is a means to an end, or more correctly to several ends. In business, advertising is used as one of the major promotion tools to stimulate demands for the product or enhance the image of the organization (*ibid.*). According to Petley (2002), advertisements have a number of factors. Such as:

- the goods and services to be advertised;
- competition between different providers of the same kinds of goods and services, for which there needs to be a significant potential market;
- the means of advertising cheaply to large number of people;
- a population with sufficient education to be able to understand advertising messages.

2.1.2 Purpose of Advertisement

Ad is a technique to attract the consumers to buy the products of a particular company (Chauhan, 2006: 2). The main purposes of ads are to present an idea about a product through convincing language (*ibid.*). According to Boltz and Seyer (1982), the purposes of ads are:

- to sell a product and to introduce or establish a company’s image in consumer land;
- to locate its target audience or consumers;

- building up a relationship with its audience;
- it expresses social values;
- to establish a company's logo or slogan by using metaphors, puns and rhymes.

2.1.3 Types of Advertising

According to Rajagopal (2000), ads are an art and cannot be limited to the theoretical boundaries. Many people think that ads are an accident of free economy (Tellis, 2004: 3). But reality is different and the importance of ads in modern economy is very remarkable (*ibid.*). Advertising is everywhere and it is dynamic (Tellis, 2004: 3). According to Kumar (2002), there are various types of advertising which are mentioned below:

- print advertising (e.g. newspapers, magazines, brochures, fliers, etc);
- broadcast advertising (means television, radio and the internet);
- outdoor advertising (are billboards, kiosks, tradeshows and events);
- covert advertising (considered as advertising in movies);
- public service advertising (means advertising for social cause);
- celebrity advertising.

2.1.4 The Role of Advertising

The roles of advertising can be broken down into a series of links, all of which promote sale (Cartwright, 2002: 214). According to Cartwright (2002: 214), the roles of advertising are:

- to influence the behavior of others in the supply chain;
- to create awareness of products, ideas or services;
- to facilities changes;
- to reinforce the behavior of existing customers and users ;
- to create organizational brand image.

2.1.5 Advertising in Bangladesh

According to Anwar (2003: 50) that there are nine advertising agencies in Bangladesh - Adcomm, Asiatic, Bitopi, Unitrend, Grey, Interspeed, Popular, Madona and Matra. He also says that in Bangladesh advertisement media can be classified into two categories—Above the Line (ATL) category and Below the Line (BTL) category. ATL includes newspaper, magazine, radio, television, satellite and cable television, and BTL includes outdoor advertisements such as-billboards, hoarding, neon signs and bell signs (Anwar, 2003: 50). Since 1967 the growth of advertising industry had a direct relationship between the economic growth of Bangladesh and the purchasing power of the people (*ibid.*).

Anwar (2003: 50) states, “the legal aspect of advertising is controlled by the government, a requirement of the media to sign contracts with advertising agencies or the advertiser for all types of advertisement”. He further says that the general terms and conditions of the contact are to conform to laws and regulations relating to printing, publication and mass communication. Anwar (2003: 51) also said in Bangladesh, the Ministry of Information is the primary controlling authority and may decide to change all or a part of the terms and conditions of contracts with the ads media. Advertisements related to drugs, cigarettes and the like require prior permission of the Ministry of Health for advertising which the government has set an

ethical code of conduct (*ibid.*). Anwar (2003: 51) says that the agencies should refrain from advertising products like alcohol, cigarette, baby food and cereal, undergarments for men and women, and contraceptives (except birth control pills). He further says that the media in general is expected to abide by social norms and normal value, refrain from direct attacks on any religion, person or organization as well as from obscenity and vulgarity, and from using historical leaders and political leaders in advertisements.

2.2 Concept of Beauty

History shows that Europe and USA are so much concerned about beauty that they frequently arrange beauty contest (Sharma: 1994). According to Karan (2008), beauty is an emotional element which has double meaning, inclusive and exclusive. In exclusive sense, beauty refers to-how things appear, their manifestation, for example human bodies, artifacts, and so on (*ibid.*). Beauty prevails in various forms: nature's beauty (scenic beauty), physical beauty (facial appearance), beauty in behavior and thinking (pleasing the intellect or moral séance or a pleasing effect felt by others), and spiritual beauty relating to spiritual beauty which is relating to spiritual values of life: a pleasing experience felt by oneself (Kumar, 2002).

According to Sharma (1994: 96), the concept of beauty is universal and difficult to define. He says that "something that is beautiful in one place and for one person may not be same in another place and for another person." Some people love to listen to Indian classical music but some do not have any interest; also, some people like water color painting but others oil painting (Sharma: 1994). According to Ruth (2005), beauty varies from culture to culture because a beautiful person in American culture

may not be the same in African culture. In some African countries, a big body and big buttocks would be considered beautiful for women (*ibid.*). In western countries beauty means thin or slim but many parts of Asia, being fat is considered beautiful (Ruth: 2005).

2.2.1 Concept of Beauty in Bangladesh

According to Arif (2004: 585), in Bangladeshi context, at first, we basically evaluate a person through his or her external appearance; later on we consider his/her other internal characteristics. In Bangladesh most of the people evaluate women's beauty only by their skin color and do not observe their qualities; if men and women are dark skinned, they are considered as unattractive (*ibid.*). Arif (2004: 585) explains that even if a black complexioned women is good looking, well mannered with an attractive figure, she is not considered beautiful at all because of her dark complexion; as a result women want to be fair and bright at any cost (*ibid.*).

In Bangladeshi culture, according to Arif (2004: 586) pre-marriage program called 'Gaye-Holood' (smearing turmeric on the skin), is nothing but a symbol to brighten the skin of bride or groom (*ibid.*). This has become a symbol of prestige and enjoyment when we see a 'fair' bride or groom go through Gaye-holood program (see Arif, 2004: 586; Haq, 2003).

In this Indian subcontinent Lever Brothers, which is a transnational company, markets a fairness cream named 'Fair & Lovely' to bright human's skin (see Islam *et al*, 2006 and Arif, 2004: 586). On the packet of the cream the said company uses a slogan 'Extra Fairness Cream'! and, in the ad of the product they say, 'it is the best selling

fairness cream of the world' (*ibid.*). Arif (2004: 586) says that, this product is highly popular in the Indian subcontinent as the women of this region want to see their skin 'fair' or 'bright', and not black. Parents of this region encourage their daughters to use fairness products and to use turmeric on their skin as they are very much anxious of their daughter's future and their marriage (see Arif, 2004: 586 and Islam *et al*, 2006). So, skin fairness became a mental disease of the people of this Indian subcontinent region (*ibid.*).

2.2.2 Concept of Beauty in India

According to Eric (2008), in Asian cultures white skin is considered an important element in constructing female beauty. White skin does not only affect woman's beauty but also affects her job prospects, social status, and earning potential (see Ashikari 2003; Goon and Craven, 2003; Leslie, 2004). Wagatsuma (1967) states that, "the beauty ideal of white skin in Asia predates colonialism and the introduction of Western notions of beauty". In India, the words for fair and beautiful are synonymous (Franklin 1968; Hall 1995). Goon and Craven (2003) explains that "whiteness" and "paleness" are different concepts; they also say that paleness associated with feminine discourses of beauty, and 'whiteness' are considered as radicalized value of superiority.

According to Eric (2008), in Indian culture, white skin carries positive messages in Indian and Hindu cultures. He also says that white skin is consider as a sign of "beauty," "purity," and "happiness," and is a symbol of power. Eric (2008) explains that, "in the social context, white face and white skin can be identified as a form of

performance which presents the beauty and virtue of an individual within the community”.

Shankar (2007) says that in South Asia, pale skin is considered as social markers of aristocratic lineage and class allegiance. He further says that dark skin is associated with labor and field works who work in the Sun and ‘White’ skin has a colonial notion of power and superiority. Many authors feel that the white is reflected in the South Asian film industry usually the heroines of films who are usually fair and beautiful, the heroes are fair and handsome and the villains are dark and swarthy. In India, beauty contest winners are extraordinarily tall, slim and have a light honey-colored skin (*ibid.*).

2.3 Beauty in Men

According to Kamath (2008), man wants to have his fiancée or wife to be very fair. He also says that man will never ever think of marrying dark colored girls. In the same way, most of the girls want to marry with a man who is very fair in complexion (*ibid.*). According to Kamath (2008) lots of men buy creams to look fairer. According to Roy (2005), one of the market research shows the result that 32 per cent of the buyers of fairness creams are men, not women. He also says that women’s fairness cream does not match with men, so men need a different fairness product; for that reason Emami is the first company to launch a fairness cream for men which is called fair and handsome. Nair (2008), states that “take for instance, the hugely popular Indian actor, Shahrukh Khan proclaiming shamelessly in an ad ‘Mard ho ke ladkiyon waali fairness cream kyon?’ loosely translated as why use a women’s fairness cream

when you are a man”. According to Nair (2008), fairness creams are now available for men in the market so men do not have to use a woman’s fairness cream.

On the other hand there are lots of beauty parlors for men where they promise men that they will make them look fairer, and lots of men spend lots of money to become fairer (Kamath, 2008).

2.4 Beauty in Women

According to Greer (2002), the concept of beauty is evaluated for women from childhood. For the girl, being pretty is considered as beauty. When a girl grows up, she gets an ideal image of our contemporary “society” in the sense that she needs to be tall, thin and fair (Greer, 2000). He also states that “beauty is no more an abstraction but can be made concrete by any woman who is rich enough to spend to measure herself up to the beauty standards set”. He further point out that, in the global market beauty is considered as beauty contests which held all over the world. Those women who are participating in the beauty contests are not allowed to display their natural beauty; they are the creatures of artifice (*ibid.*). Greer (2002) explains that, women who are performing in the beauty contests wear false eyelashes, artificially lift their eyebrows, reshape their figure through cosmetic surgery are required to dazzle the audience with full make-up, and have elaborate hairdos and the latest fashionable attire (*ibid.*).

According to Sujai (2006), ‘fair’ is associated with ‘white’; in Hindi its known as ‘gora/gori, and ‘dark’ is considered with ‘black’ that is ‘kaala/kali’ (in Hindi). In our society families wait for the first sight of the newborn baby and decide whether he/she

is 'fair' or 'dark' (*ibid.*). He explains that, if a baby is 'fair' parents are congratulated but if the baby is 'dark', parents are humiliated. He further says that, being dark is inferior and being fair is superior.

In our society most of the parents are worried about their dark skinned girls, getting a *kaali* (black) girl married is seen as a burden (Sujai, 2006). Parents are always encouraging their dark skinned girls to apply fairness cream or get treatment and use various herbal ointments to become fair (*ibid.*). Sujai (2006) states that "these activities become pronounced right before the wedding where being fair becomes critical for making the right 'matrimonial alliance'. He further says that, in Hindu regions (in India), parents have to give dowry to get their dark daughters married; the bridegroom and his family feel that they are sacrificing something when they marry a *kaali* girl which is equivalent to settling for something less. Man who gets a *gori* (fair) wife is considered a "lucky husband" and proudly presents his wife to his friends and family (*ibid.*).

2.5 Concept of Beauty in Hollywood

Lewis (2005) says that, Hollywood's golden age started from the 1930's and the most beautiful stars were Greta Garbo, Carole Lombard and Jean Harlow, whose beauty was of a very different sort. He points out that, during that period an "angular face," was the craze, and the actress of that period used various technique to present their face as 'angular' in movie and photograph. Later Hollywood changes its concept of beauty several times (*ibid.*). In the 1950s the concept of film beauty changed again like the strong face and healthy skin of Marilyn Monroe or Grace Kelly (*ibid.*).

According to Avramova (2006), in the early period of Hollywood as well as television, there were no black actors or characters and white characters dominated the screen. The white actors were seen everywhere, on posters, on magazines, in the movies, and on television and black actors were more or less “invisible” in the mass media (*ibid.*). He states that, “black was considered ugly, while white was beautiful”.

Avramova (2006) says that in 1993 Morrison’s *The Bluest Eye* explicitly ties the issue of racial beauty and identity: “the reclamation of racial beauty in the sixties stirred these thoughts about beauty, made me think about the necessity for the claim”. The racial beauty in the novel was against the damaging internalization of immutable inferiority originating in an outside gaze (*ibid.*). During this movement, the impact of the cultural colonization of the black community by Euro-American culture and values and actively pursued a black aesthetics (*ibid.*).

According to Avramova (2006), the main theme of Morrison’s *The Bluest Eye* centers on African Americans’ conforms to white standards. The author sets the foundation of the novel on issues of beauty in an attempt to make African Americans aware that they do not have to conform to white standards on any level (*ibid.*). Pecola Breedlove the main character of *The Bluest Eye* who is black unquestioningly accepts the ideology that “white is beautiful” (Avramova, 2006).

2.6 Concept of Beauty in Bollywood

According to Patil (2005), in Bollywood film industry as well as advertisements, women are divided into two groups — fair and dark. These fair and dark complexions are used to identify specific qualities (*ibid.*). Patil (2005) also says that the heroines,

Aishwarya Rai, Kareena Kapoor, Preity Zinta and Rani Mukherjee are the good girls and portray innocence, purity, goodness and virtue because of their fair complexions. On the other hand Bipasha Basu, Mallika Sherawat, Priyanka Chopra and Lara Dutta are bad girls who represent lust, revenge, evil and scheming because of their dark complexions (Patil : 2005).

Melwani (2007), says that Bollywood and also most of the Indian society, believed that fair is beautiful. Heroines were expected to be fair, have big eyes and long hair (*ibid.*). In Bollywood films industry one particular film presents the fair complexions concept in which Rishi Kapoor had a very dark wife (*ibid.*). According to him, in that film Rishi Kapoor had actually an affair with a much fairer girlfriend, because his wife was too ugly to look at. This kind of fair complexion concept carries over to recent films, like the hugely successful Vivah, in which the fairer girl, Amrita Rao, gets the rich, city boy, but her dark skinned cousin is not as fortunate (Melwani: 2007).

From the 1940's to 1950's the most beautiful actress was Madhubala (Gera: 2009). Gera (2009) says that, Madhubala's main attraction was her infamous smile and her beautifully shaped lips; at that time no other woman would have been considered like her. During 1940's, 50's and 60's Dilip Kumar was considered very smart hero and at that time Dilip Kumar's smartness considered as male beauty in Bollywood (*ibid.*).

Gera (2009), points out that Zeenat Aman introduced western beauty in Bollywood films. Aman was the hottest film star of that time by wearing very short dress in

Satyam Shivam Sundaram, a film released in 1978 by Raj Kapoor, which broke the conservative idea of Bollywood film ; she continued to break cultural boundaries by wearing a two-piece bikini in the hit film, *Qurbani* (1980) (*ibid.*). In 21st century Kareena Kapoor is very fair female pioneer in the idea of beauty in Bollywood context, and Male's beauty concept in Bollywood context considered as tall, smart and who shows their ever-bulging muscles for this reason Salman Khan and Sanjay Dutt are the first actors who show their ever-bulging muscles in the Bollywood films. (see Gera: 2009).

Gera (2009), further says that, in the year 1993, when Shah Rukh Khan started in the film *Daar*, nobody thought that he (King Khan) would be the idol of Indian male beauty someday. Sharuk became the ultimate Desi Prince Charming (Gera: 2009). According to Gera (2009), Aishwariya Rai Bachchan the former miss world and a megastar of Bollywood is synonyms with Indian beauty. He also says that in the film *Taal* in 1999, Aishwariya expresses her beauty where she was sexy, elegant, and also classy. He points out that, Aishwariya has changed the meaning of 'Hot' in the Bollywood by wearing the traditional Indian dresses in the film rather than very short and sexy dresses. According to him, beauty concept of Bollywood is an ever changing process. In a recent film *Fashion* (2008) Priyanka Chopra expressed her very badly with short dress and sex appeal, but surprisingly that film became blockbuster hit! (*ibid.*).

2.7 Concept of Beauty in Bangladeshi Media

According to Khan (2006), all the commercials on television and advertisements in newspapers would make us believe that a woman's destiny depends upon the color of

her skin. In Bangladeshi media beauty is generally associated with the color of the skin, in which white is the indisputable winner (see Khan, 2006; Islam *et al* 2006). For an example, in an ad *Fair and lovely* a dark-complexioned girl uses a fairness cream and she becomes a successful person. At the beginning the girl cannot afford a cup of coffee for her retired father but when she uses fairness cream she gets the well-paid job of an airhostess which has changed her life (*ibid.*)

In Bangladesh, the fairness ad product presents a fair woman to be of better future than a dark woman, and that the color of skin determines the character of that woman (see Khan, 2006; Islam *et al* 2006). In advertisements most of the women are fair and light-skinned and all the men are fair and handsome (Islam *et al*: 2006). Watching television advertisement of these days, one would think that there are no dark-skinned men and women in Bangladesh (*ibid.*).

Fairness product ads started with slogans like "Auporup ruper jonno" (for breathtaking beauty), "Shottikarer phorsha, ujjol tauk . . . shottikarer bhalobasha" (truly fair, bright skin . . . true love) (Islam *et al*: 2006). Several ads present that, men do not notice women who are dark but once they become fair they get instant offers of love, marriage, job (Islam *et al*: 2006). In Bangladeshi context the fairness ad presents a fair woman is being of positive destiny and beauty is generally associated with the color of the skin, in which white is the indisputable winner for this reason Islam *et al* (2006) also point out that the ads ("*Fair & Lovely*" which can be viewed various Bangladeshi TV channels) feature are easy-to-understand and disclose the message: a girl is rejected in a job interview, but after using *Fair & Lovely Total Whiteness cream* she gets the same job as her skin has become "three shades lighter in four weeks".

Another fairness cream like *Fair and Lovely Menz Active* uses the statement- ‘Change Your Story’, and ‘Using and then becoming successful’ (*ibid.*).

2.8 Concept of Beauty in Bengali literature

According to Arif (2004: 587), Saratchandra Chattapaddya, one of the most popular novelists of Bengal, includes poverty, solitude, alienation and so-called ugliness of appearance (i.e. dark skin) in his literary words. Arif (2004: 587) points out that Saratchandra’s popular novels, *Arakshanya*, is considered a masterpiece because it describes the unhappiness of a woman of dark skin of Bengali culture. He also says that Saratchandra tells a story of an orphan woman of dark skin named Gyanada, who fails to attract any lover and is unable to get married. Thus, she is really neglected, disregarded, deceived, and alienated after the death of her mother (*ibid.*). Gyanada becomes totally shelter less, defenseless and unhappy in that society where beauty is generally associated with the color of the skin, in which white is the indisputable winner (see Arif, 2004: 587; Islam *et al.*: 2006).

The greatest Bengali poet Rabindranath Tagore has his own view to determine woman’s external beauty; he does not exclude the ‘black’ color and points out the women’s beauty. Here we can mention one of his poems called ‘Krisnakali’ from the book of poetry ‘Khanika’ (1976).

কৃষ্ণকলি

ক্ষণিকা --- রবীন্দ্রনাথ ঠাকুর

কৃষ্ণকলি আমি তারেই বলি,
কালো তারে বলে গাঁয়ের লোক।
মেঘলাদিনে দেখেছিলেম মাঠে
কালো মেয়ের কালো হরিণ-চোখ।
ঘোমটা মাথায় ছিলনা তার মোটে,
মুক্তবেণী পিঠের 'পরে লোটে।
কালো? তা সে যতই কালো হোক,
দেখেছি তার কালো হরিণ-চোখ।

ঘন মেঘে আঁধার হল দেখে
ডাকতেছিল শ্যামল দুটি গাই,
শ্যামা মেয়ে ব্যস্ত ব্যাকুল পদে

কুটির হতে ত্রস্ত এল তাই।
আকাশ-পানে হানি যুগল ভুরু
শুনলে বারেক মেঘের গুরুগুরু।
কালো? তা সে যতই কালো হোক,
দেখেছি তার কালো হরিণ-চোখ।

পূবে বাতাস এল হঠাত্ ধেয়ে,
ধানের ক্ষেতে খেলিয়ে গেল চেউ।
আলের ধারে দাঁড়িয়েছিলেম একা,
মাঠের মাঝে আর ছিল না কেউ।
আমার পানে দেখলে কিনা চেয়ে,
আমি জানি আর জানে সেই মেয়ে।

কালো? তা সে যতই কালো হোক,
দেখেছি তার কালো হরিণ-চোখ।

এমনি করে কাজল কালো মেঘ
জ্যৈষ্ঠমাসে আসে ঈশান কোণে।
এমনি করে কালো কোমল ছায়া
আষাঢ়মাসে নামে তমাল-বনে।
এমনি করে শ্রাবণ-রজনীতে
হঠাত্ খুশি ঘনিয়ে আসে চিতে।
কালো? তা সে যতই কালো হোক,
দেখেছি তার কালো হরিণ-চোখ।

কৃষ্ণকলি আমি তারেই বলি,
আর যা বলে বলুক অন্য লোক।
দেখেছিলেম ময়নাপাড়ার মাঠে
কালো মেয়ের কালো হরিণ-চোখ।
মাথার পরে দেয়নি তুলে বাস,
লজ্জা পাবার পায়নি অবকাশ।
কালো? তা সে যতই কালো হোক,
দেখেছি তার কালো হরিণ-চোখ।

In English -

Krishnakali

In the village they call her the dark girl
but to me she is the flower Krishnakali

On a cloudy day in a field
I saw the dark girl's dark gazelle-eyes.
She had no covering on her head,
her loose hair had fallen on her back.

