

Manipulative Language of Advertising



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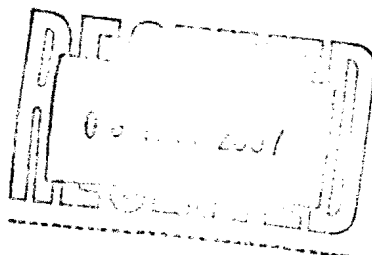
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Preface

This paper titled, “Manipulative Language of Advertising” is part of the course requirement for obtaining the degree of M.A. in English from East West University. I made this study under the supervision of my teacher Mr. Asit Roy Choudhury, Associate Professor, Department of English, East West University. Since I did not come across many identical studies, I had to collect and analyze all available information. Time constraint and paucity of resources compelled me to operate within a very limited area. However, I tried to make the best use of what I came across.

Acknowledgements

I thank my parents, sisters and brothers who believed that I was good enough to study a subject like English Literature. I am also thankful to my teacher, Mr. Elham, who was my constant inspiration.

My thanks are due to Mr. Shahriar Haque who introduced me to the concept of “Manipulative Language of Advertising” and he created ample interest in me about the theme that led me to this dissertation.

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1.1 Introduction:

Advertising is dated back to the Christian era. One of the first known methods of advertising was outdoor signs; they would be painted on the wall of a building and were usually very eye catching. Archaeologists have found signs in the ruins of ancient Rome and Pompeii which advertised travelers to go to a tavern situated in another town.

In ancient times the most common form of advertising was by word of mouth: however, commercial messages and political campaign displays have been found in the ruins of Pompeii. Egyptians used papyrus to create sales messages and wall posters, while lost and found advertising on papyrus was common in Greece and Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient media advertising form, which is present to this day in many parts of Asia, Africa, and South America. For instance, the tradition of wall paintings can be traced back to Indian rock art paintings that goes back to 4000 BC. As printing developed in the 15th and 16th centuries, advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England.

These early print ads were used mainly to books, which became increasingly affordable thanks to the printing press, and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called 'quack' ads became a problem, which ushered in regulation of advertising content.

As the economy was expanding during the 19th century, the need for advertising grew at a quick pace. In the United States, classified ads became popular, filling pages of newspapers with small print messages promoting all kinds of goods. The success of this advertising format led to the growth of mail-order advertising. In 1843 the first advertising agency was established by Volney Palmer in Philadelphia. At first the agencies were just brokers for ad space in newspapers, but by the 20th century, advertising agencies started to take over responsibility for the content as well.

The 1960s saw advertising transform into a modern, more scientific approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes. The Volkswagen ad campaign featuring such headlines as "Think Small" and "Lemon" ushered in the era of modern advertising by promoting a 'position' or 'unique selling proposition' designed to associate each brand with a specific idea in the reader or viewers' mind.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising, rather than it being a byproduct or afterthought. As cable television became increasingly prevalent, "specialty" channels began to emerge, and eventually entire channels, such as QVC and Home Shopping Network and Shop TV, devoted to advertising merchandise, where again the consumer tuned in for the ads.

Marketing through the Internet opened new frontiers

boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, the search engine Google revolutionized online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

Advertising is any form of non-personal presentation and promotion of ideas, goods, and services usually paid for by an identified
most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumers markets. Advertising is a persuasive communication attempt to change or reinforce one's prior attitude that is predictable of future behavior. We are not born with the attitudes for which we hold towards various things in our environment. Instead, we learn our feelings of favorability or unfavorability through

information about the object through advertising or direct experience with the object, or some combination of the two.

Advertising is a message designed to promote or sell a product, a service, or an idea. Advertising reaches people through varied types of mass communication. In everyday life, people come into contact with many different kinds of advertising. Printed ads are found in newspapers and magazines. Poster ads are placed in buses, subways, and trains. Neon signs are scattered along streets. Billboards dot the landscape along our highways. Commercials interrupt radio and television programming.

Advertising is becoming a major part of mass media. At times, we may view it positively; at other times we may just skip or ignore it. In order to attract audience, advertisers use various techniques on their advertisement to make people aware of the firm's products, services or brands. Although the methods used by advertisers are infinite, they have a common goal: to persuade those who may become their customers to buy their products. An excellent advertisement will create a deep impression on its potential customers.