Dark? However dark she be,
I have seen her dark gazelleeyes.

Two black cows were lowing,
as it grew dark under the heavy clouds.
So with anxious, hurried steps,
the dark girl came from her hut.
Raising her eyebrows toward the sky,
she listened a moment to the clouds' rumble.

Dark? However dark she be,
I have seen her dark gazelle-eyes.

A gust of the east wind
rippled the rice plants.
I was standing by a ridge,
alone in the field.
Whether or not she looked at me

Is known only to us two.

Dark? However dark she be,
I have seen her dark gazelle-eyes.
This how the Kohldark cloud
rises in the northeast in Jaistha;
the soft dark shadow
descends on the Tamal grove in Asharh;
and sudden delight floods the heart
in the night of Sravan.

Dark? However dark she be,
I have seen her dark gazelle-eyes.

To me she is the flower Krishnakali,
whatever she may be called by others.
In a field in Maynapara village
I saw the dark girl's dark gazelle-eyes.
She did not cover her head,
not having the time to feel embarrassed.

Dark? However dark she be,
I have seen her dark gazelle-eyes.

Rabindranath Tagore

Translated by Ghosh, J (Wonderingminstrels.blogspot.com)

Here, Rabindranath's quest for woman's eternal beauty is the black skin and the 'black' color does not reduce the beauty of the woman who is compared with a black blossom 'Krisnakali' in the poem. If we analyse these lines, we will observe that the

'black' color of the woman cannot make her beautiful, unless she has physical beauty like open-braided hair, black-deer eye, and so on. Even this kind of physical beauty of a woman is rather important to create her prettiness.

2.9 Concept of Beauty in English Literature

In the novel the "*The Bluest Eye*" Morrison shows the white and beauty standard of African Americans, and she tries to create awareness among the African Americans that white should not be considered as the only criteria for the beauty standard (Avramova, 2006). The Black girl Pecola Breedlove was the main character of the novel, who had an ideology that 'white is beautiful', as the African Americans believe that the white complexion is the synonyms with beauty (*ibid.*).

Avramova (2006), also says that in the novel Pecola thinks that she is ugly because she does not have white skin and blue eyes. She used to hate herself, and tried to find out the clue of her ugliness. The author of that novel shows that Pecola believes that people does not look at her because she is black and she prays to God to change her to white skin and blue eyes (*ibid.*).

According to Zangwill (2001: 1), beauty cannot stay by itself and never stands alone. Things become beautiful as it contains some other properties, not only white. Sometimes beauty depends on colonization, racial discrimination, and white superiority (*ibid.*). So, Pecola's concept of beauty is a white image paradigm where white is beautiful because in America superior race is white (Avramova, 2006).

According to Wolf (1991), sometimes beauty concept depends on gender where feminist is an issue. Women are not equal with man thus beauty myth persists in controlling them (*ibid.*). So, we need to eliminate the beauty myth from the society as it always makes the women helpless (*ibid.*).

According to Avramova (2006), Morrison's Pecola is a victim of racist society. In the novel *The Bluest Eye* author tries to show the African American society through the eyes of poor Pecola (*ibid.*). The Author tries to interrelate between racism, beauty and self-identity, where racism is the root cause of the concept of beauty which hits the self identity of someone, and the final result is a wrong beauty myth (Avramova, 2006).

The Bluest Eye is nothing but a cultural standard of beauty with the association with racism, which affect someone's life, and finally one's look for her self-identity (Avramova, 2006). The novel tries to find out the ugliness of white male system, their thinking towards the women, and suggest that when racism is eliminated from the society beauty myth will stop (*ibid.*). Avramova (2006) also says that, this novel also sends a message to the black society that only white is not the final word of beauty, and it may help the black community to integrate them into society.

Blake (1789) believed in equality for all men which is reflected in his poem "*The Little Black Boy*". In this poem black, denotes evil and sin, and white being the color that denotes innocence and purity.

The Little Black Boy

By William Blake (1789)

My mother bore me in the southern wild,
And I am black, but O! my soul is white;
White as an angel is the English child:
But I am black as if bereaved of light.

My mother taught me underneath a tree
And sitting down before the heat of day,
She took me on her lap and kissed me,
And pointing to the east began to say.

Look on the rising sun: there God does live
And gives his light, and gives his heat away.
And flowers and trees and beasts and men receive
Comfort in morning joy in the noon day.

And we are put on earth a little space,
That we may learn to bear the beams of love,
And these black bodies and this sun-burnt face
Is but a cloud, and like a shady grove.

For when our souls have learn'd the heat to bear
The cloud will vanish we shall hear his voice.
Saying: come out from the grove my love & care,
And round my golden tent like lambs rejoice.

Thus did my mother say and kissed me,
And thus I say to little English boy;
When I from black and he from white cloud free,
And round the tent of God like lambs we joy:

I'll shade him from the heat till he can bear,
To lean in joy upon our fathers knee.
And then I'll stand and stroke his silver hair,
And be like him and he will then love me.

(William Blake)

(Songs of Innocence and Songs of Experience- page10)

The poem shows Blake's view for racial equality, that is the black boy should not be criticized and should not be put in the slave trade because his soul is white and there is no difference between black and white people. The little black boy shows his jealousy for the white boy because white is an angel.

2.10 Concept of Beauty in Class

According to Dirks (2004), class and skin tone have played a vital role in the organization of economic, political and social power. Skin color also affects women more than men and the effects of skin color in terms of beauty appear to be stronger for females than males, regardless of racial or cultural background (see Sahay and Prian, 1997; Badruddoja, 2005). Fair skin within Indian society is linked to class and privilege and fairer skinned people (namely the British upper class) were not exposed to the sweltering Indian summer heat (*ibid.*). Badruddoja (2005), says that the redevelopment of class barriers by the British called attention to social privilege, access to and exclusion from resources and opportunities deeming the lighter complexion to be the dominant force. In addition, the model for female beauty is often based on a "white woman" model (*ibid.*). The lighter skinned woman is thought to be more beautiful and this complex reveals itself in a variety of situations from work environments to social situations (see Goon and Craven, 2003; Jones, 2004). This phenomenon within the Indian community dates back to Agrarian society when Indigenous people could erase the stigma of dark skin by marrying their colonizers (*ibid.*).

2.11 Concept of Fairness products

According to Karan (2008), the famous and well known fairness cream *Fair & Lovely* was first test-marketed in the southern states of India in 1975 which was available throughout the country by 1990s. The fairness products are marketed in over countries mainly in Asia and they have been the best selling skin lightening creams in the world (Shankar, 2007: 102). Shankar (2007: 102), points out that India is the largest market of fairness creams but they have spread to other part of the world, where the people are dark skinned like, Malaysia, Egypt, Nigeria and other African countries. Recently a fairness cream has been launched for men. Male fairness cream was also launched in Nepal and other South Asian countries (*ibid.*).

Shankar (2006: 1187) says that in international cosmetic markets, Indian and South Asian companies are playing an important role in the fairness creams. In cosmetics industry 40% profits have been earned through fairness creams (*ibid.*). Shankar (2006: 1187), States that “being fair has been represented as an active process”. Regular use of fairness creams has been harmful for the skin and people can also loss their natural beauty (*ibid.*). According to Shankar (2006: 1187), most fairness products are not prescribed by the doctors, and medical profession also does not suggest the use of fairness products. Medical experts say fairness creams contain chemical (*ibid.*). Any kinds of fairness product give us a temporary result that is why people use it regularly (Shankar, 2006: 1187).

2.12 Ads of Fairness Products

Begum (2008), points out that ad do not only sell products, they sell attitudes (i.e. ideology, norms of the consumers and the society). As beauty in Bangladesh very often refers to fair complexion, an analysis of television advertisements of fairness

products shows how they connect fairness with achieving other personal goals, such as marriage, success, empowerment, job opportunities, and confidence. (see Chauhan, 2006; Karan, 2008). Fair complexion and attractive bodies of men and women are used to grab the attention of the consumers, and thus fair complexion and attractive bodies work as the attention seeking device in the ads of fairness products (see Goddard, 2002; Cook, 2001).

Fairness creams abound in the market, and advertisements glorify fair skin. Beauty is a more personal and complex concept (Karan, 2008). She state that “many believe the connection between beauty and fair skin arises from age-old historical beliefs that are now perpetuated in advertisements for fairness creams”. Women do not personally rate fairness as a predominant indicator of beauty; they are aware of the culturally determined advantages of being fair and have themselves made efforts to look fair (*ibid.*).

2.13 History of Critical Discourse Analysis

In the late 1970s, Critical Linguistics was developed by a group of linguists and literary theorists at the University of East Anglia (see Fowler *et. al.*, 1979; Kress & Hodge, 1979). Their approach was based on Halliday's Systemic Functional Linguistics (SFL) (*ibid.*). According to Haque (2007:2) , CDA is a young science and the first international conference on critical discourse analysis was held in May 2004. According to Wodak and Meyer (2001) says that the CDA thinkers were Teun van Dijk, Norman Fairclough, Ruth Wodark, Gunther kress, and Theo van Leeuwen. They also discuss methods and theories of discourse analysis basically in CDA. Now CDA has become a major and established field of linguistics (*ibid.*).

2.13.1 Concept of CDA

According to Haque (2007: 2) critical discourse analysis (CDA) is a process, system or method for analyzing instances of discourse in order to expose hidden issues or agendas which are embedded in society. CDA studies any types of discourses (written, spoken and semiotic) which can systematically communicate with us. The starting point of CDA is social problem (Fairclough, 2001: 229-30). CDA makes people aware of the hidden structures which have been parts of the social set up (*ibid.*). CDA tends to establish a relationship between language (semiotic signs, paralanguage, advertisements etc), ideology and power (Haque, 2007: 2-3). Widdowson (1998), views CDA as the uncovering of implicit ideology in texts. Gee (2004: 32-33), sees CDA as an approach to language analysis that considers texts as parts of specific social practices that have political implications about issues of status, solidarity, and of distribution of social goods and power. According to Heros (2009: 173), CDA examines how texts represent and construct reality within a specific ideological system through implicit messages based on what is said and left unsaid.

2.13.2 Basic idea of CDA

According to Van Dijk (2001: 352), critical discourse analysis (CDA) is a type of discourse analytical research that studies the social power abuse, dominance produced and resisted by text and talk in the social and political context. He also says that CDA is a critical way of focusing on social problems and the role of discourse in the production and reproduction of power abuse and domination. According to Fairclough

(2001: 229), CDA deals with real issues and real problems in society, like “globalization, social exclusion, shifts in governance and so forth”. The scope of CDA is vast (Haque, 2007: 4). Critical discourse analysis (CDA) is not restricted to the educational institutions. Discourse Analysis (DA) studies discourse from linguistics perspectives but CDA looks at discourse not only from linguistics perspective but also goes beyond the boundary (*ibid.*). CDA helps people by analyzing certain discourses which are embedded in society or those discourses which are employed by powerful groups or societies. It helps to understand how a discourse is used to manipulate people. According to Haque (2004), the aim of CDA is to inform the people about the hidden problems of society so that they can ask questions about the hidden issues.

2.13.3 Principles of CDA:

The basic principles of CDA can be found in the approaches of former analysts of this field. They are Norman Fairclough, Teun van Dijk, Ruth Wodak, Gunther Kress, and Theo van Leeuwen who deal with language, power and ideology and analyses the social order as well as the social make-up of society to reveal the unseen structures and issues embedded in the particular society (Haque, 2007: 4). The Principles of CDA, outlined by the CDA practitioners can be summarized as follows:

- Language is a social practice through which the world is represented.
- Discourse/language used as a form of social practice in itself not only represents and signifies other social practices but also constitutes other social practices such as the exercise of power, domination, prejudice, resistance and so forth.
- Texts acquire their meanings by the dialectical relationship between texts and the social subjects: writers and the readers, who always

operate with various degrees of choice and access to texts and means of interpretation.

- Linguistic features and structures are not arbitrary. They are purposeful whether or not the choices are conscious or unconscious.
- Power relations are produced, exercised, and reproduced through discourse.
- All speakers and writers operate from specific discursive practices originating in special interests and aims which involve inclusions and exclusions.
- Discourse is historical in the sense that texts acquire their meanings by being situated in specific social, cultural and ideological contexts, and time and space.
- CDA does not solely *interpret* texts, but also explains them.

(Fairclough, 1995; Kress, 1991; Hodge & Kress, 1993; Van Dijk, 1998a; Wodak, 1996)

2.13.4 Objectives of CDA

CDA is generally viewed as the study of 'the relationship between discourse and power (Van Dijk, 2001: 363), a study that addresses social problems (Fairclough and Wodak, 1997). The objective of CDA seems quite significant. According to Haque (2008: 113) one of the objectives of CDA is to focus on social issues and problems embedded in society, and take up the causes of the oppressed and downtrodden people of the society. He further says that, the aim of CDA is to show non-obvious ways in which language is involved in social relations of power and domination, and ideology. Haque (2008: 113) further elaborates that CDA's aim is to empower people by making them conscious of hidden structures that exist in society.

Fairclough (2001: 229) also says that CDA tries to make a balance of the power between the controller of discourse and the target people.

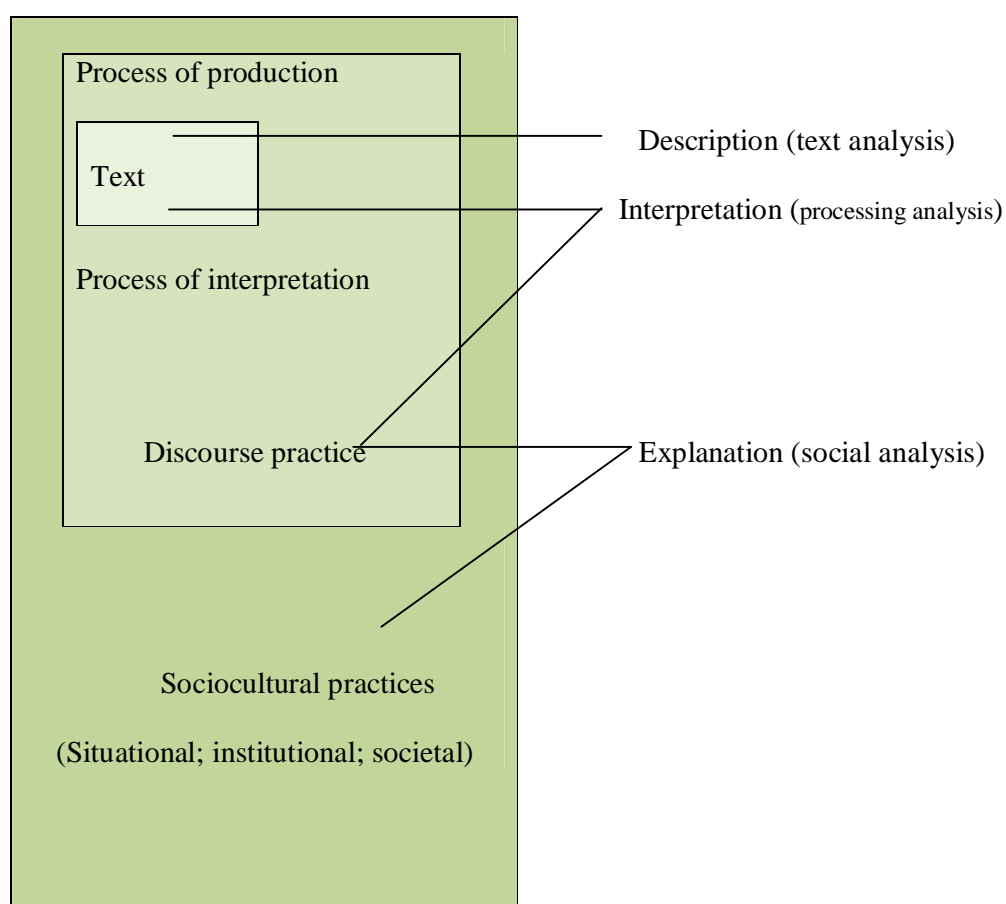
2.13.5 Study of CDA in Bangladesh

In western countries a lot of studies have been done from CDA perspective. But in Bangladesh the work is very limited. CDA is a new concept in Bangladesh. Very few people have knowledge about it. According to Haque (2009), CDA was first introduced in Bangladesh in East West University in 2002 as a core course (ENG: 504 Critical Discourse Analysis) in the ‘M.A. in English’ program and as an elective course in the ‘M.A. in ELT program’. He also says that in Bangladesh, East West University is the only institution of Higher Learning among 86 public and private universities to offer CDA as a core and elective course in its M.A programs. According to Haque (2009), there are some students who have done their research from CDA perspective and students of this university also started to realize the significance of CDA and its usefulness inside and outside the academia. CDA is helpful for the students because it reduces the gap between teachers and students (*ibid.*).

2.14 Fairclough’s Three-Dimensional Framework

Fairclough’s (1995) three-dimensional framework is significant for this study. Fairclough (1995a) believes that his three-dimensional framework is appropriate for studying socio-cultural changes because this framework creates a link between social practice and language (discourse). His three-dimensional framework basically

consists of three steps; the first deals with text analysis, the second is discourse practice such as the process of productions and consumption, and the third one is socio-cultural practice which gives rise to the communicative event (see fairclough, 1995, Chuliaraki and Fairclough, 1999).



(Source: Fairclough, 1995a)

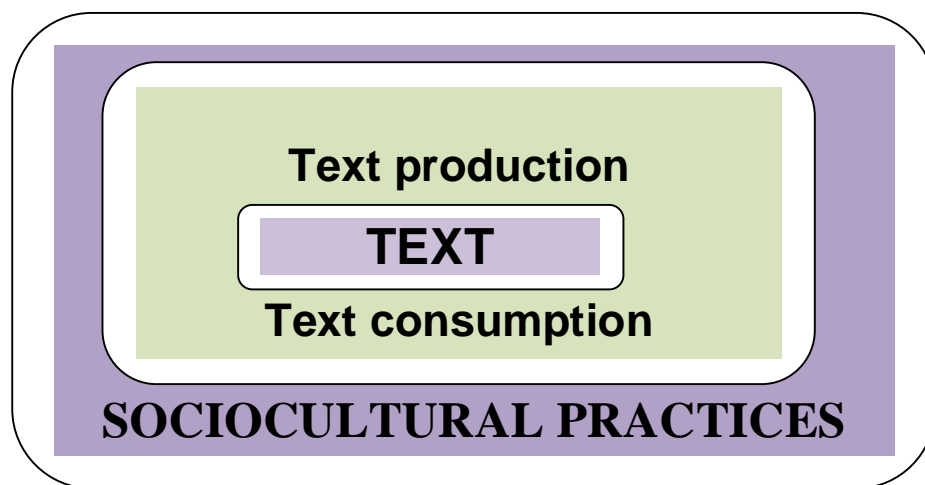
Figure 2.1: Diagrammatic Representation of Fairclough's Three-Dimensional Approach

A) Text

Text is the first analytical focus of Fairclough's three-part model. According to Fairclough (1995b: 57), text involves linguistic analysis in terms of vocabulary, grammar, semantics, the sound system, and cohesion-organization above the sentence level. Fairclough (1995: 58), state that "linguistic analysis is concerned with presences as well as absences in texts that could include representations, categories of participant, and constructions of participant identity or participant relations".

B) Discourse Practice

According to Fairclough (1995: 58-59), discourse practice has two factors. One is institutional process which is considered as editorial procedures and other one is discourse processes that is changes the text go through in productions and consumption. Fairclough (1995: 60) says that discourse practice is divided between society and culture, which is shown in the following figure:



(Source: Fairclough, 1995b, p59)

Figure 2.2: Diagrammatic representation of Fairclough's three-dimensional conception of discourse.

C) Socio Cultural Practice

According to Fairclough (1995b: 62), socio cultural practice analysis in this dimension has three aspects of the socio-cultural context of a communicative event. First one is economic, such as economic of the media, the second one is political, that involved power and ideology of the media, and the third one is cultural, which provide issues of values (*ibid.*).

Fairclough's three-dimensional framework has five stages, which are given below:

1. Fairclough's three-dimensional framework focuses upon a social problem which has a semiotic aspect.
2. These frameworks identify obstacles to being tackled, through analysis of the network of practices which is located within the relationship of semiosis to other elements within the particular practice (s) concerned.
3. The discourse focuses
 - ✓ Structural analysis
 - ✓ Interact ional analysis

- ✓ Inter discursive analysis
- ✓ Linguistic and semiotic analysis

4. Identify the social order.

5. Reflect critically on the analysis (Fairclough, 2001: 125).

Here, Fairclough's three-dimensional framework can be used in social scientific research. According to Fairclough (2001: 122), this framework tries to view of language as an integral element of the material social process. This version of CDA is based upon a social processes where semiotic is seen to include all forms of meaning making-visual images, body language, as well as language (*ibid.*).

CHAPTER-III

METHODOLOGY

3.0 Introduction

This chapter gives an account of the methodology of the study and also discusses the nature of research design, theoretical framework, setting, sampling, data collection procedure, data analysis procedure, research instruments and obstacle(s) encountered.