Advertising is a multibillion dollar industry. In many businesses, sales volume depends on the amount of advertising done. Manufacturers try to persuade people to buy their products. Business firms use advertising to promote an "image" for their company. Businesses use advertising to gain new customers and increase sales. Advertising has the power to create brand awareness and loyalty as well as stimulating demand.

Advertising makes the consumers informed of their products, services, etc. Advertising helps the consumers to know which product is good and which is bad. It gives consumers and business customers a wider variety of choices. Advertising stimulates competition between the producers, which benefits all buyers. Advertising encourages the development and speeds the acceptance of new products and technologies. Advertising stimulates a healthy economy. By encouraging mass production, it helps keep price down. It also helps create financially

healthy consumers who are more informed, better educated, and more demanding. As a result, consumers demand that manufacturers be held accountable for their advertising.

Advertising has some negative impacts on our society. Advertisers often give half-truth about their product. They do not give complete information about their products, services, etc. Consumers are the victims of them. To win over their rivals, the advertisers exaggerate the quality of their products and the common people, who believe that, fall victim of their unhealthy competition. Advertising creates needs and makes people buy things they do not really need or want.

In advertisement language is an important part. Advertisers use superfluous language in their advertisement to attract the consumers to buy their products, services, or the objects that are advertised. Advertising may be viewed as the construction of semiotic worlds for the rhetorical purpose of swaying purchasers to buy what is advertised. Print advertising often involves manipulation of linguistic structures and forms to achieve the persuasion. The very structure and form of language is additionally manipulated — we may say that rules are intentionally and systematically broken — presumably to achieve an even greater, more salient, more pervasive, more penetrating, and ultimately more persuasive effect on the viewer or reader.

Problem Statement:

This thesis mainly focuses on the manipulative language of advertising in Bangladesh. As few researches have been done on this topic, the researcher would like to bring the manipulation in advertising of cell-companies and stereotyping in fairness products to the light and would like to make the consumers aware of this manipulation.

Advertising is designed for one purpose - to sell. To achieve this goal, advertisers are willing to stretch and distort the truth, just to convince people to buy their product. For example, an advertiser may convince buyers to purchase their product by stating that has been tested and found superior. In reality, the product is not likely to be better than any other - the tests themselves doubtlessly conducted by the promoting company - conducted to ensure at least something is superior about the product, even if it is only the color. By using ingenious tactics like these, the populace is deceived into buying a product that may not do what is required, or a product which a buyer may have never really needed.

The impact of advertising on our society is a fiercely debated topic. There are negative and positive social and economic impacts upon society from advertising in its various forms. For instance, advertising promoting public welfare has a positive social impact upon society, whereas advertising portraying women as sex objects has negative social impact. The ads on cigarette have negative impact on the teen-agers. Though there is a warning at the bottom of the ad- "Smoking is bad for health" most of the teen-agers do not notice that. Most of the ads have the same theme that if you smoke you look manly and beautiful girls are attracted to you. The teen-agers do not have the mental maturity to realize the long term bad effect of smoking. They also do not know that their smoking cigarettes also harmful for the people around them who are not smokers. As a result people suffer from various diseases. The ads on milk powder also have negative impact on the society. Everyone knows that mother's milk is best for a child. But the ads on milk powder encourage mothers to use milk powder as alternative for their children. Though there is a notice at the bottom of the ad that-"Nothing is substitute for or equivalent or superior to breast milk" the working mothers do not notice.

There are numbers of proven ways to persuade the consumer that he or she needs the product being advertised. These methods of persuasion, instead of concentrating on the actual product, usually concentrate on the benefits that will be brought to the consumer. These benefits may include the hope of more money and better jobs, popularity and personal prestige, praise from others, more comfort, social advancement, improved appearance, or better health.

It is a common criterion of the advertisement agencies to make the consumers hypnotized by the superfluous language of their advertisement. Advertisers tell half-truth about their products. They do not give complete information of their products, services, etc.

Purpose Statement:

The main intentions of this research are to make the consumers concerned about the exaggeration of language in advertisement and to make the advertisers more responsible about the use of language as well. The researcher would like to make the people concerned about the unhealthy competition of the advertising agencies. This research also aims at making people alarmed about the stereotypical manipulation in advertising. This research aims at bringing the idea of degradation of people in advertising to the light and wants to make the advertisers more responsible about immoral presentation of women.