3.1 Research Design

The main target of this research is to identify how manipulation takes place in fairness-product advertisements. The print ads and TVCs were selected over a period of seven months (January 2010 to July 2010). Interviews were also conducted with 15 experts and 100 common people. The data was analyzed from CDA perspective. This study adopts Fairclough's (1995) three-dimensional framework of CDA.

3.2 Theoretical Framework

This research adopts Fairclough's (1995) three dimensional framework to analyze the data. The analysis focused on how the language and the visuals of the advertisements tend to manipulate and influence the consumers. According to Fairclough (1995: 91)

language is a part of society and it is a socially conditioned process. He also states that “discourse and any specific instance of discursive practice is seen as simultaneously:

- a language text, spoken, written which considered as text analysis,
- discourse practice (text production and text interpretation) that is processing analysis,
- socio- cultural practice, which deals as social analysis.

The study not only looked at the linguistic aspects of advertisement but also at the semiotic aspects as well. Fairclough’s (1995) framework looks only at text analysis but this study also deals with visual image also. This study also deals with socio-cultural practice, which is explained in terms of discourse, ideology and power. The analyzing procedures will be based on the following diagram.

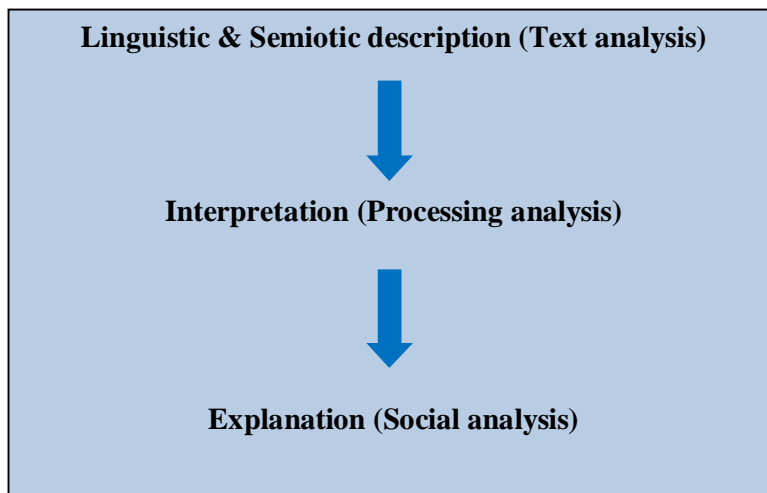


Figure 3.1: The Relationship among Discourse, Ideology and Power

(See Fairclough 2001 and Van Dijk 2001; Haque, 2008)

3.3 Setting

Data was collected in two ways, one was from advertisement and another was through interviews. The interview was taken from two groups—experts and common people. The interviews were gathered from formal (office) and informal (residence) settings.

Advertisements were collected from both print and electronic media. Print advertisements were collected from Bangladeshi daily newspapers and Bangla magazines. TVCs were collected from various Bangladeshi TV channels at home. Though the interviews were collected from formal and informal setting they had no significant effect on the findings.

For this research the researcher also used consent letter. Consent letter has a great significant to find out information about the experts.

3.4 Sampling

The study looked at two types of data—actual advertisements (print and TVCs) and interviews. The print ads were collected over a period of seven months (January to July 2010) from three national Bangla and English daily newspaper (*Daily Star*, *Daily Prothom Alo* and *Daily Samokal*) and five magazines (*Binodon Bichitra*, *Anando Alo*, *Charbala Chardika*, *Anando Vhuban* and *Sanonda*).

The researcher chose the *Daily Prothom Alo* newspaper to collect the advertisements because it is very popular Bangla newspaper in Bangladesh and it has a good reputation for its weekend magazine which is *Noksha*. The researcher also chose the *Daily Star* newspaper, because it is a very popular English newspaper in Bangladesh. *Daily samokal* is also popular Bangla newspaper in Bangladesh.

This study adopts *Sanonda* magazine to collect the print advertisement. Though it is an Indian magazine, it is available in Bangladesh and is quite popular. The price of the magazine is 28 taka which is affordable to most of the magazine readers. The print advertisements were also collected from *Binodon Bichitra*, *Anando Alo*, *Charbala Chardika*, and *Anando Vhuban* magazine. Those magazines are very famous as well as the oldest magazines in Bangladesh, and the price is also very reasonable.

During the period of seven months 11 TVCs on fairness products were collected among them six for women and five for men fairness-products. TVCs were gathered from BTV, RTV, Desh TV and NTV.

In day time people are busy for their work and cannot get a chance to watch TV. But in the evening especially from 7 pm to 11 pm most of the viewers watches television. For this reasons TVCs were collected from 7 pm to 11 pm which considered as a pick hour.

115 people were interviewed, to collect data who were divided into two groups. One was the experts group like skin specialist, pharmacists, cosmetic's business men, lawyer, barrister, actor, ad maker, singer, model, beautician, business persons and

sociologist. They were asked some common questions and some specific ones related to their specific specializations.

The common people from different occupations consisted of teachers, housewives, students, bankers, driver, lay people, cleaners, garments' workers, and job holders. They were from 18 to 45 years old.

3.5 Research Instruments

For this research, data was collected from advertisements (print media and TVCs) and people, through interviews (experts and common people). The researcher used several instruments to collect the data. TVCs were collected by video recording (Sony handy cam). The interviews were recorded with MP3 recorder, and digital camera (Sony cyber shot digital camera with 8 mega pixel regulation). In the consent letter there were five questions for the experts to make sure that their opinions can be used in this study with name and designation (Appendix A). They were also asked some personal information about their personal life, There were two sets of the questions, (Appendix B and Appendix C). Appendix B is for common people and Appendix C is for Experts. For common people (Appendix B) questions 1 to 6 were asked to find out the information to answer the first central research question. Besides, question number 7 to 10 (Appendix B) provided the answer for the second central research question. For the experts question 1 to 4 were asked to find out the information to answer the first central research question. Besides, questions number 5 to 8 (Appendix C) provided the answer for the second central research question.

3.6 Data Collection Procedures

Data was collected in two ways—from advertisements (print and TVCs) and another from interviews (with experts and common people). The time period of data collection was from 1 January 2010 to 31 July 2010. TVCs were collected from the private Bengali TV channels through video recording by digital camera. The print advertisements were collected from three Bangla and English newspapers and five magazines.

Print ads from newspapers and magazines were collected from two homes—the researcher's and her father's homes. During the prime time that is between 7 to 11 p. m. the TVCs were gathered from the national and three Bangladeshi private channels.

In terms of getting the opinions of experts and common people, 15 expert and 100 general people were interviewed. For experts' interviews, the researcher went to different institutions like business firms, law firms, universities, hospitals, beauty parlors, ad firms and shopping malls. It was difficult to make an appointment with experts because they were very busy. In order to get the interviews from experts appointment had to be canceled constantly.

In addition to the experts, interviews were collected from 100 common people from various backgrounds and professions like bankers, teachers, housewives, students, drivers, garment workers and so on. In most cases, the researcher went to their homes and sometimes their offices in order to conduct the interviews. It was not necessary to take appointment for the common people.

3.7 Data Analysis Procedures

As already mentioned, data was collected in two ways one was from advertisements (print and TVCs) and the other through interviews (with experts and common people). The data was analyzed in four steps: (1) analysis of the print advertisement, (2) analysis of the TVCs, (3) analysis of the common people's opinions, and (4) analysis of the experts' point of views. All the data were analyzed from a CDA perspective. The findings from advertisements and interviews were compiled and tabulated. The findings helped to answer the central research questions. This study shows how the impact of advertising discourse is used in the construction of power and how such power is exercised in terms of discourse and ideology. This study also finds out, how the fairness-product advertisements manipulate and influence the society.

3.8 Obstacle Encountered

The researcher faced various obstacles in order to collect advertisements from television due to load shading problem especially in the evening between 7 p.m. to 11 p. m .The researcher also collected data from 15 experts through interviews; but as the experts were very busy; many appointments had to be rescheduled several times. To collect the interviews, the researcher went to different places like hospitals, homes, ad firms, law firms, business firms and universities which were very difficult. In the same way the researcher faced difficulties while collecting data from the common people. In Bangladeshi culture people are not very cooperative in terms of giving interviews. They are not so quick in giving their opinions.

CHAPTER-IV

FINDINGS AND DISCUSSION

4.0 Introduction

Advertisements for fairness products promote the idea that fairness is equivalent to beauty, confidence and control over one's life (see Islam *et al*, 2006 and Karan, 2008). Such ads also promote self-confidence and security, love, marriage and career prospects and overall social acceptance depending on the color of one's skin (*ibid.*). Ads of fairness products tend to use catchy language and attractive models to sell the products and influence the customers claiming that their product will change the skin color of the consumers from dark to white. They (the consumers) will achieve successes in every step of life. Advertisement is a message to promote or sell a product (see Petly, 2002; Arens, 2002). Consumers gather the knowledge about the products and services through advertising. Consumers after watching ads feel that they know which product is good and which one is bad. Advertisements that are shown in the media especially the TVCs have an impact. The daily national newspapers might not reach everywhere in Bangladesh. Television commercials (TVCs) can send the message quickly and the visual images can provide information to the audience rather than the still pictures in newspapers. In this regard, CDA helps to show how the impacts of fairness product advertisements are used in the construction and exercise of power in terms of discourse and ideology. The main

purpose of this study is to raise awareness. In order to do this, this study addressed two central research questions:

1. How fairness-product ads influence the target people?
2. What is the impact of such ads?

This study looks at how advertisements (TVCs and print ads) of fairness products for women and men persuade and manipulate common people in the Bangladeshi context, from a CDA perspective. Data was collected in two ways: advertisements (TVCs and print ads) and interviews (experts and common people).

4.1 Analysis of the Print Ads

Selected discourses of the fairness- products ads for both women and men were studied from a CDA perspective. As already mentioned, this research adopted Fairclough's (1995) three-dimensional approach to discourse analysis in order to analyze the discourse of the fairness-product ads (for women and men).

4. 1. 1 Text Analysis

This study looked at 25 print ads. Among them 21 of them are for women, which are as follows : *Ponds White Beauty, Ponds White Beauty Facial Foam, Sandalina Sandal Talc, Meril Revive Talcum Power, Lotus Herbals Safe Sun, Lotus Skin Whitening Cream, Lotus Fairness Capsul, Dabur gulabari, Vatike Fine Fairness, Jack Olivol, Enjoy Fair Wash, Neutrogena Fine Fairness, Ligion Jilik Uptan, Fair and care, Ayurvedic Fair and Lovely, Vatike Fine Fairness face pack, Fair and Lovely Multivitamin, Fair and Lovely, Garnier Light, Emami Naturally Fair, Ever Yuth*

Derma Care, Ligion Upton for Lady, The four ads for men are as follows: *Ligion Gents Uptan, Fair and Lovely Men Active, Fair and Lovely Max Fairness for Men*, (Appendix-H). The ads were collected from magazines and newspapers.

The texts of advertisements use attractive language to create attention. Our society generally tends to believe the words of celebrities; they think that whatever the celebrities say is true. The common people seem to trust foreign companies, and they think whatever such companies write in their advertisements is true. So, these people become influenced by the catchy language of the ads and buy skin whitening products without any hesitation. In general skin whitening product ads tends to use visual images, colorful pictures, models which attract the common people.

4. 1. 2 A Motto

After analyzing 25 print ads, it was found that they all had common motto. Most of the fairness ads (Appendix- H) tend to use a motto to establish an ideology. It seems that without a motto print ads cannot project an ideology. The intention of a motto is to inform the reader about the products' ideology. The fairness ads uses motto in order to get readers' attention. For example the ad *Fair and Lovely Multivitamin* uses the motto like "World's number one fairness cream". Another ad *Sandalina Sandal Talc* says "Fit for all weather", *Ligion Face pack* uses the motto "Solution for all skin problems". These ads try to create a positive image of their products in the minds of their customers through the use of their mottos (Appendix-H).

4. 1. 3 Font Size

Font size is another criterion of print ads. Most of the fairness ads use large fonts to draw the readers' attention, for example *Lotus skin whitening cream* (Figure 4.1). In

this ad, the ad maker uses different font size to draw the customers' attention to various information.



Figure 4.1: Various Font Sizes

4. 1. 4 Languages

The language of the ads is another important criterion for print ads. Most of the fairness ads employ code switching. Ad makers use both Bangla and English languages in ads in order to attract the consumers' attention and thereby to sell their

products. In some ads majority of the texts is in English and Bangla to some extent. Some ads use Bangla but sometimes use English also.

For example in Figure 4.2 ad maker uses both Bangla and English languages just to draw the customers' attention. In Figure 4.2, Bangla language is used to make everyone understood and English is used in big font size to attract consumers' attention.

**Intense protection,
light feel**

English Language

3-in-1 Matte-Look
Daily Sunblock SPF-40

Sun Protection Break Through

- ▶ রোদ থেকে ব্যাপক সুরক্ষা
- ▶ ত্বক উজ্জ্বল করে
- ▶ ম্যাটিফাইং এফেক্ট

Bangla language

Bangla version but English meaning

LOTUS
HERBALS
SAFE SUN

Advanced Protection System

www.lotusherbals.com

Figure 4.2: Code Switching of the Languages

4. 1. 5 Repetitions the Words

One important feature of some ads is the repetition of words. The ad in Figure 4.3 repeats the word “Max” 10 times. Repetition of the words tries to create a positive image of the product in the customers’ mind.

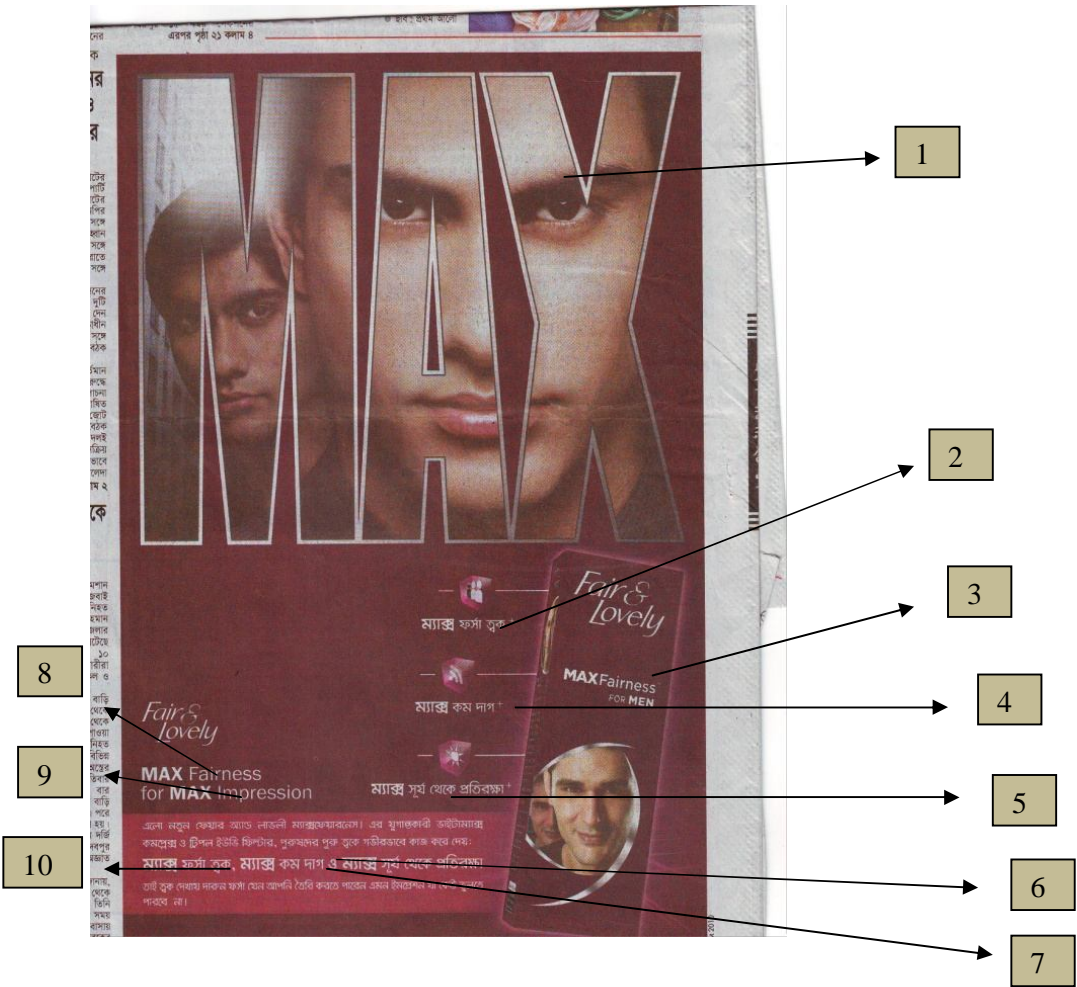


Figure 4.3: Repetitions of the Words

4. 1. 6 Images

Images are another attention seeking device which is used to draw the attention of the consumers. A lot of images (e.g. models, products, etc) are used in the fairness ads both in men’s and women’s advertisements (Appendix-H). Basically images are used on the left or on the top left hand side of ads. Ad maker knows that when people take a glance at the daily newspaper or magazine they will first be attracted by the images.

Figure 4.4 shows the image of a girl and Figure 4.5 shows the image of a product. Both the images are very large in comparison to text. Hence the audience will first be attracted by the image and then read a text.



Figure 4.4: Model's image



Figure 4.5: Product's image

Figure 4.4 and 4.5 are an example of images (such as model, product's picture) which are employed on the left hand side and bottom of ads.

4. 1. 7 Colors

Color is used as another attention seeking device. Ad makers of fairness ads use various light colors like white, yellow, pink, light green, orange, and so on in the ads (Appendix- H) to attract the attention of the consumers. Among the various colors pink is common. Usually the ads tend to reflect the color of the product, as it can be seen in Figure 4.6. Here different shades of pink is used as the color of background and texts, which is as same color as the product it self.



Figure 4.6: Color Combination of the Ads.

4. 1. 8 Layouts

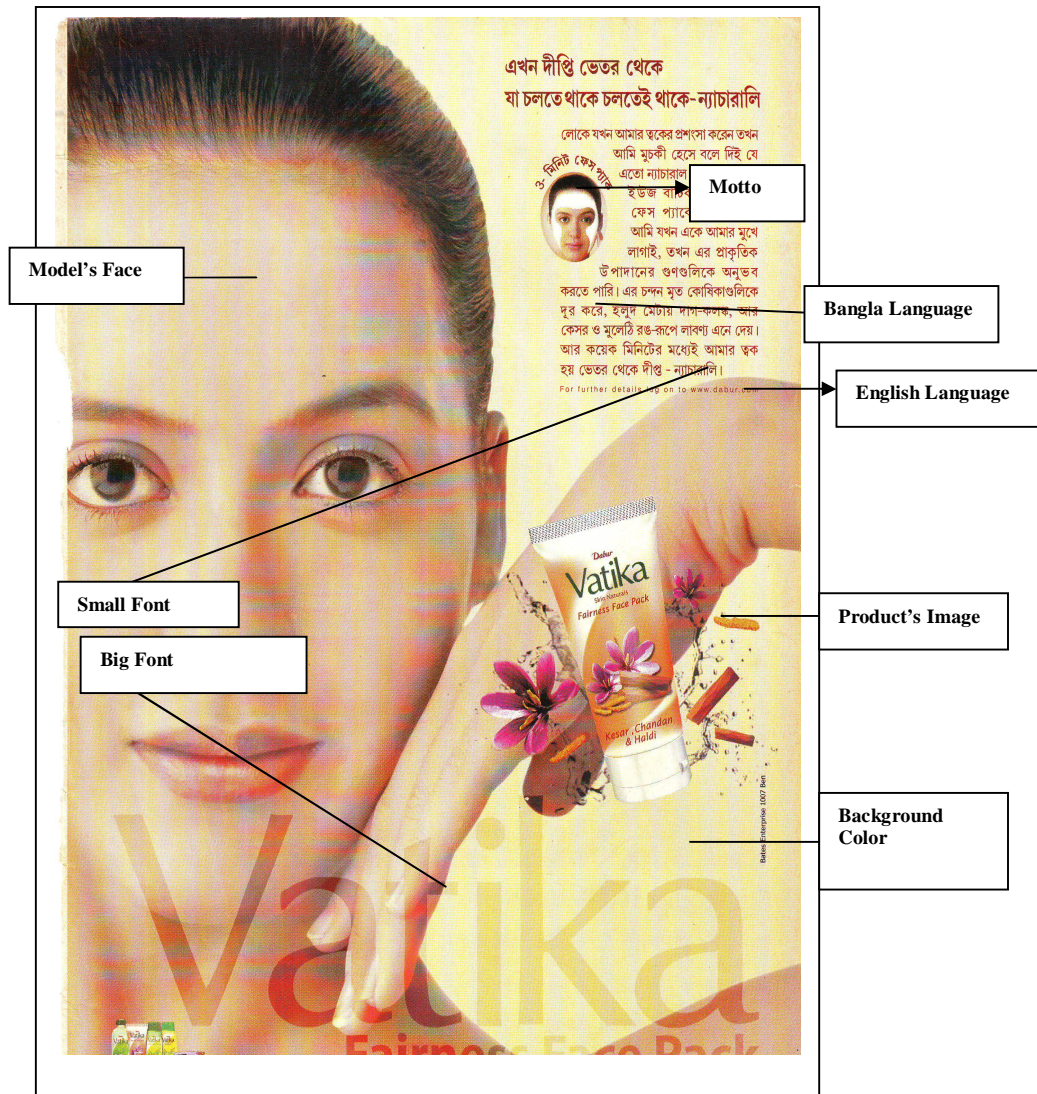


Figure 4.7: Layout of Fairness Ads

Ad makers of Fairness ads design the ads with various kinds of linguistics and semiotic elements. Analysis of the 25 ads (Appendix- H) reveals that the layouts of the ads are similar to each other. Figure 4.7 shows the layout of the ad, and the ad is

“Vatika Fairness Face Pack”. The Vatika Fairness Face Pack advertisement is designed with various kinds of strategies. It is found that the ad maker uses the name of the product in the below of the page. A lot of texts have been used in this ad, which is found at the top of the right side of the page. A motto is found in this ad with a model’s picture, which is using this face pack that is at the top of right side of the page. This ad also uses various font sizes .This ad is using both Bangla and English languages. The ad maker uses the images in two ways—one is models face another one is products picture. Two types of colors are used in this ad—one is light brown and another one is deep brown. The back ground color is also light brown .The product color is white and brown .For this reason the model’s face color is also light brown.

4.2 Analysis of TVCs of Fairness Products for Men

Among the 11 TVCs 5 of them were for men (M1 to M5).These ads express the idea that men’s skin need an extra effect to make fairer and fairness cream help them to feel fresh for a long time. According to most of the men’s fairness ads, a man is successful if he can draw the attention of the ladies. In the TVCs M1 and M2 (see Appendix-E, Table 4.2), the male models try to draw the attention to the opposite sex. In those two ads, the women after seeing fair and handsome men, become amazed by their (men’s) facial beauty (fair complexion), and say ‘Hi Handsome’! The theme ‘to attract women is found four ads out of 5 TVCs (M1, M2, M3, M4) (see Appendix-E, Table 4.2).

Apart from the theme of ‘attracting the opposite sex’ another theme of fairness TVCs for men is being “successful in job market” (see Appendix-E, Table 4.2). In this ad

the employer wanted to test the interviewee's confidence and gave him (interviewee) a chance to place question to the employer. The interviewee was so confident that during the question answer section he (the interviewee) placed questions like "when I can join sir?" (Appendix-E, Table 4.2). This ad also draws the attention of the viewers because the interviewee is questioning one of the interviewers.

Similar to the TVCs for women, voice over is also important for men's fairness ads. Usually voice over give a clear message to the audience regarding the function of fairness products.

Jingles are also important for the men's fairness ads. The background music matches the themes of the ads. In the ad M3 and M5 the background music expresses that every boy should use fairness cream and achieves success (Appendix-E, Table 4.2). Another image expresses that every boy should use fairness cream and bring success which is seen in M5 (Appendix-E, Table 4.2).

In the analysis of TVCs of fairness products for men, setting is another important criterion. The viewers can easily identify the theme by the setting. For example in the ad M5, the setting of the ad is corporate office which indicates a job interview (see Appendix-E, Table 4.2). Attire is another important criterion. In the ads M1, M2 and M4 the male models wear white shirt and blue jeans, which indicates the perfect combination to their attires. Here blue and white color represents the beauty of men. Blue and white also represents the perfect matching for gents attires.

4.3 Analysis of TVCs of Fairness Products for Women

During the data collection period (seven months) 11 TVCs were collected. Among them six of them were for women and five for men.

Six women's fairness-product ads have been collected for the analysis (Appendix D, Table 4.1). Among them the common theme is 'successes' and 'love' as a result of using the fairness products. In the collected ads 'success' is highlighted in the form of a 'future rock star', 'actress' and famous star like Modhubala. In the ad F2, the main theme is success (becoming rock star). There are two sisters, one is rock star. The younger sister tells her elder sister (in bangla) *AvcyAmg tZvgvi gZ ntZ PivB* (I want to be like you) (Appendix D, Table 4.1). Then the elder sister says to the younger sister that, she has to use "*Fair & Lovely multivitamin*" regularly beside dieting and practice. *Zvtj c'vKuUtm c'kvcmk tdqvi GU jvfjx e'envi Ki c'Zw`b* (in Bangla). After using Fair & Lovely multivitamin the younger sister become a famous rock star like her elder sister. Here practice is more important. It is a success of young person, young fashion. These ads suggest that to be a successful person talent is not enough; one should have fairness along with talent to get success in life. In the ad F3 a girl practices dance under the guidance of a dance director. The director says- 'beautiful eyes, great smiles but something is missing in the face (*Zvici I tPrvivi wK thb tbB*) (in Bangla). The director says this because the girl is not that much fair, which indicates that fair skin is very important for success. This ad emphasis only the external beauty (fair skin) of a human being. After using the "*Fair & Lovely*" the girl gets the chance in the dance competition and she looks like the famous star Modhubala. It should be mentioned that Modhubala was beautiful actress during the 1940's and 1950's whose main attraction was her infamous smile (Gera, 2009).

Another theme is not just love but ‘love at first sight’, which is found in the ads F1, F5 and F6 (Appendix D, Table 4.1). In the ads F1, F5 and F6 love is not directly mentioned (Appendix D, Table 4.1), these three ads focus on how one can become more attractive by using fairness cream. By using fairness cream the female models of those ads become fair and attractive which results love at first sight. According to F6 (Appendix D, Table 4.1), the hero (lover) is painting the heroine’s face. On the first day he paints some spots on the portrait because some spots were there on the heroine’s face. But the heroine uses ponds white beauty cream and her face becomes spotless and fair in just 7 days. After 7 days the hero reduces the spots from the picture. And he amazed to see her white complexion and draws a diamond ring on her finger in the picture. There is no textual dialogue between the characters in the entire TVCs. Only gesture and eye contact makes this ad communicative to the viewer. In the background the Bangla song expresses the emotion of the two lovers. The song is not a band song but something that is light and romantic (*FiveQ Amg ej uQ K_v, fiveQ t`uLbv tZigvq, Zng Avgi ü`tq, Avil `y t_tK ZmKtq t`L LjR cvte Avgs tmB uPi tPbv*), (in English-I am thinking at the same time telling, you are thinking I am not seeing you. You are in my heart. See from far away, see at me and looking at me, will get me which is ever seen).

Voice over is important in all the TVCs, which are collected. In the TVCs F1, F5 and F6, there are no verbal communications among the characters; the characters communicate with their gestures, postures and eye contact. The settings of all the TVCs are also important. The setting indicates the basic idea about the ads. In the TVCs F1, the location is the stage of an auditorium or a theatre, which indicates that

the model of these ads is rehearsing to become a successful star. Other TVCs F6 the setting could be the home or studio apart of the painter who is painting portrait of a girl. The setting and situation indicates the intimate relationship between the two characters.

The background colors of all the TVCs are very light, usually white, light blue and pink. The attire is also light colored in the TVC F1 the female model wears a pink fatua and male model wear a white shirt. In the ads F2 the attire also matches this ad because rock star is always fashionable. For that reasons, the models' attires are 'fatua' and 'jeans' when they are performing in the stage. In F5, the female model is wearing a white blouse/top and pant. In the other TVCs most of the models wear pink dresses which represent the beauty of women.

4.4 Analysis of the Interviews with Common People

Question number 1 was asked to know about the interviewees' age (Appendix-F and G Table 4.3 and 4.4). Among 100 interviewees, 40% were from 18 to 25 years old. Among these 40 people, 22 were female and 18 were male. There were 40% people within the age group of 26 to 34 where 24 were female and 16 were male. The other groups (from 35 to 45 years old) were 20% of total number of common people where 11 were female and 9 were male.

Question number 2 looked at the occupation of the interviewees. Out of 100 respondent 20 were students; among them 11 were female and 9 male. The numbers of housewives were 12 and 20 were job holders, where 14 were female and 6 were male. 16 teachers (of school, college and university) were interviewed where 9 were

female and 7 were male teachers. The numbers of servants were 10. Among them 7 were female and 3 were male. 8 male drivers and 4 female garments worker were interviewed. The other common people who were interviewed consisted of three night guards, two cleaners, four gardeners and one is sweeper.

In response to question 3, 96% said that they regular watch fairness-product ads on TV while 4% said they sometimes watch such ads.

For question 4, 28% of the respondents said that they do not use fairness-products among them (28) 12% were male and 16% were female. 15% said that they do not use fairness products anymore because they found that the products do not work. 57% said that they use fairness products.

In response to question number 5, 72 interviewees answered the question out of 100, because rest 28 interviewees were not influenced by the media or friends and family. 72% were influenced by the use of fairness products through various media like TVCs, magazines, newspaper etc. Among them 40 were influenced by TVCs and rest 12 were influenced by the print media and the rest 20% were influenced by the family member and friends.

In response to questions 6, 28% do not answer the question because they are not using any fairness products, and 72% answer the question. Among them 60% used 3 times in a day and 12% says that they use 4 times in a day.

In responses to question 7, 72% of the interviewees use fairness products, among them 30% said that such products do not make them fair, 18% said that it works slowly, 16% said that it removes acne and oiliness and 8% said that the products make them fair. Among the 28% who do not use fairness products, 8% said that such products are bad for skin. 6% said that long term use will damage the natural color of the skin. 4% said that they cause skin diseases while the rest (10%) said that they did not have any idea regarding the fact of fairness products.

Regarding question 8, 32% said that fairness ads control the minds of both men and women. On the other hand 19% replied that fairness ads uses ordinary language. 18% said that they believe fairness ads. 29% like to watch fairness product TVCs, but do not believe them. 2% of the respondent feels depressed by such ads.

In responses to question 9, 29% of the interviewees said that success does not depend on fair skin while 22% answered that fair skin for girls is important, in Bangladeshi context, as most of the family look for fair girl for marriage. 12% people have said that fair means good looking. Though success does not depend on fair skin, in some jobs fair skin is important, like air hostess, newscaster, and receptionist. 8% interviewees have replied that success means good academic qualification and good character but not fair skin. 9% has said that success means hard work but not the fair skin; 20% people have said that in the job market or to get the success in life fair skin has an impact. According to them fair skin has a good sign for success.

In responses to question 10, 28% said that they did not use the fairness products, in which 8% said such products just influence people by their ads. 13% said that fairness products presents wrong ideas and 7% said that such products do not make people fair.

4.5 Analysis the Interviews with Experts

There were 15 experts, who were working in different position in society. They were—one barrister, one lawyer, one skin doctor, one pharmacist, one singer, one add maker, one business man and one business women, three fairness product business men, one sociologist, one male beauty expert, one women beauty expert, one singer and one actor. Add maker, model, singer, actor expressed their views about the media sector while advocate and barrister talked about the law and regulation of the advertisements. In the same way business persons, talked about the business market policy and situation. On the other hand skin doctor and pharmacists expressed their views, regarding the side effects of using fairness products. Since they gave permission to mention their identity, their names and designations are given below:

1. Barrister Taufiqur Rahman. Head of Laws, London College of Legal Studies (Gulshan).
2. Advocate Sk Golam Rosul. Supreme Court of Bangladesh. Income Tax, VAT & customs Consultant.
3. Dr Syed Afzalul Karim. M.B.B.S D.D.V. Dermatologist. Associate Professor, Department of Dermatologist, Holy Family Red Crescent Medical College & Hospital.
4. Pro Dr Muniruddin Ahmed Pro Vc at East West University.
5. Ad maker Mr. Sumon. Bipotip
6. Khushnum Anjum. Sociologist.
7. Shakwat Hossain Mamun. Vice Chairman. Bhay A Group of Industry.
8. Mrs Kohinur Rosul. Director. Business Media Private LTD.

9. Faisal Ahamed. Executive Manager. Persona MEN'Z. Gulshan 2.
10. Asma Arafin. Manager. Bodhua Beauty Parlor.
11. Azaz Ahamed. Fairness Product Importer. Gulshan Market.
12. Mr Mamun. Importer of cosmetics. Gulshan Market.
13. Sumon. Fairness Product Importer. Gulshan Market.
14. Arafat. Singer and Actor. The Circle-Mixed Album.

According to ad maker (who is an ad producer as well as ad maker at Bipotip) point of view; ad is a kind of technique which also calls the business policy. The duration of the time is short, but the theme is very vast. In advertisements the ad maker expresses the idea about the products' quality. He said that fairness product do not make fair properly but sometimes it works. In his personal life he does not use any specific fairness product but he sometimes uses. Fair complexion has a positive sign in human life, which also makes attractive. He also mentioned that in some cases fair complexion has a good sign for success but not always. To achieve success everyone should select their aim in life. Without aim no one can succeed in their life.

A male beautician who is an executive manager of Persona's male section said that beauty means smartness. He also said that fair complexion also expresses the beauty but fair complexion is important only for girl not for male. Male beauty means smartness, hairstyle, and behavior. While talking about the fairness products, he said that he has no idea about those products because in his parlor, beauticians do not use any fairness product; they also do not suggest their customers to use any fairness product. He said that they have their own herbal product which they used for their customers and also suggest using. About the fairness ads, he said that every business

has its own policy; so fairness ads used their policy to sell their products. He hesitated to comment on fairness products advertisement. One female beautician, she is a manager at “Bodhua Beauty parlor”. Her interview was revealed the same finding the male beautician.

One business man who is a vice chairman in Bhaya Group of Industry said that fairness ads creates the confidence to the users .The languages they use are not authentic but capture the market by their models and languages; it is a kind of business policy to sell the products. Even the models, who are performing in these ads, may have no idea about the products; they also may not use the product. They are performing in the ads only for their profession and money. Business is not only making money, it has some social norms and regulations, but very few business persons keep it in their minds. Our Government depends on the Tax of business community. For that reason Government never bother about the ads whether it is real or not. Not only the local companies but also the multinational companies take that privilege. The fairness product companies never follow any rules and regulations to create ads; they just make ads to sell the products.

The female business woman is the director of Business Media Private LTD. She said that the ads published in the media about fairness products are only for influencing for the people. Actually if the fairness products can change the color of the person, there would not be any black color men/women in our country. To prosper in life everybody needs to be smart. But by using the fairness products they cannot be smart. The ads of fairness products, they are making influence to the person and promote the

idea that, they can get a better job by using the fairness products. This is not true, it is a dream only.

Three fairness products sellers at Gulshan market says that fairness products cannot make fair in full but have some good effect. Because if not affectability of these, then a large number of fairness products will not be sold in the market. They said that the fairness products create a good result in the skin of the person and then make them fair. It is not suitable for using the fairness products by seeing the ads in the media. Before using any kind of fairness products everyone should be find out the nature of his or her skin's condition.

One pharmacist, who is a pro-vc at East West University, said that the ads shown in the media are a sort of puzzling. The ads only attract the viewers. We can learn a lot from the TV but the ads, based on fairness broadcasted in TV are totally based on a false theory. He thinks that the Government should take active steps on this side. He also said that the chocolate is harmful to our health but it cannot be stopped due to its demand on the market. Since, Bangladesh is not a self supported country the ads of fairness products are forcibly broadcasted by us. Most of these products are imported; so we can say the telecasting of the ads is a type of give and take business. He further said that smoking is bad for our health. All the laws and regulations based on this will not stop it until the consumers stop smoking. Not only the Government but also the public plays an important role on it. While talking about the side effect of fairness-products he said that a huge amount of damage can be done by using such fairness-products. The skin problems will not be visible within a day but after a noticeable times it will be visible. He also said that the word herbal/halal on such fairness-

products are only to influence the consumers and capture the market. Chemical is added to these products and any sort of chemical is bad for skin even if it is natural or foreign. He thinks that fairness is not a major factor to become successful in life. He said that dark people also are at the top position in many countries around the world. For example the American Precedent Barak Obama has a black complexion but he is a successful man. Even boys from the western countries are interested to marry the dark ladies.

The skin doctor is engaged at Holly Family Hospital as a senior doctor. He said that, a person become black for five reasons, those are: genetic, weather, geographic, hormone and for the sun-light. In the first of all should know the cause of fairness. For example there is no treatment for diabetic. That means diabetic cannot be cured. It can be controlled. Those who are black cannot be fair by using fairness products. The black person should have to find out why he or she is black? If he or she is black for genetic reason then he/she can get some of good result by using the sunscreen. For dryness or black skin for sunscreen, sun block cream may help for that purpose. There are many doctor in our country that make wrong treatment and their speech are also not authentic. He says that the media gives us the wrong idea and also influence our society. He also raised a question regarding the use of the word 'Harbal' in the shape of fairness products.. Fairness ads published that, their products are 'Harbal', but it is not good to use the same on the basis of their publicity. He also says that for using the fairness products skin can be thin and face the allergy problem.

One barrister who is presently engage at London College of Legal Studies as a Head of Laws, said about the laws, the rules and the regulation of making and broadcasting

advertisements in Bangladesh. According to his knowledge about these laws, the companies have to take legal permission from the Bangladesh Government to broadcast an ad in Bangladesh. There is a broadcasting law in Bangladesh, but the problem is that the ad agencies do not follow that law. He also points out that the ads which abuse the society cannot be seen in the TVCs. He said that the way the fairness products are influencing the consumers is a type of business criteria. The ads of fairness products are basically copied from abroad, which influence the consumers. Many sorts of lies and truths are hidden inside a fairness ad. But our government never concentrates on such ads. He also said that in western countries the harmful side of a product is mentioned in the corner of the ads which are viewed in the TVCs, and which makes an alert to the consumers. He mentioned that “fairness in just 7 or 21 days” such sentences are used only because it is a part of the business and it gets the attention of the consumer. But any ad claiming money back guaranty if fairness not obtain within some specific days can be charged if it fail to do so.

One advocate who is engaged in Supreme Court of Bangladesh says that it is natural for a person to make him/her beautiful. The people who are black or brown try to make beauty or fair. The people who are using fairness products can change their face temporary but in future it can create problem for the skin. There is no law enforcement in our country about the product. If the laws were enforced and if any customer faces any problem using a particular product then the manufacture company of that product would be entitled to punishment by the law information authority along with to be paid the compensation also. To earn profit, the manufacturers are cheating on common people by giving wrong information or hiding information about their products.

One singer as well actor who is performing in a mixed album 'the circle' said that those person whose are black or brown they tried to make themselves. They used fairness product. But fairness products cannot make fair in full but have some good side. It removes oiliness also dryness and looks fresh. But everybody should follow the nature of the skin before using the fairness products. Beside this it is also in need to follow up the age for the person who will use the products.

4.6 Findings in Terms of Central Research Questions

The following central research questions will be answered. The two central research questions that this research sought to answer are:

- How fairness product ads influence the target people?
- What is the impact of such ads?

This research looked at 25 print ads and 11 TVCs which found that the ad makers use various strategies while making the ads. The ad makers use not only the linguistic elements in the ads but also the semiotic elements to attract the consumers. The findings suggest that the combination of visual image, linguistics texts influence the customers. The ad maker uses such texts only to sell their products. The name of the products also contains some influencing words which motivate the customers towards the products' names. Most of the advertisers use adjectives in their products' names for example *Fair and Care*, *Fair and Lovely*, *Ponds White Beauty*, *Emami Naturally Fair* (see Appendix-H).

In Figure 4.8, “Fair and Care” claims that you become “Fair from first day”. But the experts, one of the interviewed (who is a pro-vc at East West University) says that no cream can make anyone fair from the first day. He further said that fairness creams cannot change the real color of a person.



Figure 4.8: Influencing Text of the Ads.

The producer of ‘Emami Naturally Fair’ cream says that their product is natural. However one of the experts, who is a doctor in Holly Family Hospital says that all

commercial products have some kind of medicine/chemical. So the advertisers are using false information though they claim that their products are natural.

After analyzing the advertisements, the result suggests that the visual images greatly influence the consumers, through the attractive models as well as through the background images. The advertisement like 'Ponds White Beauty' (Figure 4.9) shows a big visual/image of a pretty women with fair skin. The pinkish background indirectly indicates that after using their products your skin may also become pinkish in nature. Most of the advertisements use visual images of beautiful women. Here men and women are used as sex object and beauty object.



Figure 4.9: Background Colors of the Ads.

Ayurvedic Fair and Lovely (Figure 4.10) uses 16 natural materials. They contain natural skin-lightening agents such as kumkumadi talcum. The visual is two third of the picture. The visual attract through color, picture etc. Also the other ads influence in the same way.