Objectives of this Research:

- To make the whole society alert about the manipulation of the advertisement.
- To make the advertisers more responsible about giving the complete information about their products, services in the advertisement.
- To make the people responsive before buying a product.
- To make the people concerned about not to be influenced by the exaggeration of the advertisement.
- To create awareness in the mind of consumers whether the advertisers give true information or not.

- To create the consciousness in the mind of consumers to justify the products they are going to buy.
- To make the advertisers more ethical about presenting women as only beauty-object.

2.1 ANALYSIS

Advertisers sometimes use youth rebelliousness effectively to make a product popular: Cell phone companies make millions targeting teenagers and young adults through various marketing strategies such as special deals or promoting popular, colloquial jargon.

Cell phone companies give many facilities of free sms, cheaper call rate, free call within certain time, BTTB incoming free, cheapest rate of Sims card and so on. These companies want to compete with one another by promoting new facilities. People are influenced by the advertisements of cell companies and are inspired by the catchy slogan and offering facilities of the cell phone companies. They feel an urge to grab the “Sims” of almost all the companies that they really do not need. By giving facilities the cell companies induce the people to talk unnecessarily. The cell companies create need of talking unnecessarily and make profit out of that.

I have studied some advertisements of cell phone companies (enclosed in the appendix) and have found the following manipulations that occur in these advertisements.

- Lack of complete information.
- Exaggeration of services.
- Vat and other charges are not mentioned in the ads, though mentioned, they are in such a small letter that can not be noticed.

First I take an advertising of “Aktel” into consideration. “Aktel” is one of the leading mobile companies of Bangladesh. In ad “A”, this company is promoting a facility namely ‘exceed’ under which you can talk in fifty- percent less than usual call rate. Then it promotes minimum rate of one taka per minute from four to six of morning. This company gives cheap call rate in such time that is not reasonable for talking and they succeeded in doing so. People are inspired by that and start unnecessary talk instead of sleeping. In this ad I have found that to get the facility of “exceed” this company charges one hundred taka as migration fee. But the charge rate is given at the bottom of the page part in advertising is unfocused and is given in microscopic letter. Most of the people do not notice the charge rate which is a trick of the advertiser. Because if the people are aware of this charge earlier, they may not migrate their “Sims”, As a result the company would not get their profit. There is also mentioned that every charge is included with fifteen percent vat. Thus this company gets their desirable profit by persuading people to buy their services.

Then I studied an ad of “Bangla Link” which is another leading mobile company. This ad (B) has no complete information in its first part. This ad has its second part in another page which is a trick of the advertiser. Most of the people are inspired by the facilities that first half contains, but they remain unaware of the conditions that this ad gives later. The second half of this ad presents the call rates, sms rates, and the time when these rates are valid. This part also contains conditions, vat. The conditions are not given in this ad thus this company also does not give complete information.

This ad (B) targets women and makes them proud to be ladies, by using “ladies first”. The advertiser targets directly to the emotional side of woman.

In this ad (B) I have found four facilities under four categories- “Your time”, “FnF”, “T&T incoming free” and “Bangla link to Bangla link”. In this ad I find that a working woman is talking with her husband, mother, friend and colleague. This woman is using “FnF” facility and because of the cheap call rates this woman talks unnecessarily. This ad creates need which the consumers really do not have.

I have studied another ad of “City cell” mobile company. This ad (C) promotes cheapest rate of buying connection, handset and free talk time. This ad (C) attracts the target audience with its catchy slogan and “free” concept. Later this ad gives various conditions, charge rate. This ad persuades people by promising to give facilities and in turn it manages to trap its clients.

Now I would like to talk about another manipulation of advertising that is “Stereotyping”. Stereotypes are considered to be a group concept, held by one social group about another. They are often used in a negative or prejudicial sense and are frequently used to justify certain discriminatory behaviors. Stereotype production is based on:

- Simplification.
- Exaggeration or distortion.
- Generalization.
- Degradation of certain groups.

Stereotypes are seen by many as undesirable beliefs which can be changed through education and familiarization. However, stereotypes need not be confined to negative characterizations about individuals or groups, and can thus have positive characterization.

Stereotyping in advertising involves presenting a group of people in an unvarying pattern that lacks individuality. It often reflects popular misconceptions and involves a misrepresentation of the group of people stereotyped. In advertising, stereotyping is an effective and efficient communication. Stereotyping in advertising may be centered on sex, race, ethnicity, religion, age, social myths, class, demographics, sexual orientation, etc. The ethical problem with stereotyping in advertising arises because, as stereotyping is a misrepresentation of real, it is a form of deception and any kind of deception is morally wrong. Stereotyping in advertising harms people who are being stereotyped, so this act is morally wrong. The advertisement **that**

degrades a group of people is not only morally objectionable but also unethical. It can be said that advertising perpetuates and reinforces stereotypes, encourages negative views of women's status in society, and fosters attitudes about women and sex that are less than positive.

We find stereotyping in advertisement of some fairness creams. These advertisements claim that only "whites" or "fair-colored" women can be successful in their career and life. These ads are also telling the half-truth, because no fairness cream can change the real color of people. We also find that in these ads women are used as models and most of the time the ads contain the idea that a "black" woman cannot succeed in her career and life. This idea demeans the role of woman in that they are only beauty-objects and their life and career are also related to their beauty. The more beautiful a woman the more successful she is in her entire world; this misconception degrades the quality of woman. A woman should not be valued by her beauty rather than she should be valued by her contribution to the society. Advertisements of fairness products present a very biased and very partial view of society. Although stereotypes are inevitable byproduct of advertising construction, the power of advertising communication can produce negative consequences for groups in society that are stereotyped.

We also find that women are used as sex-object in advertising. Women represent sex-object in advertising is used as a tool of persuasion to draw interest to a particular product for purpose of sale, generally using attractive models. Advertisers use women in a provocative way which highlights the products. Many products are pitched with explicit sexual imagery that borders on pornography. These ubiquitous images not only encourage us to think of sex as a commodity, but they often reinforce stereotypes of women as sex objects and may contribute to violence against women. Everywhere we turn, advertisements tell us what it means to be a desirable man or woman. For a man, the message is manifold: he must be powerful, rich, and confident. For a woman, the messages all share a common theme: she must be "beautiful".

The use of women's bodies in ads is essentially a cheap trick that advertisers use instead of making more thoughtful arguments for their products. The idea that is used in these kinds of ads is quite simple: Attractive bodies are employed to grab attention and stimulate desire, which advertisers hope will then be transferred to the product. In this way, women's bodies are equated with commodities, presented as the reward of consumption.

I have studied twenty-five ads (all enclosed in appendix) and have found following manipulations:

- Using woman as beauty- object.
- Demeans dark- skinned woman.
- Presenting the idea that whites are successful in every stage.
- Treat woman's qualification through her beauty.
- Exaggerating the quality of the product that is advertised.
- Using woman as sex-object.

A (1) is an ad of fairness bleach namely "fem". In this ad the female model has dark-skin but after using this bleach cream she becomes white. This fairness cream promises to give white, dazzling skin within fifteen minutes. This ad is exaggerating its quality. No cream can change the real color of skin, and if so, then nobody would have dark-skin. If this claim is true, the result is not long-lasting, she might be white for certain time and then her color goes to its old form.

B (1) is another ad of fairness cream which name is "Ultra Fair". This cream claims that it has natural ingredients. The slogan of this ad is "Fairness! A Feminine Pride". The slogan of this ad reminds the stereotypical view of advertiser. White skin is not supposed to be only pride of woman. Woman has many other things to be proud on. This ad views that only whites have quality to be proud; dark- skinned woman has nothing to be proud on. This is a

negative view of stereotyping that creates distinction between white and dark-skinned and this is morally wrong.

Ad C (1) is an ad of hair removal cream namely “Veet”. The female model is in exposing pose. The model is presented in a very provocative way. The slogan “Feel desirable” is targeted to the point that if you use this hair removal cream, everyone desires you. In this ad, woman is used as sex-object. This is unfair attitude towards woman. This ad advocates the view that woman should always be concerned that whether they are desirable to man. This is a partial view, because there are more things to be concerned with.