**আবিষ্কার করুন ফর্সা হওয়ার
৫০০০ বছরের প্রাচীন আয়ুর্বেদীয় রহস্য।**

এই ১৬ টি উপাদানের জাদুকরি মহিমায় !
১৬টি আয়ুর্বেদীয় নির্যাসের এক অনন্য সমন্বয়- *কুমকুমাদি তেল*
আর ফেয়ার এ্যান্ড লাভলীর রূপ-প্রযুক্তি - এ দুয়ের সমন্বয়ে
এলো নতুন ফেয়ার এ্যান্ড লাভলী আয়ুর্বেদিক রং ফর্সা করার ক্রিম,
যা মাত্র ৬ সপ্তাহে ভেতর থেকে আপনার রূপকে করে
নজরকাড়া ফর্সা ও দীপ্তিময়।



চন্দন
ফর্সা মোলায়েম ত্বকের জন্য



কুমকুম
পুনর্জন্ম ও অ্যান্টি-অক্সিজেন্টের জন্য।



মঞ্জিষ্ঠা (কলকম)
ত্বক সংকোচক। ত্বকের দাগছোপ, বর্ণবিকৃতি ও গুদাহের নিরাময়ের জন্য।



উথিরা মূল
শীতলীকারক।



অজস্ফীর
শীতলীকারক, ত্বক সংকোচক ও পুষ্টিসমধারী।



লাক্ষা (কাষায়ম)
উদ্দীপক।



কলিয়া
শীতলীকারক ও কোমলতা সমধারী।



নীলোৎপল
বলবর্ধক ও শীতলীকারক।



ন্যামোশপাদ
বলবর্ধক, ত্বক সংকোচক ও শীতলীকারক। যন্ত্রণাদায়ক ও জ্বখম ত্বকের নিরাময়ের জন্য।



যষ্টিমধু
কোমলতা ও অর্পিতা সমধারী এবং শীতলীকারক। সংবেদনশীল কমনীয় ত্বকের জন্য।



পদ্মক
ত্বকসংকোচক



মঞ্জিষ্ঠা (কাষায়ম)
ত্বক সংকোচক। ত্বকের দাগছোপ, বর্ণবিকৃতি ও গুদাহের নিরাময়ের জন্য।



পদ্মকেশর
ত্বক সংকোচক। তেলতেলে ও পরিখত ত্বকের জন্য।



লাক্ষা (কলকম)
উদ্দীপক।



পাতাপ
ত্বকসংকোচক



যাঠব
অর্পিতা ও কোমলতা সমধারী এবং পুনরুজ্জীবক ও পচন নিবারক।



নতুন
AYURVEDIC
Fair & Lovely
FAIRNESS CREAM

ফেয়ার এ্যান্ড লাভলী আয়ুর্বেদিক রং ফর্সা করার ক্রিম

Figure 4.10: Visual Images of the Ads.

For men's fairness ads picture are also important. In Figure 4.11, 3 visual can be seen of a confident looking man who has fair complexion then the picture of a man who is applying the cream which is 100% natural. There is also a picture of box containing the product which has a image of fair complexion man. Similarly most fairness ads for men and women tend to use images, picture along with text containing catchy adjective to grab the attention of potential customers.

সব সমস্যা ফ্রেশ

লীজান® জেন্টস উপটান

ছেলেদের সৌন্দর্যে এই প্রথম

100% Herbal

লীজান হারবাল
N. S Products
Dhaka, Bangladesh

চন্দন, নিম, যাষ্টব, একাদি এবং হলুদ সহ ১৪টি প্রাকৃতিক উপাদানে তৈরী
Skin Scrubber

ব্যবহারে

- ছেলেরদের ত্বক হয় উজ্জ্বল, মসূন এবং সতেজ।
- রোদে কালো হওয়া ত্বক ফর্সা এবং দাগমুক্ত হবে।
- মুখের চামড়া টানটান রাখে বলে, ত্বকে বয়সের ছাপ পড়ে না।
- সেভ এর পরে ব্যবহার করলে এন্টিসেপটিক এর কাজ করবে।
- অকালে দাড়ি পাকবে না।

রোদ, ময়লা, ধুলোতে ছেলেরা বেশী পরিশ্রম করে বলে ছেলেরদের ত্বকের যত্ন নেয়া বেশী প্রয়োজন। তাছাড়া ছেলেরদের ত্বক কোনভাবে আক্রান্ত হলে মেকআপ দিয়ে ত্বকের সমস্যাগুলি ঢাকবার উপায় নেই।
“তাই ছেলেরা ত্বকের যত্ন নিন প্রতিদিন”

Figure 4.11: Influencing Ads

After interviewing 100 common people it was found that 40 were influenced by watching TVCs of fairness products, while 12 were influenced by fairness ads in magazine and newspaper, 20 people were influenced to use fairness cream based on the advice from friends and family member. The findings from the interview suggest more than fifty percent of the respondents were influenced to use fairness cream based on the ads on TV and the print media were images and text are important in convening the common people.

In order to answer the second research questions, questions 7-9 of the common people along with the responses of the experts were used.

After analyzing the question 7, 8 and 9 it is found that fairness products have a great impact on people (see Appendix-F and G), in which 30% of the interviewees said that fairness products do not make people fair (see Appendix-F and G). 28% said that they used to use fairness products, but after getting no benefits; they stopped using them. Also 32% said that fairness ads control the minds of both men and women (see Appendix-F and G).

15 experts from different back ground (medicine, law, education, beauty industry, business world etc) were interviewed, to get their professional opinion regarding the impact of fairness product.

The words of the experts of the various field shows the negative impact of such fairness ads towards the society. Five experts says that the ads they are used only for entertainment purpose. The experts further said that we can learn a lot from the

television but the ads of fairness products are totally based on false theory or story. The languages they use are not authentic but those ads capture the market by their models and languages, it is a kind of business policy to sell the products. Even the models, who are performing in these ads, may have no idea about the products; they also may not use the product. One expert said that the fairness product companies never follow any rules and regulations to make ads; they just make ads to sell the products. One expert's point out that, fairness is not a major factor to become successful in life. According to experts view, dark people also are at the top position in many countries around the world. For example the American Precedent Barak Obama has a black complexion but he is a successful man. Even boys from the western countries are interested to marry the dark ladies. In general the experts' views suggest that the print and TV ads influence the common people in order to sell fairness products.

4.7 Findings In Terms of Power, Discourse and Ideology

Critical discourse analysis focuses particularly on the relationship among power, discourse and ideology (see Fairclough, 2001). It studies the way in which “social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political context” (Van Dijk, 2001: 325). Fairness ads use discourse to control the mind of the common people. Fairness ads exercise their power by their persuasive discourse.

This research has studied print ads and TVCs and interviewed common people and experts. Fairness ads maintain their power by using various ideologies. Ideology may be approached as a set of ideas, beliefs and values held by an individual, a group, a

society or a culture. It is such sociocognitive and discursal elements that particular individuals acting as a group with a given set of vested interests are able to exert dominance on society at large. The ads of fairness products have selected and create their ideology through their language, images and their names. All the fairness products have English names. Similarly fairness products with English names influence the Bengali society, as they feel anything foreign, especially international or western is better than anything local (see Haque 2004). The catchy languages of fairness ads create positive ideology as a result of which we tend to saying buy the products. Advertisement like '*Sandalina Sandal Talc*' expresses their ideology by their text 'fit for all weather' (see Appendix-H). '*Fair and Lovely Multi Vitamin*' claims to be the World's no 1 fairness cream (see Appendix-H).

Another advertisement '*Ligion Gents Upton*' claims that their product is 100% herbal. In general, common people may feel that 'herbal' makes free of chemicals; through such words advertisers spread their ideology to make consumers buy their products. The advertisements in this study show their power through their ideological text as well as visual images in the form of attractive models for advertising. For instance, *Ligion Gents Upton* ad presents a leading male model of Bangladesh (see Appendix-H).

Ayurvedic fair and lovely exposes their power through the images of natural herbs (see Figure 9). Ad maker have the access to discourse and that is how they can control the mind of the consumers.

TVCs of fairness ads connect fairness and beauty with marriage, success; job opportunities (see Appendix-D and E). In our country being dark is seen as the source of many social problems, from the birth till marriage. As a result, dark girls and boys suffer from inferiority complex and have to make effort to look good; a common theme “how to become attractive by using fairness cream” is found in four of the five ads for men (M1, M2, M3, and M4) (see Appendix-D and E).

It is obvious that the ads are attracting the people to become fair and reinforcing the fairness ideals, and young people are being lured by the ads to become fair.

CHAPTER-V

CONCLUSION

5.0 Introduction

In Bangladesh majority of the people are dark-skinned with variation in brownness as well (Islam *et al*, 2006). Advertisements for fairness products promote the idea that fairness is equivalent to beauty, love and success (Islam *et al*, 2006; Karan, 2000). Some advertisements have negative cultural ideas and focuses on how a woman's beauty is measured by the degree of fairness of her skin (Arif, 2006). The ads of fairness creams state that regular use of cream will make one white or fair within a few days and thus their fate will be changed and they will achieve successes in every field of their life. In this regard, CDA can help the consumers by informing them regarding how they are deceived by fairness ads. CDA informs the consumers about the power of discourse of fairness ads and how language is used by such ads in order to influence and manipulate them (the consumers). The main purpose of this study is to raise awareness, so the consumers are not influenced by the use of language in advertisements before buying any kind of fairness product. In order to do this, this study addressed two central research questions: how fairness-product ads influence the target people and what is the impact of such ads?

5.1 Summary of the Findings

The findings result that ad makers use various strategies, and various linguistics elements to attract the consumers. The findings suggest that texts influence the consumers through their artificial and catchy language. The ad maker uses various

colors in the ads. Color is used as another attention seeking device. Ad makers of fairness ads use various light colors like pink, white, yellow, light green, orange, and so on in the ads (Appendix- H) to attract the attention of the consumers. Among the various colors pink is very common. Usually the ads tend to reflect the color of the product. A lot of images of both men and women are used in fairness (Appendix- H). Basically images are used on the left or the top side of ads. Ad makers know that when people take a glance at the daily newspaper or magazine they will first be attracted by the images. The language of the ads is another important criterion for print ads. Most of the fairness ads use code switching. Ad maker uses both Bangla and English languages in fairness ads in order to attract the consumers' attention and thereby sell their products. In print advertisements majority of the texts are English and Bangla, only to draw the attention of the consumers.

TVCs of fairness products for men and women claim to change skin color of consumers from black to white and thus their fate will be changed and they will achieve successes at every stage of their life. The TVCs of fairness products promote the idea that fairness is equivalent to beauty, love and success. In our country being dark is seen as the source of many social problems, from the birth till marriage. As a result, dark girls and boys suffer from inferiority complex and have to make an extra effort to look good. The advertisements in this study show their power through their ideological text as well as visual images in the form of attractive models.

The ads of fairness creams state that the use of the cream will make one white or fair within a few days. But from the experts' point of view it was found that, it is impossible to change dark skin to white by using cream. They further mentioned that

continuous use of the fairness cream may make their face look fresh, but not white. They explained that we can learn a lot from television, but the ads of fairness products are based on false theory. The languages they use are not authentic. The ads capture the market by their models and language; it is a kind of business policy to sell the products. Even the models who are performing in these ads, may have limited idea about the products, and may not use the products themselves.

5.2 Contribution to Research

In linguistics CDA is a new branch which studies any type of discourse (linguistics and semiotic) in order to find out the hidden issues and agenda which are rooted in the society (Haque, 2008). CDA discloses the hidden issues which cause the unequal power relations in society (see Van Dijk, 2001; Haque, 2008). It informs people about how language is used by various groups and institutions in order to influence deceive and manipulate people. There are very few researches done from a CDA perspective especially in Bangladesh. There are some students who have done their research from CDA perspectives, and they realize the significance of CDA and its usefulness inside and outside academia (Haque, 2009: 63). This research studied the discourses of the ads of fairness-products from a CDA perspective in order to expose the unhealthy competition of advertisers. The study has shown the power of language, and explains how language can be used to influence and manipulate the consumers. This research will contribute to other existing researches and future researches from CDA perspective. From CDA and advertisement perspectives, there is very little literature review.

5.3 Practical Implication(s)

This research investigated the power of discourse of the fairness-product ads and explains how such ads are used to influence and manipulate the consumers. This study also shows the power of discourse of fairness-product ads, and their impacts on the consumers. In a consumer oriented society CDA can help the consumers who are influenced and manipulated by the unseen agendas of the fairness-product ads. CDA's aim is to empower people by making them conscious of hidden structures which exist in societies; it also tries to create a balance of the power between the controller of discourse and target people (see Fairclough, 2001; Haque, 2008). As a result of this research, researchers, students and consumers will become aware of the manipulative strategies used in the language of fairness ads; furthermore they will learn not to believe or accept everything which is seen in the TVCs or print ads. The government and other institutions directly or indirectly related to the advertising industry/sector will be able to take steps to control various strategies used to influence and manipulate the consumers.

5.4 Recommendation

Ad makers have the access to discourse and can misuse their power through the use of language. They use various discourses in order to influence and manipulate the consumers. After analyzing the fairness-product ads and collecting the data through interviews, the findings suggest that the fairness-product ads influence, manipulate and mislead the consumers. Based on the findings of the study some recommendations may be suggested.

The Information Ministry who controls the ads could take some measures to restrict the advertisers from using various strategies to influence and manipulate the consumers. The Ministry can take steps to compel ad agency not to manipulate the consumers through the fairness product ads.

The Consumers Association of Bangladesh (CAB) can try to make the consumers aware regarding the manipulative strategies of the ads.

5.5 Further\ Future Studies

This study only looked at the discourses of print ads and TVCs of fairness products. Further research can be done on the billboard. This research is mainly based on fairness cream ads. Other researches can be done on other fairness products like lotion, beauty soap and so on from CDA perspective. The researcher has studied the print ads and TVCs of fairness products from Bangladeshi context. So other researchers can do research on the discourse of all fairness products inside and outside of Bangladesh. The data collection period of this study was from January to July 2010; other studies can extend the time period.

5.6 Conclusion

CDA is a new branch of linguistics which studies any type of discourse (linguistics and semiotic) in order to find out the hidden issues and agenda that are rooted in the society (Haque, 2008). It studies discourse critically and informs people about how language is used by various groups and institutions in order to influence and manipulate people. Through the findings of this study, it can be said that people should not take everything for granted; rather they need to inquire about the language

of fairness ads because the ad makers use various strategies to make the ads. The ad makers use various linguistics elements to attract the consumers. From this research the people will be aware of the hidden power of the discourses of ads and will be able to make informed choices.

Fairness products ads for men and women claim to change skin color of consumers from black to white and thus their fate will be changed and they will achieve successes at every spheres of their life (see Arif 2004). The TVCs of fairness products promote the idea that fairness is equivalent to beauty, love and success. In our country being dark is seen as the source of many social problems, from the birth till marriage (see Islam *et al*, 2006, kumar 2002 and Khan 2006). As a result, dark girls and boys suffer from inferiority complex and have to make effort to look good (*ibid.*). The advertisements in this study show their power through their ideological text as well as visual images in the form of attractive models. Fairness product ads seem to make false or misleading statements. Government's interventions to regulate these marketing practices are mainly missing because of the absence of rules and regulations against misleading ads and the consumer's lack of awareness about their rights (see Kamath 2008 & Shankar 2007). The only possibility is the industry's self regulation, which could work well to protect the consumers and society from the negative aspects of these advertisements. It is the right of the consumers to buy the cosmetic products like fairness creams, but they must be informed about the side effects (see Shankar 2007). After analyzing the fairness-product ads and collecting the data through interviews, the findings suggest that the fairness-product ads influence, manipulate and mislead the consumers, so the consumers do not get influenced by the use of language/persuasive discourse in advertisements before buying any kind of

fairness products. On the other hand the sellers must not make false promises about the product performance. The uneducated people are unable to read the instructions which are written in English and Bangla. As a result the uneducated people are also ignorant at the same times. For these reasons The Information Ministry as well as the newspaper who controls the ads could take some measures to restrict the advertisers from using various strategies to influence and manipulate the consumers. The Ministry can take steps to compel ad agency not to manipulate the consumers through the fairness product ads and the Consumers Association of Bangladesh (CAB) can try to make the consumers aware regarding the manipulative strategies of the ads.

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APPENDIX-A

Researcher Name: Shubarna Rosul

LETTER OF THE CONSENT

AUDIO/VIDIO/PHOTO RECORD RELEASE CONSENT FORM

As part of the research I have made an audio/video /photo recording of you while you were being interviewed.

I would like you to indicate below what uses of this recording you are willing to consent to. This is completely up to you. The recording will only be used in ways that you agree to.

Please tick the appropriate box as you desire:

1. The recording can be studied by the researcher for use in her research.

Yes / No

2. The Audio / Video recording / photo can be used for research publication.

Yes / No

3. The recording can be used by other research.

Yes / No

4. The recording can be used in classrooms.

Yes / No

5. The recording can be used in public presentations to non -research groups.

Yes / No

I, have read the above description and give my consent for the use of the recording as indicated above, my information and signature as under .

Age:

Sex : Male / Female

Education: Language use on the tape:

.....

Profession :

Company name and designation:

.....

.....

.....

Contact Number :

Date:.....

.....

Signature of the Interviewee

Thank you for taking the time to fill in this consent form

APPENDIX-B

Interview's Question for Common People

Gender

Married/Unmarried

Education

1. What is your name and age?
2. What is your occupation?
3. Do you interested to watching TV basically the fairness ads?
4. Do you use any fairness products?
5. Which media influence you to buy fairness Product?
6. How many times you used fairness products in Day?
7. Did you find visible change in your complexion after using fairness-product?
8. What is the idea about the fairness ads?
9. Do you believe success comes from fairness of skin?
10. Why do you not use fairness product?

APPENDIX-C

Interview's Question for Expert People

Name

Gender

Married/Unmarried

Education

Occupation

1. What is your idea about the external beauty of man and women?
2. What is your idea about the fairness-products ads?
3. What is your idea about the fairness-products
4. Do you think fairness product use attractive models as well as language in their advertisement only to capture the market?
5. Do you believe success comes from fairness of skin?
6. What is the negative side of such ads?
7. What is the positive side of such ads?
8. Say something about the fairness ads.

Appendix- D : Table 4.1 Fairness Advertising for Women (TV)

SL No .	Product's Name	Product of	Theme	Story	Performer speech	Key words	Language	Ultimat um	Jingles	Voiceover	Attire	Locat ion	Ad. Duration
F 1	Fair and lovely	Unilever	Love at first side	One guy went to see a girl for marriage and he became fall in love with that girl. Because the girl was so beautiful as she uses Fair and Lovely. He uses to see the girl in the dream.	Father - <i>bi/bi</i> Take it, Hero- Thank Yoy , Heroin – hi, Hero- <i>Gir K w tq hvwQj vg</i> going here	Hi,hello w	Bangl a and Engli sh	Not mention	Back ground music(pop Music)which express the feeling of hero that he is amazed to see heroine's complexion and wants to know the secret of her beauty.	Hi,Hi,Hi, Beauty is Power . Fair and lovely	Pink fatua, white shirt and black pant after black t-shirt and jines	Girl's home	41sec
F 2	Fair and lovely Multivitamin.	Unilever	Succe ss(bec omin g famo us rock star like	Young sister says her elder sister that she wants to be a rock stat like her elder sister, then elder sister says her sister (younger) that you have to use Fair and lovely Multivitamin use regularly beside dieting and practice.	S-1: Fair & Lovely <i>Kij B tZv j wlvj vg</i> S-2: Dieting <i>Kij B tZv Kitj</i> , Practice <i>Kij B tZv Kitj</i> S-1: <i>Aicy Awg tZigvi gZ ntZ PwB</i> S-2: <i>Zvntj c*kiUtm i cikicimk tcdqvi GU jvfj x e'enni Ki cdZri b</i>	Fairness meter	Bangl a and Engli sh	Every day For Use	At first music after performed in the stage which shows that they are famous singers.	Using Fair and Lovely Multivitam in daily ,you will more fair than other	T-shirt and pant after Fotua and jeans .	Home and stage	46 sec

SL No .	Name Of The product	Product of	Theme	Story	Performer speech	Key words	Language	Ultimat um	Jingles	Voiceover	Attire	Locat ion	Ad. Duration
F 3	Fair and lovely Ayurbadic	Unilever	Success (becoming famous star like Modhubala	A girl practices dance under the guidance of a dance director. Once the director says, “there is something missing”. Then the girl starts to use ‘Fair and Lovely Ayurbadic’, which makes her fairer. Finally she became a successful star.	Heroine - Story of Modhuba, I need the role,(Role <i>Ur Avgri B PVB</i>) Director-Great smiles, beautiful eues,but something is missing in the face(<i>Zi ci I tPriviq K thb tbB</i>) Friend-(<i>Kvi b mgm v tZigri mavi Y utg</i>) your problem is natural cream.	Fair and lovely ayurbadic	Bangl e and Engli sh	Not mention	Back ground Music which expressed sad tone that pain increase when it touches heart	Fair and lovely ayurbadic has 16 natural things which makes fair naturally.		Danc e Stage	29 sec

SL No.	Name Of The product	Product of	Theme	Story	Performer speech	Key words	Language	Ultimate	Jingles	Voiceover	Attire	Location	Ad. Duration
F4	Fair and lovely Multivitamin	Unilever	Success (becoming famous star)	An old makeup man is scolded by one star in shooting spot that the makeup man is no more efficient and he should retire from the job .Makeup man's daughter heard all the conversation. She asks her father to make her star. Her father says her daughter to be a star she needs the beauty which remains always. Then the daughter uses Fair and lovely Multivitamin and selected as a model.	Daughter: Zg l#K Star embiq0 Gfite Gfite Gevi Avgvi Makeup Ki AvgviK Star eivrl Father: Makeup ‡Zv GKigibitU Davl niq hvq Avgvi tgtqi PVB Ggb tms`h® hv me mgq _vKte	Become star, beauty always	Bangla	.Gradual development of skin color.	Back ground Music which expressed sad tone that pain increase when it touches heart	Fair and lovely .Beauty is for always	White Sallower kamij with red orna after black colored shortvskirt, onion colored long.	Shooting spot. Audition center	46 sec