Ad D (1) is an ad of body spray and cologne of a brand namely “Revlon”. The name of the body spray and cologne is “Charlie”. Here also I find a female model with a bunch of flowers, wearing short, and sleeve-less midi. The model is posing in a provocative way. The slogan of this ad is “Be Cool, Act Bold, Look Sexy”! And this persuades the target consumers. This very slogan attempts to tell that if you use this body spray, you will look cool and sexy. Here also I find that the female model is used as sex-object because the advertiser by using her sex-appeal attracts the consumers. This company uses the female model in an exposing pose to persuade the target consumers with the idea that you may also look like this model if you use this body spray and cologne of this brand. This ad demeans women by using them as sex-object.

This is another ad E (1) of “Fair & Lovely” that demeans women. In this ad I find a female model saying that this fairness cream has changed her complexion and her life. She also says that this cream makes her confident and brings change in the way she faces the world and also in the way the world looks at her. This ad conveys the idea that having fair complexion means having everything. This ad degrades women by claiming that they are valued by their complexion. The slogan of this ad “Discover the glow in your life” is also meant to say that to become “fair” your life is also glowing and your life is fulfilled.

The very idea of this ad is women's life is all about "fair complexion". A woman having "fair complexion" is successful in every sector of life. This world also measures a woman's qualification by her complexion. But this is not morally right. This view of the advertisers should be changed.

3.1 Literature Review

Advertising is both commended and criticized not only for its role in selling products but also for its influence on the economy and on society. Some critics have the idea that advertising has powerful influence on the society which often causes various controversies. Different criticisms both positive and negative exist regarding advertising. First I present the definitions of advertising that various persons give.

Belch defined advertisement as "just one source of information consumers' use in learning about products forming attitudes, and/or making a purchase decision. Consumers are likely to integrate information from advertising and other forms of marketing communication as well as direct experience in forming judgments about a brand". He also interprets that "Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes".

Arens in his book, "Contemporary Advertising" talked about the nature of advertising. He said that advertising, by its very nature, is not complete information and is biased in favor of the advertiser and the brand. He said, "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 begin to object".

Proponents of advertising argue that it is the lifeblood of business as it provides consumers with information about products and services and encourages them to improve their standard of living.

Arens said that marketing professionals earnestly believe in the benefits that advertising brings to society. According to them advertising encourages the development and speeds the acceptance of new products and technologies. It gives consumers and business customers a wider variety of choices. By encouraging mass production, it helps keep prices down. And it stimulates healthy competition between producers, which benefits all buyers.

But this is not true in all cases. The advertisements of mobile- companies compete with one another and make people tapped by their manipulation. Their competitions often turn unhealthy.

Arens in the chapter “The Dimensions of Advertising” said, “Most advertising is intended to be persuasive- to win converts to a good, service or idea. A company usually sponsors advertising to convince people its product will benefit them. Some ads, though, such as legal announcements, are intended merely to inform, not to persuade”.

Professor Ivan Preston believed these kinds of problems can be avoided if marketers simply improve the kind of information they give in their advertising. He would require advertisers to have a reasonable basis for any claims they make.

Many believe advertising should primarily be informative in nature and should not be permitted to use puffery or embellished messages. Others argue that advertisers have the right to present the most favorable case for their products and services and should not be restricted to just objective, verifiable information. Many critics note that consumers can protect themselves from being persuaded against their will and that the various industry and governmental regulations suffice to keep advertisers from misleading consumers.

There are British codes for advertising practice. These are:

- All advertisements should be legal, decent, honest and truthful.
- The code's rules on truthful presentation place no constraint upon the free expression of opinion, including subjective assessments of the quality or desirability of products, provided always that-
- It is clear what is being expressed is opinion.
- There is no likelihood of the opinion or the way it is expressed misleading consumers about any matter in respect of which objective assessment, upon a generally accepted basis, is practicable.
- No advertisement should cause children to believe that they will be inferior to other children, or unpopular with them, if they do not buy a particular product, or have it bought for them.

Because of its high visibility and pervasiveness, along with its persuasive character, advertising has been the subject of a great deal of controversy and criticism. Numerous books are critical of not only advertising methods and techniques but also its social consequences. Various parties, including scholars, economists, politicians, sociologists, government agencies, social critics, special-interest groups, and consumers have attacked advertising for a variety of reasons- including its excessiveness, the way it influences society, the methods it uses, its exploitation of consumers, and its effect on our economic system.

There is a criticism that much advertising is false, deceptive, and misleading, and it conceals information which should be revealed and omits limitations and comparative disadvantages of the item advertised. Some contend that, because of its conflicting claims, advertising confuses and bewilders more than it helps.

Another criticism is that advertisers are hidden persuaders who sneak into the consumer's mind and secretly manipulate him to do the advertiser's will. They prevail upon consumers to buy what they do not need, should not have and can not afford. The consumer then replaces some product which is not yet worn out.

Many critics of advertising would probably agree that most advertisers are not out to deceive consumers deliberately, they are still concerned over whether consumers are receiving enough information to make an informed choice. They say advertisers usually present only information that is favorable to their position and do not often tell consumers the whole truth about a product or service.

While many critics argue that advertising is a major contributing force to materialistic values, others say advertising merely reflects the values of society rather than shaping them. Those critics who are against advertising claim that advertising has an adverse effect on consumer values by encouraging materialism, a preoccupation with material things rather than intellectual or spiritual concerns. Critics view advertising that-

- Seeks to create needs rather than merely showing how a product or service fulfills them.
- Surrounds consumers with images of the good life and suggests the acquisition of material possessions leads to contentment and happiness and adds to the joy of living.
- Suggests material possessions are symbols of status, success, and accomplishment and or will lead to greater social acceptance, popularity, sexual appeal and so on.

A common criticism of advertising is that it manipulates consumers into buying things they do not need. Many critics say advertising should just provide information useful in making purchase decisions and should not persuade. Persuasive advertising plays on consumers'

emotions, anxieties, and psychological needs and desires such as status, self-esteem, and attractiveness, is viewed as unacceptable. Persuasive advertising is criticized for fostering discontent among consumers and encouraging them to purchase products and services to solve deeper problems.

Another most important criticism of advertising is that advertising causes excessive social conformity, making stereotypes of consumers. Advertising has received much criticism for stereotyping women. Critics charge that advertising generally depicts women as homemakers or mothers and has failed to acknowledge the changing role of women in our society, or it shows women as decorative objects or sexually provocative figure. Women are all too often described in terms of what they look like, rather than what they think or what they do. Women's accomplishments are often based upon her physical appearance as opposed to her personality or possible mental capability. It is clearly apparent that stereotypes are not limited to the prejudiced or the bigoted, to racial categories or to the unschooled. It is to be said that those who are considered more "attractive" beginning at a young age are led to believe that women are successful in part by their appearance and monetary value.

Harris in one of his reviews said "Advertisers try by the various means at their disposal to get people to buy the product or service advertised. They therefore attempt to construct an advertisement that will fully involve the attention of the potential purchaser which will have a persuasive effect. Advertisers thus create a semiotic world in order to persuade their audience of the essential "rightness" of purchasing the product or service advertised".

He also said in his review that the creators of the print advertisements use linguistic material with visual material, and often this linguistic part is manipulated. What is meant here is that the advertisers will use language in clever, tight, stylized, and persuasive ways as they can to convince someone to go out and buy the product or purchase the service which is the subject and substance of the advertisement. However, what often occurs is that the very structure and form of language is additionally manipulated.

Critic Wilson Bryan Key said that the widespread fear that advertisers are messing with our heads- manipulating us psychologically, and without our consent, into buying things we do not want or need.

This gets to the heart of the complete information principle because the criticism suggested that advertising does not give consumers information upon which to base rational decisions, but rather manipulates us through brainwashing. Consumers are, therefore, completely powerless against the forces of the advertisers.

Some professional critics said “Advertising encourages us to buy more junk we do not need. It is destroying the essence of our ‘citizen democracy’, replacing it with a self- oriented consumer democracy.

According to McCann Erickson, the advertising agency, advertising is “Truth well told”. But this view is not always reliable. Because I found many advertisements do not tell the truth rather they tell half-truth.

4.1 Methodology:

Research Design:

I analyzed the sample advertisements by using Norman Fairclough’s theory of “Access to the media” and “The politics of media”.

I collected my advertisements from print media like newspapers, magazines. When I selected my advertisements I carefully examined whether manipulations occurred in these advertisements.

I will give the difficulties that I faced in collecting literature review under the sub-heading of “Obstacles Encountered”.

Theoretical Framework:

I used Fairclough’s framework for analyzing media discourse to analyze advertisements for my thesis. His theory of ‘Access to the media’ and ‘The politics of media’ are partly related to my thesis.