SL No .	Name Of The product	Product of	Theme	Story	Performer speech	Key words	Language	Ultimat um	Jingles	Voiceover	Attire	Locat ion	Add Duration
F 5	Ponds white beauty Face wash.	Uni lever	How to become fair	<p>A girl presents that her natural skin has become darker due to black layer on the skin. Her skin is examined through strip test (by putting a glue tap on her skin), which shows that there is a lot of hidden dust on the skin.</p> <p>Then she uses 'Ponds white beauty face wash', which revive her natural fair skin.</p>	No speech.	Ponds White Beauty Face Wash	Bangl a and Engli sh	Daily	No jingles	Ponds White Beauty Face Wash has Pro vitamin B3 Formula which contain fair skin and normal skin.	White tops and white pant and pink color forag.	Home	30 sec

SL No .	Name Of The product	Product of	Theme	Story	Performer speech	Key words	Language	Ultimat um	Jingles	Voiceover	Attire	Locat ion	Ad. Duration
F 6	Ponds white beauty	Uni lever	Love.	Hero is drawing the heroin's face in his home. First day he draws some spots in the picture because some spots are in model face. But the heroine uses ponds white beauty and her face becomes spotless and becomes fair in 7 days only. After 7 days the hero reduces spot from the picture. And he amazed to see her and draw a diamond ring in the hand of the picture.	No speech.	Reduces spots, lighten the skin.	Bangl a and Engli sh	Just 7 Days.	Back groundsong(pop song) which express the feeling of hero that he always see his lover and thinks all time.(bangle song: <i>fɪeɪQ Avg ej ɪQ K_v, fɪeQ t`nLbv tZvgvq, Zvg Avgri ũ`tq, Avi l `jyt_tK ZmKtq t`L LjR cɪte Avgvs tmB ɪPi tPbv</i>)	Ponds White Beauty with pro vitamine reduces spots and lighten the skin just seven days	Gray sweater with black shirt and black pant.Pink colored frock	Hero's Home	30 sec

Appendix – E : Table 4.2 Fairness Advertising for Men (TV)

SL No.	Product's Name	Product of	Theme	Story	Performer speech	Key words	Language	Ultimatum	Jingles	Voiceover	Attire	Location	Ad. Duration
M1	Ema mi Fair and Handsome	Ema mi	How to become fair and handsome	One boy think that if he were a saruq! Though saruq walks sun beams and pollution but he still handsome. saruq says use fair and handsome because any one can handsome. But do not use ladies cream.	<p>P1-<i>BQ Awg hw` kvial nZvg!</i></p> <p>P2-<i>Avqvi gZ ntZ Pvl ?</i></p> <p>P1-<i>GZ tiv` Avi</i> pollution <i>Gi ct'il GZ</i> handsome .</p> <p>P2-<i>kvial bv nq bvB ntj ,</i> handsome <i>t_tKl ntZ</i> <i>cvi / Fair &</i> Handsome use <i>Ki Avqvi</i> <i>gZ, wKš'</i> <i>tgtqt` i wrg</i> <i>GK` g bq/</i></p>	Hand some	Englisg and bangla		Song of men expresses every boy should use fairness cream and bring success also girls are attracted to see the boy.	Fair and Handsome cream is produced to give the extra care for the male skin which gives a cover to face to be protected from the sun beams and dust and make Handsome	Blue shirt, white blazer, white shirt and black blazer	stage	32 sec

SL No.	Product's Name	Product of	Theme	Story	Performer speech	Key words	Language	Ultimatum	Jingles	Voiceover	Attire	Location	Ad. Duration
M2	Ema mi Fair and Handsome	Ema mi	How to become fair and handsome	Men's skin unlike to women is very tough and need an extra effect to make it fairer. Fair and Handsome cream produced to give the extra care for the male skin. This cream helps the users to feel fresh for a long time. It gives a cover to face to be protected from the sun beams and sun. And men will be successful to draw the attention of the ladies.	No speech	Extra care for men, Feel fresh and protect from sun.	Bangla	4 weeks	Music expresses every boy should use fairness cream and bring success also girls are attracted to see the boy and girls sign is Hi Handsome ! Hi Handsome!	Fair and Handsome cream is produced to give the extra care for the male skin which gives a cover to face to be protected from the sun beams and dust and make Handsome	Blue shirt, white blazer, white shirt and black blazer	University	20 sec

SL No.	Product's Name	Product of	Theme	Story	Performer speech	Key words	Language	Ultimatum	Jingles	Voiceover	Attire	Location	Ad. Duration
M3	Fair and lovely Menz Active Cream	Unilever	How to become fair and handsome	A lady calls hero but he does not response then she goes to the lover of the hero and says that she was seen a boy like her lover.Lover of the heroine says that she saw the right person.Lady was surprised to see hero's fairness and wants to know the secret of the fairness of the hero from her friend .This ad also presents that this product is so useful that makes men so fair that any lady will be amazed to see his facial beauty.	<i>GB mwi gi</i> Hi! <i>Rwibm wj j v</i> <i>GK`g mwi gi</i> <i>Gi gZ bv</i> <i>GKRb tK</i> <i>t`Lj vg</i> <i>wKs!GB t`L</i> <i>mwi gi i gZbv?</i> <i>mwi gi BtZv</i> <i>mwi gi?</i> GZ Handsome? Fair & Lovely <i>e`envi KiwQm</i> <i>ZB Avi cfi ve</i> <i>ci tQ`B Rb</i> <i>Gi Dci </i>	So fair that any one will be amazed.	Bangla	Not mention	Music expresses every boy should use fairness cream and bring success also girls are attracted to see the boy.	Fair and lovely Menz Active Cream of 25 mg is free with Fair and Lovely multivitamin of 50 mg	Black jacket with white t-shirt, blue jeans. Pink colored sallover kamij for women.	Flower shop and University.	30 sec

SL No.	Product's Name	Product of	Theme	Story	Performer speech	Key words	Language	Ultimatum	Jingles	Voiceover	Attire	Location	Ad. Duration
M4	Fair and lovely Menz Active Cream	Unilever	How to become fair and handsome	A boy asks his sister whether she needs something.sister says he uses her fairness cream that is why cream is finished.Then sister suggested that men's skin unlike to women is very tough and need an extra effect to protect from the sun beams and dust.	<p><i>evBti hw'Q wKQzj vMfe?</i></p> <p><i>†Zvi Fair & Lovely wKŠ' †kl</i></p> <p><i>†Zvi Z†Kj `iKvi GLb w†kl hš// Kvi b tQ†j †`i ZKj t†††`i †_†K cyaAvi ZvB Menz Active.</i></p>	extra care protect from the sun beams and dust	Bangla	Not mention Emami	No jingles	Fair and lovely Menz Active Cream of 25 mg is free with Fair and Lovely multivitamin of 50 mg	Gray colored t-shirt and jeans for brother.White and pink combination sallower kamij for sister	home	30 sec

SL No.	Product's Name	Product of	Theme	Story	Performer speech	Key words	Language	Ultimatum	Jingles	Voiceover	Attire	Location	Ad. Duration
M5	Fair & Lovely Max Fairness	Unilever	Success (to get a job)	In an job interview the employer wanted to test the interviewee's confidence and gave him (interviewee) a chance to place question to the employer.The interviewee was so confident that during the question answer section the interviewee place question like when I can join a sir?	<i>GB t_#K Av#b #K Avkv K#i b?</i> <i>'i ay#vdj ' </i> <i>Avi `B eQ#i mevi Av#M/</i> <i>Avi #KQzbq t#Kb?</i> <i>K#i b qualification Q#ov#l Avi l #KQzAv#Q/</i> Next question: <i>K#e t_#K K#i#Z c#wi Sir?</i>	Max Fairness, Max impression	English and Bangla		Music expresses every boy should use fairness cream and bring success .	Fair and lovely Max Fairness, Max impression. Max Fairness protect from sun ,max gives fair skin and less sport.	Gray shirt and black pant.	Interview board	41 sec

Appendix-F

Table: 4.3 Interview chat on women

sl	age	sex	Occupation	Showin g TV	Use fairness product	Influence d by	Daily use	Concept of fairness product	Concept of fairness ads	Complexion does any role for success	Why not use fairness product
1	25	F	Universi ty Student	yes	yes	TVCS	3	Removes acme and oiliness. But does not make fair. After using, skin is so soft. It is true that natural beauty is real beauty	Control the mind. Anyone can believe their speech	Success does not depend on fair skin. Fair skin is important but fair skin does not bring success.	N/A
2	20	F	Universi ty Student	yes	yes	Friends	3	Using but do not make fair. Fair skin is gifted by God. Fairness product cannot make fair.	Use ordinary language, which does not match in real life.	Success means good qualification not fair skin. Bring success good result is the main way.	N/A
3	24	F	Universi ty Student	yes	yes	Print ads	3	It is work but slowly. Skin is so soft. Also good feeling.	Believes Fairness ads. Media play true information	Success does not depend on fair skin. Success means good result.	N/A

4	18	F	College Student	yes	yes	,TVCs	3	Using but do not make fair	Like to watch fairness ads but not believe them	Fair means good looking in some job fair is important	N/A
5	19	F	College Student	yes	Do not use	Not influenced	Does not use	Bad for skin. Real Skin color can be lost. Also allergy problem.	. Control the mind	Success means hard work not fair skin. And should be honest to bring success.	Just influence the people also manipulate. Not make fair
6	18	F	College Student	yes	yes	TVCs	3	Removes acme and oiliness, dryness and makes smooth.	Use ordinary language because within 7 days do not make fair.	Success means hard work not fair skin	N/A
7	19	F	Student	yes	yes	TVCS	3	Removes acme and oiliness and protect from sun. Good feeling but do not make fair.	Like to watch fairness ads but not believe them. To watch fairness ads time can easily passes.	Success means good qualification not fair skin. Fair skin does not bring success.	N/A

8	18	F	Student	yes	yes	Friends	3	Using but do not make fair and protect from sun but not makes fair.	Control the mind and use false language	Success does not depend on fair skin. Success means good result and hard work also honesty.	N/A	
9	19	F	Student	yes	yes	Print ads	3	It is work but slowly Makes fair but very slowly.	Use ordinary languages also create funny things.	Fair means good looking in some job fair is important	N/A	
10	23	F	Student	yes	Do not use	Not influenced	Do not use	Bad for skin. Real Skin color can be lost	Like to watch fairness ads but not believe them	Success does not depend on fair skin Success means good character.	Just influence the people not make fair.	
11	22	F	Student	yes	yes	Family	3	Using but do not make fair	Control the mind	Fair skin is good for success	N/A	
12	23	F	House Wife	yes	yes	TVCs	3	Removes acme and oiliness also protect from sun. After using it is good feeling but not long lasting.	Like to watch fairness ads but not believe them	Success does not depend on fair skin. But fair skin is important for women. Not men.	N/A	

13	30	F	House Wife	yes	yes	TVCs	4	Using but do not make fair	Control the mind. Does not make fair within 7 days.	Fair skin for marriage. In our country most of the family want fair girl.	N/A
14	25	F	House Wife	yes	Do not use	Not influenced	Does not use	Bad for skin. Real Skin color can be lost also thin the skin.	Like to watch fairness ads but not believe them. It is also good entertained.	Fair skin for marriage	Just influence the people
15	20	F	House Wife	yes	yes	Friends	3	It is work but slowly makes skin smooth.	Use ordinary language not make fair, but skin is so smooth.	Fair means good looking in some job fair is important	N/A
16	24	F	House Wife	Yes	Do not use. They just influence the people.	Not influenced	Does not use	Bad for skin. Real Skin color can be lost	Control the mind.	Fair skin for marriage. In Bangladesh most of the family want fair girl	Just influence the people
17	20	F	House Wife	Yes	yes	TVCs	3	Make them fair	Like to watch fairness ads but not believe them	Success means hard work not fair skin	N/A

18	33	F	House Wife	yes	Do not use	Not influenced	Does not use	Damage the natural color of the skin.	Use ordinary language and control the mind also.	Fair skin is good for success. In some job it is important like air hostage	Such products do not make fair. It is wrong idea.
19	34	F	House Wife	yes	yes	TVCS	3	Using but do not make fair. Using only for satisfaction.	Control the mind	Success does not depend on fair skin	N/A
20	34	F	House Wife	yes	Do not use	Not influenced	Does not use	Bad for skin. Real Skin color can be lost. Also skin is tine.	Control the mind by their attractive model.	Fair skin for marriage.	Just influence the people
21	33	F	House Wife	yes	yes	Print ads	4	Using but do not make fair ,makes smooth and remove dryness	Like to watch fairness ads but not believe them. Good entertainment	Fair means good looking in some job fair is important	N/A
22	38	F	House Wife	yes	Do not use	Not influenced	Does not use	Have no idea. I am fair. I am not using fairness product.	Like to watch fairness ads but not believe them	Success does not depend on fair skin	Fairness products presents wrong idea cannot makes fair.

23	33	F	House Wife	yes	yes	TVCs	4	It is work but slowly. May be work. I am using for satisfaction	Control the mind and makes false and wrong idea.	Success means good qualification not fair skin and also good character.	N/A
24	25	F	Job holder	yes	yes	TVCS	3	Using but do not make fair just influence.	Control the mind. Better feeling for a while but not long lasting.	Success does not depend on fair skin.	N/A
25	20	F	Job holder	yes	yes	Friends	3	Using but do not make fair. Make skin smooth but does not long lasting.	Use ordinary language. Does not make fair within 7 days. But remove sport in the face.	Fair skin for marriage. Fair means attractive it is important for girl not men.	N/A
26	24	F	Job holder	yes	Do not use	Not influenced	Does not use	Damage the natural color of the skin. Natural beauty is the best beauty. It is gifted by God.	Like to watch fairness ads but not believe them. It is use false idea. Does not make fair.	Success does not depend on fair skin. in some work need fair skin.	Such products do not make fair.
27	30	F	Job holder	yes	yes	TVCs	4	Using but do not make fair. Fair skin is gifted by God. No cream cannot make fair. Skin can smooth.	Control the mind. Do smooth but do not make fair.	Success does not depend on fair skin	N/A

28	28	F	Job holder	yes	yes	TVCS	3	It is work but slowly. Makes smooth control oiliness.	Like to watch fairness ads but not believe them	Fair means good looking, in some job fair is important	N/A
29	28	F	Job holder	yes	yes	Friends	3	It is work but slowly But protect from sun.	Use ordinary language. show false idea.	Fair skin for marriage. For girl it is important.	N/A
30	26	F	Job holder	yes	Do not use	Not influenced	Does not use	Damage the natural color of the skin. create allergy	Like to watch fairness ads but not believe them	Success does not depend on fair skin. Success means honesty.	Fairness products presents wrong idea
31	26	F	Job holder	yes	yes	TVCs	3	Using but do not make fair	Control the mind by their language.	Fair means good looking, in some job fair is important	N/A
32	28	F	Job holder	yes	yes	TVCs	4	Using but do not make fair Only for satisfaction.	Control the mind.	Success does not depend on fair skin. Success is earning	N/A

33	28	F	Job holder	yes	Do not use	Not influenced	Does not use	Damage the natural color of the skin	Use ordinary language	Fair means good looking in some job fair is important	Fairness products presents wrong idea
34	30	F	Job holder	yes	yes	Friends	4	It is work but slowly.	Believes Fairness ads. Present true thing.	Fair skin is good for success. In some job it is important	N/A
35	34	F	Job holder	yes	Do not use	Not influenced	Does not use	Damage the real color of the skin and can be skin diseases	Control the mind	Success does not depend on fair skin	Fairness products presents wrong idea
36	34	F	Job holder	yes	yes	TVCs	3	Using but do not make fair	Like to watch fairness ads but not believe them	Success means good qualification not fair skin	N/A
37	35	F	Job holder	sometim es	Do not use	Not influenced	Does not use	Damage the real color of the skin and can be skin diseases	Control the mind	Fair means good looking in some job fair is important	Fairness products presents wrong idea
38	28	F	Servant	yes	Do not use	Not influenced	Does not use	Damage the real color of the skin and can be skin diseases	Like to watch fairness ads but not believe them	Fair skin is good for success	Fairness products presents wrong idea

39	27	F	Servant	yes	yes	TVCS	3	Make them fair. Very good for skin.	Believes Fairness ads	Fair skin for marriage	N/A
40	28	F	Servant	yes	yes	Friends	3	Make them fair in past I was so dark but now I am fair.	Believes Fairness ads. Present real thing.	Fair skin is good for success.	N/A
41	29	F	Servant	yes	yes	Friends	3	Using but do not make fair but remove 'Mesta' protect from sun.	Believes Fairness ads	Fair skin for marriage	N/A
42	30	F	Servant	Not regular	yes	TVCs	3	It is work but slowly	Believes Fairness ads	Fair skin for marriage	N/A
43	28	F	Servant	yes		Family	3	Make them fair in past. I was dark, now fair	Believes Fairness ads	Fair skin is good for success	N/A

44	30	F	Servant	yes	Do not use	Not influenced	Does not use	Have no idea. Does not use very expensive also.	Like to watch fairness ads but not believe them	Fair skin is good for success	Fairness products ad presents wrong idea
45	30	F	Teacher	yes	yes	Family	3	Using but do not make fair. Remove dryness.	Control the mind. Do not make fair. But protect from sun and dryness.	Success means good qualification not fair skin. Fair skin is important for girl basically to get job	N/A
46	32	F	Teacher	yes	yes	TVCS	3	Removes acme and oiliness, remove dryness and sport.	Like to watch fairness ads but not believe them	Success does not depend on fair skin	N/A
47	35	F	Teacher	yes	Do not use	Not influenced	Does not use	Have no idea. I am fair no need to use.	Control the mind very good to see. create imagination also	Fair means good looking, in some job fair is important	Fairness products presents wrong idea
48	35	F	Teacher	Not regular	yes	Print ads	3	Using but do not make fair. Using for satisfaction.	Use ordinary language Like to watch fairness ads but not believe them	Success means hard work not fair skin good result also	N/A
49	20	F	Teacher	yes	yes	TVCs	3	Using but do not make fair using for satisfaction.	Control the mind	Success does not depend on fair skin	N/A

50	20	F	Teacher		Do not use	Not influenced	Does not use	Have no idea	Like to watch fairness ads but not believe them	Success means good qualification not fair skin	Fairness products presents wrong idea
51	30		Teacher	Not regular	Do not use	Not influenced	Does not use	Have no idea no comment	Control the mind. Like to watch fairness ads but not believe them	Success does not depend on fair skin	Fairness products presents wrong idea
52	32	F	Teacher	yes	yes	TVCS	3	Using but do not make fair. Using for satisfaction.	Use ordinary language	Fair means good looking, in some job fair is important	N/A
53	33	F	Teacher	yes	Do not use	Not influenced	Does not use	Have no idea it is expensive also need extra taka in a month.	Use ordinary language	Success does not depend on fair skin	Such products do not make fair
54	24	F	Garment's worker	yes	yes	Family	3	It is work but slowly. In past I was dark now fair	Believes Fairness ads. Present true things.	Fair skin for marriage	N/A
55	20	F	Garment's worker	yes	yes	TVCs	3	Removes acme and oiliness. Make skin smooth.	Believes Fairness ads	Fair skin is good for success	N/A

56	20	F	Garment's worker	yes	yes	Family	3	Make them fair	Like to watch fairness ads but not believe them	Fair skin is good for success	N/A
57	30	F	Garment's worker	yes	yes	TVCs	4	Removes acme and oiliness	Believes Fairness ads	Fair skin is good for success	N/A

Appendix-G

Table: 4.4 Interview chat on men

sl	age	sex	Occupation	Showin g TV	Use fairness product	Influenced by	Daily use	Concept of fairness product	Concept of fairness ads	Complexion does any role for success	Why not use fairness product
1	25	M	Student	yes	yes	TVCS	3	Using but do not make fair	Control the mind.	Success does not depend on fair skin	N/A
2	20	M	Student	yes	yes	Print ads	3	Using but do not make fair	Feel depression.	Success means good qualification not fair skin	N/A
3	24	M	Student	yes	yes	Print ads	3	It is work but slowly	Believes Fairness ads	Success does not depend on fair skin	N/A
4	20	M	Student	yes	yes	,TVCs	3	Using but do not make fair. Within in few days.	Use ordinary language. Control the mind	Fair skin for marriage	N/A
5	20	M	Student	yes	Do not use	Not influenced	Does not use	Have no idea	Control the mind. Do not make fair.	Success means hard work not fair skin	Just influence the people
6	24	M	Student	yes	yes	TVCs	3	Removes acme and oiliness	Use ordinary language. Good entertainment also.	Fair skin for marriage	N/A

7	25	M	Student	yes	yes	TVCS	3	Using but do not make fair	Like to watch fairness ads but not believe them	Fair means good looking in some job fair is important	N/A
8	20	M	Student	yes	yes	Print ads	3	Using but do not make fair. Remove dryness and sport.	Use ordinary language	Success does not depend on fair skin	N/A
9	24	M	Student	yes	yes	Print ads	3	It is work but slowly. Remove dryness and sport.	Feel depression	Success means hard work not fair skin	N/A
10	20	M	Job Holder	yes	Do not use	Not influenced	Does not use	Bad for skin. Real Skin color can be lost	Like to watch fairness ads but not believe them	Success does not depend on fair skin	Just influence the people
11	40	M	Job Holder	yes	yes	Family	3	Using but do not make fair	Control the mind	Fair skin is good for success	N/A

12	39	M	Job Holder	yes	yes	TVCs	3	Removes acme and oiliness. Real color cannot change.	Like to watch fairness ads but not believe them	Success does not depend on fair skin Fair means good looking in some job fair is important	N/A
13	44	M	Job Holder	yes	yes	TVCs	4	Using but do not make fair	Control the mind Like to watch fairness ads but not believe them	Fair skin is good for success.	N/A
14	25	M	Job Holder	yes	Do not use	Not influenced	Does not use	Skin disease. Like allergy.	Like to watch fairness ads but not believe them	Fair skin for marriage Fair means good looking in some job fair is important	Just influence the people
15	40	M	Job Holder	yes	yes	Friends	3	It is work but slowly. Protect from sun.	Use ordinary language	Success means good qualification not fair skin	N/A
16	24	M	Teacher	Yes	Do not use	Not influenced	Does not use	Bad for skin. Real Skin color can be lost	Control the mind	Fair skin for marriage	Do not make people fair

17	42	M	Teacher	Yes		TVCs	3	Removes acme and oiliness	Like to watch fairness ads but not believe them	Success means hard work not fair skin	N/A
18	35	M	Teacher	yes	Do not use	Not influenced	Does not use	Damage the natural color of the skin	Use ordinary language	Fair means good looking. In some job fair is important	Such products do not make fair
19	41	M	Teacher	yes	yes	TVCS	3	Using but do not make fair	Control the mind	Success does not depend on fair skin	N/A
20	38	M	Teacher	yes	Do not use	Not influenced	Does not use	Damage the natural color of the skin	Control the mind	Success means hard work not fair skin	Such products do not make fair
21	35	M	Teacher	yes	yes	Print ads	4	Using but do not make fair	Like to watch fairness ads but not believe them	Fair means good looking, in some job fair is important	N/A

22	20	M	Teacher	yes	Do not use	Not influenced	Does not use	Have no idea	Like to watch fairness ads but not believe them	Success does not depend on fair skin	Fairness products presents wrong idea
23	34	M	Servant	yes	yes	TVCs	4	It is work but slowly. Real color cannot change but protect from sun.	Control the mind	Fair means good looking, in some job fair is important	N/A
24	26	M	Servant	yes	yes	TVCS	3	Make them fair	Control the mind	Success does not depend on fair skin	N/A
25	28	M	Servant	yes	yes	Friends	3	Using but do not make fair. But protect from sun.	Use ordinary language	Fair skin is good for success	N/A
26	30	M	Driver	yes	Do not use	Not influenced	Does not use	Bad for skin. Real Skin color can be lost	Like to watch fairness ads but not believe them	Success does not depend on fair skin	Such products do not make fair

26	30	M	Driver	yes	Do not use	Not influenced	Does not use	Bad for skin. Real Skin color	Like to watch fairness ads	Success does not depend on	Such products do
27	30	M	Driver	yes	yes	TVCs	use	Using but do not make fair	Control the believe them	Success does not depend on fair skin	N/A
28	32	M	Driver	yes	yes	TVCS	3	Removes acme and oiliness	Like to watch fairness ads but not believe them	Fair skin for marriage	N/A
29	30	M	Driver	yes	yes	Print	3	It is work but slowly, but protect from sun.	Use ordinary language	Fair skin for marriage	N/A
30	28	M	Driver	yes	Do not use	Not influenced	Does not use	Have no idea	Like to watch fairness ads but not believe them	Success does not depend on fair skin	Fairness products presents wrong idea
31	27	M	Driver	yes	yes	TVCs	3	Using but do not make fair. But protect from sun.	Control the mind	Fair skin for marriage	N/A
32	30	M	Driver	yes	yes	TVCs	4	Removes acme and oiliness	Control the mind	Success does not depend on fair skin	N/A

33	28	M	Driver	yes	Do not use	Not influenced	Does not use	It is work but slowly	Use ordinary language. Like to watch fairness ads	Success means hard work not fair skin	Fairness products presents wrong idea	
34	28	M	Night guard	yes	yes	Friends	4	It is work but slowly	Believes Fairness ads do not make fair, but protect from sun.	Fair skin for marriage	N/A	
35	27	M	Night guard	yes	yes	TVCs	3	Make them fair	Control the mind, Use ordinary language	Fair skin for marriage	N/A	
36	29	M	Night guard	yes	yes	TVCs	3	It is work but slowly	Like to watch fairness ads but not believe them	Fair skin for marriage	N/A	
37	30	M	Cleaner	sometimes	Do not use	Not influence.	Does not use	Have no idea.	Fairness ads present false idea.	Fair skin for marriage	N/A	
38	30	M	Cleaner	yes	yes	Family	4	Removes acme and oiliness. Protect from sun.	Like to watch fairness ads but not believe them	Fair skin is good for success	N/A	

39	29	M	Gardener	yes	yes	TVCS	3	Make them fair, very good feeling. Cannot think without the product in a day.	Believes Fairness ads. Good to see.	Fair skin is good for success, for girl is important.	N/A
40	24	M	Gardener	yes	yes	Friends	3	Removes acme and oiliness and darkness	Believes Fairness ads	Fair skin is good for success	N/A
41	24	M	Gardener	yes	yes	TVCs	3	Removes acme and oiliness	Believes Fairness ads	Fair skin for marriage	N/A
42	20	M	Gardener	yes	yes	TVCs	3	It is work but slowly. Make fair but very slowly.	Believes Fairness ads	Fair skin for marriage	N/A
43	20	M	Sweeper	yes	yes	Family	3	Removes acme and oiliness. Very good feeling. Part of my life.	Believes Fairness ads	Fair skin is good for success	N/A

Appendix - H: Print Ads



POND'S
white beauty™



REDUCE SPOTS AND LIGHTENS SKIN. IN JUST 7 DAYS.*

One week is all it takes to experience the magic of Pond's White Beauty™. Enriched with Pro-Vitamin B3™, it dilutes accumulated melanin, lightens skin and reduces dark spots giving your skin an even tone. Its multiple UV sunscreens shield your skin from harmful sunrays when you're outdoors. And then who knows? You might just find the love of a lifetime in 7 days.*

Sample 1

The creative visualization is indicative only for demonstration purposes. *Based on significant lightening of spots in a clinical study. Individual results may vary.

© 2011 P&G

POND'S
white beauty
pinkish-white glow
lightening facial foam

Glowing fair skin is yours now

Enriched with pro-vitamin B3, Pond's White Beauty facial foam deeply cleanses, removes the dead cell layer and brightens your skin to give a perfect pinkish white glow!

Glow with the radiance of your pinkish white skin...Always!



POND'S INSTITUTE
POND'S WHITE BEAUTY

Sample 2

Sandalina Sandal Talc
... brightens your lovely skin... naturally



সৌন্দর্য ও রূপচর্চার প্রাকৃতিক উপকরণ হিসেবে যুগ যুগ ধরে ব্যবহৃত হয়ে আসছে চন্দন। স্যান্ডালিনা স্যান্ডাল ট্যাল্ক সব ঋতুতে সব ধরনের ত্বকের জন্য উপযোগী। সুদূর মহীশূরের চন্দন কাঠের তেল সমৃদ্ধ চন্দন সুরভিত স্যান্ডালিনা স্যান্ডাল ট্যাল্ক আপনার প্রিয় ত্বককে করে তোলে দীপ্তমান, উজ্জ্বল, মসৃণ ও কোমল। ফলে ত্বক থাকে চিরসজীব, প্রাণবন্ত...

কোহিনুর কেমিক্যাল কোং (বাংলাদেশ) লিঃ

Sample 3

বাইরেও থাকুন সজীব উজ্জ্বল সারাদিন

বিভিন্ন ট্যালকাম পাউডার।
এর অ্যাকটিভ সানস্ক্রিম রোল আর পরমের
হাত থেকে ত্বককে রাখে সুস্বাদিত।
আর মিষ্টি কোমল পৌরত মনে আসে এক ফ্রেস অনুভূতি,
যেই সারাদিন বাইরে থেকেও
আপনি থাকবেন সজীব, সতেজ ও উজ্জ্বল।

Meril
REVIVE
Talcum Powder

Sample 4

Intense protection, light feel

3-in-1 Matte-Look
Daily Sunblock SPF-40

Sun Protection Break Through

- ▶ রোদ থেকে ব্যাপক সুরক্ষা
- ▶ ত্বক উজ্জ্বল করে
- ▶ ম্যাটিফাইং এফেক্ট

LOTUS
3-in-1 Daily Sunblock
SPF-40

Broad spectrum UVA & UVB protection by
Safe Sun 3-in-1 Daily Sunblock
with skin lightening & mattifying effect

OTHER SUNSCREENS
Block only a small
portion of UVA & UVB

Other sunscreens block
only a small portion of UVA & UVB rays,
are oily & sticky on the skin

EXTREME
Sun Block Cream
SPF 80

KIDS
Sun Block Cream
SPF 25

REPLENISH
After Sun Gel

LOTUS
HERBALS
SAFE SUN

Advanced Protection System

Sample 5

**Dabur®
Gulabari®
Premium
Gulab Jal**

**গোলাপী মুখের রহস্য?
জল নয় গুলাবারি.**

ভার গুলাবারি তে আছে আসল গোলাপ নির্যাস যা আমার মুখমন্ডলকে দেয় গভীর সফাই-এর সাথে ফ্রেশনেস আর গোলাপের লাগনা.

গোলাপের স্বভাব দীর্ঘ পাবার জন্যে প্রত্যেক সকালে জল নয় গুলাবারি দিয়ে মুখমন্ডল পরিষ্কার করুন.

কম্প পাতকে কখনো কখনো গুলাবারি দিয়ে পরিষ্কার করুন, আর পান গোলাপের স্বভাব আকর্ষণ, নাচরানি.

চুকে কোমল ও মোমোরম করে তোমার জন্য গুলাবারিতে ত্রিপুরা মিশিয়ে লাগান.

**Dabur®
Gulabari®
Premium
Gulab Jal**

Sample 8

**এখন দীপ্তি ভেতর থেকে
যা চলতে থাকে চলতেই থাকে-ন্যাচারালি**

লোকে যখন আমার ত্বকের প্রশংসা করেন তখন আমি মুগ্ধী হেসে বলে দিই যে এতো ন্যাচারাল দীপ্তি, রেডি-টু-ইউজ ব্যাটিকা ফেসপ্যাকের ফেস প্যাকের মৌলভতে। আমি যখন একে আমার মুখে লাগাই, তখন এর আকৃতিক উঁপাসনের গুণগুলিকে অনুভব করতে পারি। এর তখন মুক্ত কোষিকারিতিকে দূর করে, হকুম মেটায় মাপ-কলম, আর কেসর ও মুলেতি রক্ত-মাপে লাগনা এনে দেয়। আর কয়েক মিনিটের মধ্যেই আমার ত্বক হয় ভেতর থেকে দীপ্ত - ন্যাচারালি।
For further details log on to www.dabur.com

2 মিনিট ফেসপ্যাক

**Dabur®
Vatika®
Face Pack**

Sandalwood, Chandan & Haldi

**Vatika®
Face Pack**

Sample 9

Manufactured with **IMPORTED ITALIAN OLIVE OIL**

Hahnemann's
jac OLIVOL
AN EFFECTIVE HERBAL BODY OIL

শীতে ময়শ্চারাইজার বা বডি লোশন নয়...
আমার চাই **ITALIAN OLIVE OIL** যুক্ত
হার্বাল বডি অয়েল

জ্যাক অলিভল হার্বাল বডি অয়েল আয়ুর্বেদের এক অনন্য আবিষ্কার। শুধু ত্বকে Italian Olive Oil যুক্ত এই তেল ময়শ্চারাইজারের থেকেও ভাল। ল্যানোলিন ও আয়ুর্বেদিক গুণসমূহ এই তেলে আছে অর্জুন, দারুহরিদা, মনজিষ্ঠা, নিম ইত্যাদি ও Italian Olive Oil যা আমাকে দেয় স্বাস্থ্যোৎকর্ষক কোমল নিদ্রাগ ত্বক।

জ্যাক অলিভল হার্বাল বডি অয়েল প্রতিদিন মাত্র ২ মিনিটের পরিচর্যা। যা আপনাকে দেয় সুন্দর, সুস্থ, উজ্জ্বল ও কোমল ত্বক।

ONCE MORE **BUMPER OFFER!!***

300 ml Pack M.R.P. Rs.139/- **Now Rs.100/- only**
200 ml Pack M.R.P. Rs.99/- **Now Rs.70/- only**
100 ml Pack M.R.P. Rs.49/- **Now Rs.41/- only**

Original

Design: Hahn Pharmacy Ltd - 74

Sample 10

আপনার ফেয়ারনেস লোশন বা ক্রিম কি মাত্র ১৫ দিনে সত্যিকারভাবে ফর্সা করতে পারে?

"এনজয় ফেয়ারনেস" দিয়ে মুখ, হাত, গলা, হাত বা শরীরের যে কোন অঙ্গ ফেস ওয়াশের মত মাত্র ৭ দিন ধুলেই রোদে পোড়া কালা দাগ ছোপ দূর করে ও মাত্র ১৫ দিনে কোন ক্ষতিকারক পার্শ্ব প্রতিক্রিয়া ছাড়াই লক্ষণীয় ভাবে রং ফর্সা করে। এটা মেহতার দাগ হালকা করতে সাহায্য করে। পুরুষ ও মহিলা, যে কেউ ব্যবহার করতে পারেন। নিজেই একবার পরখ করে দেখুন না কেন, আপনিই এর প্রেমে পড়ে যাবেন! এবার নিজে করে তুলুন আরও ফর্সা, সুন্দর ও আকর্ষণীয় আর চমকে দিন সবাইকে!

বর্তমানে নিম্নের অভিজাত দোকানগুলোতে পাওয়া যাচ্ছে: *(এই দোকানগুলো ব্যাভিত অন্য কোন দোকান থেকে অন্ন করিবেন না!)*

লাজ ফার্মা	ধানভি ফার্মেসী	বেবকী ইন্সপিরায়াম	সুইম পার্শ্ব গ্যালাসী	স্টার গ্রাস	মা বেরি এন্ড ডিপা'স্টোর	খোদন কমেটিকস
বালেন ফায়ার	কালাবাণন	সাইল লাবরেটরী পুলিশ	২৪৪ নিউ মার্কেট	১৯ ইন্ডাস্ট্রি ম্যানশন	শপ-২৬, ব্লক-সি, সেক্টর-১	২৬ ইন্দিরা রোড
গাইদখ দাকা	ধানভি, ঢাকা	বয়ের পাসে, ধানভি, ঢাকা	২নং স্টেট, ঢাকা	গাইসিয়া মার্কেট, ঢাকা	বৃহৎবা সিটি, ঢাকা	ফার্মাটী, ঢাকা
আল মদিনা ফার্মেসী	আমলো ফার্মেসী	জলপান ফার্মা	প্রেসক্রিপশন এন্ড	কামেলিয়া	শিল্পি কমেটিকস	রহমান ফার্মেসি
বর জল	হাবিব সুপার মার্কেট	হাবিব সুপার মার্কেট	বাড়ী-৪৬, সেক্ট-১১	১নং সৌভাগ্য মার্কেট	রাফকানী সুপার মার্কেট	৯-২০/১ পূর্ব সেকশন
জলশান-২, ঢাকা	জলশান ১ সার্ভিস, ঢাকা	কলশান, ঢাকা	৪৬-৪৭ জনস রোড	২৭ তলা, ঢাকা	টিনালুই, ঢাকা	২৭ তলা, ঢাকা
মা কমেটিকস	নারীর সাহায্য কমেটিকস	দুর্গাকান	আইস ক্রিমিক	সুপার গ্রাস	সুমনা বিটিটি পার্স	লাজ ফার্মা
১১০ হক গ্রাউ, মুন্সিগঞ্জ	৩৫ নং পূর্বী শপিং সেন্টার	পর্বতা টাওয়ার, সেক্টর-১	৪৬-৪৭ জনস রোড	১১১ মর্শ টাওয়ার	৩০৭ পূর্ব নাখাল পল্ডা	জলপান ফার্মা
মার্কেট, মিরপুর-১, ঢাকা	মিরপুর সার্ভে এয়ার, ঢাকা।	মিরপুর-১০, ঢাকা	কোট কলারী, ঢাকা	ক্যাচবাভার, মতিঝিল, ঢাকা	ঢাকা	উত্তরা, ঢাকা
ভিক্রিয়ান কমেটিকস	আল্ট্রা বিটিটি পার্স	সুমনা সপ্তাহ	মাধুরী সাহাযন বিন্দী	অফিস কমেটিকস	সায়র বাসেপন	হেনি স্টোরী
মার্কেট গ্রাউ ২ তলা, বকসর স্টেট মার্কেট	৫২ বি বি রোড, হাটহাট	৫২/০ বি বি রোড, নারায়নগঞ্জ	জলিল সুপার মার্কেট	১১১ মর্শ টাওয়ার	সায়র বন কমেটিকস	সায়র বন কমেটিকস
উত্তরা ঢাকা	তোরান অফিস, ঢাকা	সিমেটা বিকিং, নারায়নগঞ্জ	৫২/০ বি বি রোড, নারায়নগঞ্জ	৫২/০ বি বি রোড, নারায়নগঞ্জ	৫২ তলা, কামিলাস্টার, কুষ্টিয়া	৫২ তলা, কামিলাস্টার, কুষ্টিয়া
ব্র্যান্ড ফেয়ার বিটিটি পার্স	লেভিস শ্যাড	সিটি সেন্টার	বুইন পার্ক	লেভিস কনার	অক্সরপ	সুমনান স্টোর
বাড়ী-সু, নং-১০২, রোড-১/শ	১৪০ সনমার ওসনসিটি	৪৩৫শী রোড, গিলিয়া	১২৬ সনমার ওসনসিটি	২০ অফিস সেন্টার	৩০৫, ৩০৬ তলা	১১৬ বি. ২৭ তলা
২৬-২৭, সুপার আর্থ, হুইট্রো	২৭ তলা, জি ই সি, ছাত্রায়	এর পাশে, ছাত্রায়	২৭ তলা, জি ই সি, ছাত্রায়	২৭ তলা, জি ই সি, ছাত্রায়	২৭ তলা, জি ই সি, ছাত্রায়	২৭ তলা, জি ই সি, ছাত্রায়
মল্লবারা বিল্ডিং ৪:৩০ এ দুপুর	২৬ মিনি সুপার মার্কেট, বাসোলি	১০৩ মটরশরী রোড	১০৩ মটরশরী রোড	১০৩ মটরশরী রোড	১০৩ মটরশরী রোড	১০৩ মটরশরী রোড
বৈশাখী-সিটিতে রপ্তানী বিষয়ে	বৈশাখী রোড নারায়নগঞ্জ	হুইট্রো	হুইট্রো	হুইট্রো	হুইট্রো	হুইট্রো
অনুষ্ঠান "একজয় রংগ লাভনা"	২৬ মিনি সুপার মার্কেট, বাসোলি	১০৩ মটরশরী রোড	১০৩ মটরশরী রোড	১০৩ মটরশরী রোড	১০৩ মটরশরী রোড	১০৩ মটরশরী রোড

যে কোন অনুসন্ধানের জন্য যোগাযোগ: ০১১১৩০১৫৬৫০৩, ০১৬৭০০০৬০৫৭, ০১৭২০০২০৫২, ছাত্রায় ও কল্যাণ: ০১১১৩০৬৪০১, ০১৬৪৪১৫০০৭
ফোন: ০১১৩৪১৫০০৭

Sample 11



Deepika Padukone
 Neutrogena® প্রডাক্টগুলি সন অপ্রেরণা সৌন্দর্যে পাওয়া যায়। আরও জানতে আমাদের কর্মীদের কেয়ার নম্বর 1 800 22 8111-এ ফোন করুন।
 Neutrogena® সৌন্দর্যে রাখুন, ব্রাউন প্যাংকোরিয়া, ইকিনে: বিগেস, মুইই-তে।

রোদের মধ্যেও থাকে বেশ।

স্কিন এক্সপার্টরা বলেন যে মাত্র 1 ঘণ্টা রোদে থাকলেই আপনার ফর্সা হওয়ার প্রচেষ্টা 8 সপ্তাহ* পিছিয়ে যেতে পারে। দীর্ঘস্থায়ী ফেয়ারনেস-এর জন্য আপনার চাই এমন একটি ফেয়ারনেস ক্রিম যা রোদ থেকে সুরক্ষা দেয়।

এসে গেল নতুন Neutrogena® Fine Fairness™ Cream SPF20। ভেতর থেকে, এর Healthy White Complex আপনার স্ককের রংকে হালকা করে ও স্পট কম করে। বাইরে থেকে, এটি দেয় রোদ থেকে 150% সর্বোত্তম সুরক্ষা**। তাই আপনি শুধু ফেয়ারনেস পান না, আপনি পান এমন উজ্জ্বল ফেয়ারনেস যা দীর্ঘস্থায়ী হয়।



Neutrogena®
 DERMATOLOGIST RECOMMENDED

Sample 12

সীজান®
ঝিলিক
উপটান

Only for Ladies

ত্বক ঝিলিক দিবে

100% Herbal
Skin Balance Formula

Ad
Legan Harbal

Glossy Skin
Glossy Face

সীজান ঝিলিক উপটান, এই গ্রন্থে।
এটি এমন বিশেষ কিছু হারবাল উপাদান
নির্ভর তৈরী করা হয়েছে যার ব্যবহারে
মেয়েদের ত্বক হয়ে উঠবে চকচকে (Glossy)
কোমল ও মসৃণ। ত্বক ঝিলিক দিবে।
ত্বকের প্রকৃত সৌন্দর্য্য বের করে আনবে।

LIGION®
ZHILIK
Glossy
UPTAN
Only for Ladies
With Flamingo Extract

Packed by : Hygienic Foil Packing

সীজান সুরমা
N. S Products
Dhaka, Bangladesh

Sample 13

ফেয়ার
&
বেগ্নার

৬৫ ফর্সাকারী ক্রীম

ফর্সা শুরু আজই
Milk Protein & Vitamin B3 enriched

KOHINOOR
CHEMICAL

Fair & Care
Fairness Cream
NEW SHINY HOT SKIN
WITH CREAM

ফেয়ার
&
বেগ্নার
ANTI-WRINKLE GEL

Sample 14

**আবিষ্কার করুন ফর্সা হওয়ার
৫০০০ বছরের প্রাচীন আয়ুর্বেদীয় রহস্য।**

এই ১৬ টি উপাদানের জাদুকরি মহিমায়।
 ১৬টি আয়ুর্বেদীয় ঔষধের এক অনন্য সমন্বয় - **কুমকুমি তেল**
 আর ফেয়ার এন্ড লভলি রং ফর্সা-ক্রিম - এ দুয়ের সমন্বয়ে
 এশো লুকন ফেয়ার এন্ড লভলি আয়ুর্বেদিক রং ফর্সা করার ক্রিম,
 যা মাত্র ৬ সপ্তাহে ভেতর থেকে আপনার রূপকে করে
 সজ্বরকাত্তা ফর্সা ও দীর্ঘায়ু।

 চন্দন ফর্সা ঘোষণার হৃৎকের জন্য।	 কুমকুম পুনর্জীবন ও আয়ুষ্- অর্জিতাইজনের জন্য।	 মজিষ্ঠা (কলকম) হৃৎক সংকোচক। হৃৎকের শাস্ত্রাণ, বর্ধিতকৃতি ও রসাহারের নিয়ন্ত্রণের জন্য।	 উম্বিরা মূল শীতলীকারক।
 অজপকীর শীতলীকারক, হৃৎক সংকোচক ও পুষ্টিসমপূর্ণ।	 লাক্ষা (কাযায়ম) উষ্ণীপক।	 কলিয়া শীতলীকারক ও কোমলতা সম্ভারী।	 নীলোৎপল বদনর্ধক ও শীতলীকারক।
 নামোৎপাদ বদনর্ধক, হৃৎক সংকোচক ও শীতলীকারক। শঙ্খাশলায়ক ও জন্ম হৃৎকের নিয়ন্ত্রণের জন্য।	 যতিমধু কোমলতা ও অর্জিতা সম্ভারী এবং শীতলীকারক। সংবেদনশীল কর্মায় হৃৎকের জন্য।	 শম্বক হৃৎকসংকোচক	 মজিষ্ঠা (কাযায়ম) হৃৎক সংকোচক। হৃৎকের শাস্ত্রাণ, বর্ধিতকৃতি ও রসাহারের নিয়ন্ত্রণের জন্য।
 পদ্মকেশর হৃৎক সংকোচক। রক্তত্বলে ও পরিষ্কৃত হৃৎকের জন্য।	 লাক্ষা (কলকম) উষ্ণীপক।	 পাতাল হৃৎকসংকোচক	 যাঠন অর্জিতা ও কোমলতা সম্ভারী এবং সুসংক্রমিক ও পচন নিবারণক।



ফেয়ার এন্ড লভলি **আয়ুর্বেদিক** রং ফর্সা করার ক্রিম

Sample 15

**এবারের পূজায় আপনার ত্বককে করে
তুমুন ভেতর থেকে লাবণ্যে ভরা।**

ন্যাচারালি।

**এ মাত্রের লাবণ্যে
ভরা মুখ**
আপনার ত্বক যদি এবারের হুটই
উজ্জ্বল হবে, তবে একে **আপনার
একটি সৌন্দর্যের আভরণের
কর্তৃত্বকে সমর্পিত দিন।** "এ মাত্রের
লাবণ্যে ভরা মুখ হুটই ফিরে আসবে।"
Dabur Home, Dabur India
Ltd., 142, Bhubari Avenue,
Kolkata-29-০১,
20 সেপ্টেম্বর ১০০ -০৪ রঙের
করা আয়ুর্বেদিক নিত্য স্কয়ার
15 মিনিটের মধ্যে ত্বকস্বিত
হবে সুসোয়া

আমাদের তীব্র উৎসাহে মুখই গুজুপূর্ণ। আর বন্ধু বান্ধব, আত্মীয়স্বজন
এবং অভিব্যক্তির সঙ্গে যোগাযোগের সময়ে, আপনাকে সবচেয়ে সুন্দর দেখতে
নাগাটিতে গুজুপূর্ণ। হুবহুই বাটিকা ফেয়ারনেস ফেস প্যাঙ্কে, প্রাকৃতিক
গুণাবলীতে সমৃদ্ধ একটি সুনির্ভরকর, বারবারের জন্য তৈরী হোক প্যাঙ্ক,
যার মধ্যে দিয়ে আপনার প্রাকৃতিক সৌন্দর্য ফুটে ওঠে। আমি একে পাজনা
করে, সমান ভাবে যখন মুখে প্রবেশ দিই, তখন আমি বার্ষিকভাবে
এর সক্রিয়, প্রাকৃতিক উপাদানগুলির কাজ করা অনুভব করতে পারি।
এর চন্দন, তুমুন আর ভেগেরের অভিনব মিশ্রণ মৃত জৈবিকগুণিতে তুমুনে
হবে আর আমার ত্বকের বী বৃদ্ধি করে। একে মিনিট পরে আমি মুখ মুখে
হেঁচি আর তৈরী হবে যাঁ এমন কি আরও বেশি বোকেবের অভ্যর্থনা
জানাতে নিশ্চিত্য নাহাং নিজে।



Vatika

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or write to Skin Care Expert, Post Box No. 3, Dabur India Limited, Ghaziabad - 201010

Sample 16

কেন শুধুমাত্র ফেয়ারনেসেই সক্ষুষ্টি থাকবেন? যখন আপনি পেতে পারেন ক্রিয়ার ফেয়ারনেস!

আপনি কি এমন ফেয়ারনেস চানছেন যা আপনার ত্বকে শুধু ফর্সাই করবে না সাথে কাজ করবে সেই সমস্ত বাধাগুলোর উপর যা আপনার ত্বকে ফেয়ারনেস থেকে দূরে বাধে? আসলে আপনি যা চানছেন তা হলো ক্রিয়ার ফেয়ারনেস। এমনকি ত্বক বিশেষজ্ঞরাও এই ব্যাপারে একমত।

"দুনিয়া জোড়া প্রতিষ্ঠিত মতামতে হচ্ছে ফেয়ারনেস মানে শুধু ত্বকের রং পরিবর্তন নয়; সমান ত্বকের রং, দারুণীমতা এবং ত্বকের কালোতাও দূর হওয়াই হচ্ছে ফেয়ারনেসের পরিচয়। বিগুনাবাদী ইউনিভার্সিটির পবেষণায় দেখা গেছে যে যারা ফেয়ারনেসে ক্রিম ব্যবহারকারী তারা শুধুমাত্র ফর্সা ত্বকের থেকে সমানভাবে ফর্সা রং, দারুণত্ব ত্বক এবং কালোতাবহীন ক্রিয়ার ফেয়ারনেসে বেশি পছন্দ করেন।"

ড: বিতন সাক্সপিরি
ফিন নাইটলি গোডাম ডিওস্টর
ইউনিভার্সিটির ফিন ডিস্টর সেণ্টার



বারবার জিজ্ঞেস করা হয় এমন কিছু প্রশ্নের উত্তর এখানে দেওয়া হলো।

ক্রিয়ার ফেয়ারনেসের পথে মূল বাধাগুলো কি?

-সোমা(১৮), ছাত্রী

ক্রিয়ার ফেয়ারনেসে পাওয়ার পথে নানাবিধ বাধা আছে। এর মধ্যে প্রধান হলো ত্বকের কালোতা, অসম রং ও ত্বকের দাগ। তাই আপনার ফেয়ারনেসে ক্রিমকে এই সকল বাধার বিরুদ্ধে কাজ করতে হবে। কারণ, যে ত্বক ক্রিয়ার ফেয়ার তা ছড়ায় এক নিঃশব্দে উজ্জ্বলতা।

কোন ক্রিম আমাকে ক্রিয়ার ফেয়ারনেস পেতে সাহায্য করে?

-মিলা(২২), বিমান বালা

ক্রিয়ার ফেয়ারনেস পেতে দরকার একটি উন্নত ফর্মুলা। যেমন, যুগান্তকারী নতুন ফেয়ার অ্যান্ড লাক্সারী মাল্টিভিটামিন। এতে আছে ট্রাই-ফেয়ার ডিটামিন কমপ্লেক্স: ডিটামিন বি৩, ডিটামিন বি৬, সি এবং ডিটামিন ই যা ত্বকের ক্রিয়ার ফেয়ারনেসের পথের মূল বাধাগুলোর উপর কোমলভাবে কাজ করে। এই ক্রিম সাহায্য করে:

১. ত্বকের কালোতাব ক্রিয়ার করতে
২. ত্বকের অসম রং ক্রিয়ার করতে
৩. ত্বকের দাগ ক্রিয়ার করতে।

এই ক্রিম আরও আছে অ্যান্টি-ক সানস্ক্রিন, যা আপনার নতুন ক্রিয়ার ফেয়ার ত্বক ধরে রাখতে সাহায্য করে।

কিভাবে জানবেন যে আপনি ক্রিয়ার ফেয়ারনেস পেয়েছেন কি না?

-দীপা(২০), মডেল

আপনি ব্যাপারটা আয়নার সামনেই পরীক্ষা করে দেখতে পারেন। ফেয়ারনেসের পথের মূল বাধাগুলো দূর হয়ে ত্বকের অসমান রঙের উজ্জ্বলি হয়েছে কিনা। যদি ত্বকের সব জায়গা সমান রং দেখায় এবং মুঠোর ত্বকের পুরোটা জুড়েই নিঃশব্দে ছড়ায়, তবে এটিই ক্রিয়ার ফেয়ারনেস।

ফেয়ার অ্যান্ড লাক্সারী মাল্টিভিটামিন যা আপনাকে দেবে ক্রিয়ার ফেয়ার ত্বক কারণ, সব কথার শেষ কথা, ক্রিয়ার ফেয়ারনেসেই সেরা ফেয়ারনেস।

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দিনে দিনে টোটাল ফেয়ারনেস

৭ দিনে
রোস থেকে সুস্বাদু

১৪ দিনে
সীসিমে, কোমল ত্বক

২১ দিনে
পরিষ্কার, মসৃণ ত্বক



০১	০২	০৩	০৪	০৫	০৬
রবি	সোম	মঙ্গল	বুধ	বৃহঃ	শুক

৭ দিন

০৮	০৯	১০	১১	১২	১৩
রবি	সোম	মঙ্গল	বুধ	বৃহঃ	শুক

Fair & Lovely

প্রতিটি দিন যেমন আপনার কাছে গুরুত্বপূর্ণ, আপনার ফেয়ারনেস ক্রিমের ক্ষেত্রেও তাই হওয়া উচিত নয় কি?

বিশ্বের ১ নং ফেয়ারনেস ক্রিম ফেয়ার অ্যান্ড লাভলী মাল্টিভিটামিন এখন নতুন দ্রুত কার্যকর ফর্মুলায়। নিয়মিত ব্যবহারে দিনে দিনে আপনাকে দেয় নজরকাড়া টোটাল ফেয়ারনেস মাত্র ৪ সপ্তাহে।

২৮ দিনে
টোটাল ফেয়ারনেস

১৪ দিন	১৫	১৬	১৭	১৮	১৯	২০
	রবি	সোম	মঙ্গল	বুধ	বৃহঃ	শুক

২১ দিন

২২	২৩	২৪	২৫	২৬	২৭
রবি	সোম	মঙ্গল	বুধ	বৃহঃ	শুক

ADCCOMM 2009

Sample18

ফুটিয়ে তুলুন 2 টোন পর্যন্ত বেশি কর্সা রঙ মাত্র 7 দিনেই। নিজেই মেপে দেখুন।

গার্নিয়ের লাইট SPF15
 ডেইলি ময়স্চারাইজার
 ফেয়ারনেস + ডার্ক স্পটস প্রিভেনশন

পার্নিয়ের এই প্রস্তুতকারিতা নিয়ে কাজ করে কর্সা রঙ বা মেপে দেখা যায় - পার্নিয়ের ফেয়ারনেস স্কেল-এর সাহায্যে।
 মেপে ডার্ক স্পটস মিলে গিয়ে পার্নিয়ের স্কেলে দেখুন, কিন্তু মেপে পার্নিয়ের স্কেলটি -এক সপ্তাহের পরে মূল্যবান তুলনামূলক তুলনা করতে পারবেন।

- দার্ক স্পটস মিলে গিয়ে পার্নিয়ের স্কেল-এর তুলনামূলক তুলনা করতে পারবেন।
- ইতিমধ্যে ডার্ক স্পটস মিলে গিয়ে পার্নিয়ের স্কেল-এর তুলনামূলক তুলনা করতে পারবেন।

ফেয়ারনেস স্কেল মেপে পড়বে:

1-র মিলে	7-র মিলে

মাত্র 7 দিনেই কর্সা রঙ 2 টোন পর্যন্ত বেশি কর্সা রঙ হলে পার্নিয়ের স্কেলটি 1-র মিলে পড়বে।

কারণ: পার্নিয়ের স্কেল ফেয়ারনেস স্কেল, ফেয়ারনেস স্কেল মিলে গিয়ে পার্নিয়ের স্কেল-এর তুলনামূলক তুলনা করতে পারবেন।

জালো থাকুন
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Sample 19

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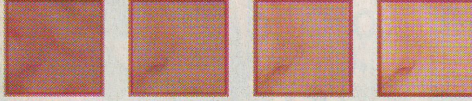
Naturally Fair

Sample 20

থাকুন
লাইট অ্যান্ড
ক্রিয়ার,
সবসময়ই।



নজরকাড়া ফল চার সপ্তাহে



1ম সপ্তাহ → 2য় সপ্তাহ → 3য় সপ্তাহ → 4র্থ সপ্তাহ
 মেলানিন সৃষ্টি নিয়ন্ত্রণে রাখে | পিগমেন্টেশন সাফ করে | ত্বকের স্পষ্টতা বাড়ায় | ফর্সা ও উজ্জ্বল ত্বক

নিখুঁত ফরসা রঙের জন্য এভারইয়ুথ ডার্মা কেয়ার আপনার জন্য এনে দিল লাইট অ্যান্ড ক্রিয়ার স্কিন লাইটেনিং ক্রিম। এর উন্নত মানের বিজ্ঞানভিত্তিক ফর্মুলা যাতে আছে কোজিক অ্যাসিড (ত্বকের রঙকে উজ্জ্বল করার ক্ষেত্রে আন্তর্জাতিক মানদণ্ডে উত্তীর্ণ) এবং শীবাটার, অ্যালানটয়েন, ভিটামিন সি ও ই যা শুষু রোদের দরুন ক্ষতিগ্রস্ত হওয়া ত্বকের পরিচর্যা করে তা-ই নয়; উপরন্তু 4-6 সপ্তাহের মধ্যেই পিগমেন্টেশন ও কালচে ছোপগুলোকে সাফ করে ফেলে ত্বকের রঙটাকে দর্শনীয় ভাবে উজ্জ্বল করে তোলে। এভাবেই থাকুন লাইট অ্যান্ড ক্রিয়ার, সবসময়ই।

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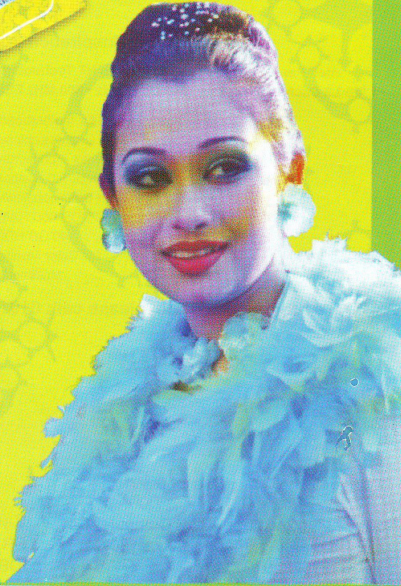
হারবাল প্যাক

চন্দন, নিম, হলুদ, আখরোট, তুলশী সহ ১১টি প্রাকৃতিক উপাদানের পরিশোধিত অংশের মিশ্রণে তৈরী সীজান উপটান ব্যবহারে সব সময় মেয়েদের ত্বক সুরক্ষিত থাকে। ত্বক শীতল রাখে। র্র্যাক শেড, এলার্জি, বয়সের ছাপ পড়া এগুলি থেকে ত্বক মুক্ত থাকে। এটি ফেস ওয়াশ হিসাবে খুবই ভাল। মেকআপ তোলার সাথে সাথে সীজান উপটান ব্যবহার করলে মেকআপ এর পার্শ্ব প্রতিক্রিয়া থেকে ত্বক সম্পূর্ণ মুক্ত থাকবে।

সীজান উপটানই দিতে পারে ঘরে বসে ত্বকের পরিপূর্ণ হারবাল পরিচর্যা, হতে পারে আপনার ত্বকের প্রিয় বন্ধু।

 সীজান হারবাল
LIGION Herbal
N. S Products
Dhaka, Bangladesh

সীজান উপটান এখন ফয়েল
প্যাকে প্যাকেটজাত



Ph: 0181 149952

ব্যবহারে

- ছেলেরদের ত্বক হয় উষ্ণ, মসুন এবং সতেজ।
- রোগে কোনো রোগ্য ত্বক ফর্সা এবং দামামুক্ত হবে।
- মুখের চামড়া টানটান রাখে বলে, ত্বকে বয়সের ছাপ পড়ে না।
- সেভ এর পরে ব্যবহার করলে এন্টিসেপটিক এর কাজ করবে।
- অকালে দাড়ি পাকবে না।

সব সমস্যা
ফ্রেশ

মীজান জেন্টস উপটান

ছেলের সৌন্দর্যে এই প্রথম

রোদ, ময়লা, ধুলোতে ছেলেরা বেশী পরিশ্রম করে বলে ছেলেরদের ত্বকের যত্ন নেয়া বেশী প্রয়োজন।
তাছাড়া ছেলেরদের ত্বক কোনভাবে আক্রান্ত হলে মেকআপ দিয়ে ত্বকের সমস্যাগুলি টাকবার উপায় নেই।
“তাই ছেলেরা ত্বকের যত্ন দিন প্রতিদিন”

100% Herbal

চন্দন, নিম, যাষ্টিব, একালি এবং হলুদ সহ ১৪টি প্রাকৃতিক উপাদানে তৈরী
Skin Scrubber

মীজান হারবাল
N. S Products
Dhaka, Bangladesh

Sample23

ত্বকের জন্য বিশেষভাবে তৈরি

World's No.1
Fair & Lovely

MENZ ACTIVE

3 WAY FAIRNESS TREATMENT

Sample24

MAX

Fair & Lovely

MAX Fairness for MAX Impression

এলো নতুন ফেয়ার অ্যান্ড লাভলী ম্যাক্সফেয়ারনেস। এর মুগ্ধকরী ভাইটিম্যাক্স কমপ্লেক্স ও টিপল ইউভি ফিল্টার, পুরুষদের পুরু ত্বকে গভীরভাবে কাজ করে দেয়:

ম্যাক্স ফর্সা ত্বক, ম্যাক্স কম দাগ ও ম্যাক্স সূর্য থেকে প্রতিরক্ষা

তাই ত্বক দেখায় দারুন ফর্সা যেন আপনি তৈরি করতে পারেন এমন ইমপ্রেশন যা কেউ ভুলতে পারবে না।

ম্যাক্স ফর্সা ত্বক +

ম্যাক্স কম দাগ +

ম্যাক্স সূর্য থেকে প্রতিরক্ষা +

Fair & Lovely

MAX Fairness FOR MEN

Sample25

Appendix – I : TVCs Fairness Products (in CD ROM)

M1	Emami Fair and Honsome
M2	Emami Fair and Honsome
M3	Fair and lovely Menz Active Cream
M4	Fair and lovely Menz Active Cream
M5	Fair and lovely Max Fairness
F1	Fair and lovely
F2	Fair and lovely Multivitamin.
F3	Fair and lovely Ayurbadic
F4	Fair and lovely Multivitamin
F5	Ponds white beauty Face wash
F6	Ponds white beauty

Bio-data of the Author

I am Shubarna Rosul, Daughter of S.K Golam Rosul and MRS Kohinur Rosul, done my M.A in English from East West University. I am working as an Export Importer agent and my Company known as “Shubarna Enterprise”. I have done my S.S.C from Dowood Public School, H.S.C from Cantonment College Jessore and B.A in English from East West University. S.K Shubarna Rosul married with Sakwat Hossain Mamun and have a kid name Safwan Hossain