In ‘Access to the media’ Fairclough tries to say that, there are many individuals and social groups who do not have an equal access to the mass media in terms of writing, speaking or broadcasting. Fairclough argues that this is because “media output is very much under professional and institutional control, and in general it is those who already have other forms of economic, political or cultural power that have the best access to the media”.

This theory helps this research to analyze how the manipulation in advertisements occurs. Power professionals control the media and they think of their own profit. So they use manipulative language and create manipulations in advertisements to achieve their target.

In his theory of “The politics of media”, Fairclough argues that media discourses “contribute to reproducing social relations of domination and exploitation”. The media is dominated by the powerful, elite, and state. The ruling class needs to achieve the public’s consent through persuasion in order to maintain its domination.

Setting:

I have chosen the daily newspapers, magazines to collect my advertisements. I have collected my advertisements from newspaper “Prothom Alo”, magazine “Ice Today”, magazine “Shanonda” and magazine “Stardust”.

Sampling:

I collected advertisements of leading cell-companies. The companies are Citycell, Bangla link, and Aktel. I collected their ad and then analyze them in my thesis. I also collected ads of beauty-products, body-spray, and cream.

Obstacles Encountered:

I faced problems in collecting literature reviews for my thesis. Since very few works have been done on this topic, I tried my best to collect articles, journals, or any book written on this topic.

Sometimes I could not find the name of writer of review when I collected literature review from internet, besides there are very few articles in the internet on this topic. I also faced difficulties to enter British Council Library. British Council Library is not accessible for all.

5.1 Conclusion:

All investigations of this thesis lead to the conclusion that advertisements often involve manipulation to highlight their products, services, etc. Advertising is often targeted for criticism for its deceptive, persuasive nature. The criticism of advertising concerns the specific techniques and methods used as well as its effect on societal values, tastes, lifestyles, and behavior. Advertising often offends consumers by the type of appeal or manner of presentation used, with sexually suggestive implication receiving the most criticism.

I find from the analysis of the ads that cell- companies often do not give complete information and tell half-truth about their services. As a result, people are trapped by their manipulation in advertising. As this is the time of globalization, competition is increasing day by day and to win over each- other advertisers find manipulation as the best way to attract their target audience immediately.

From my observation of ads, I find that the ads on beauty- products are also manipulative in certain ways. Advertisers use sexual appeals to glorify the image of the products or to suggest they can enhance one's own attractiveness. Ads for beauty objects are using women as sex objects and beauty objects. This is immoral and unethical to women in the sense that women must not be justified through their physical beauty; they should be esteemed through their contribution to the society. Because of the increasing clutter in the advertising environment, advertisers will probably continue to use sexual appeals and other techniques that offend many people but catch the attention of consumers in their target audience. Advertising is guilty of stereotyping women. But as the role of women changes, advertisers must change their portrayals, remain accurate and appeal to their target audience. Advertisers must increase the incidence of minority groups in ads while avoiding stereotypes and negative role portrayals.

Advertising is a very powerful institution, but it will remain so only as long as consumers have faith in the ads they see and hear everyday. Advertising plays an important role in a free market system like ours by making consumers aware of products and services and providing them with information for decision making. It is a powerful force that can affect the functioning of our entire economic system as well as our society.

The hybrid nature of advertising that combines persuasion with information creates a tendency by which information is undermined by advertising strategies that give preference to persuasion over information, for example as in stereotyping, where stereotyped groups are diminished and degraded through misrepresentation, or by advertising strategies that present persuasion tactics disguised as information content that have the potential to mislead and deceive consumers. Truth plays an important role in advertising and as advertising is seen as the medium of giving information. Information must be true to be valuable and useful. Information that is not true has no value. Moreover if information is untrue and false, it can potentially cause harm to people who rely on that information. So, advertisers must be truthful and rational about giving information in their advertisements.

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APPENDIX

কথা থামানোই মুশকিল

মুশকিল এখন একটেল **EXCEED** আপনার অপর নেতৃত্ব কী!

কম্পিউটার প্রকল্পের প্রধান টার্মিনাল গুলো

| কম্পিউটার প্রকল্প | ১ | ২ | ৩ | ৪ | ৫ | ৬ |
|-------------------|------|------|------|------|------|------|
| কম্পিউটার প্রকল্প | ১.০০ | ২.০০ | ৩.০০ | ৪.০০ | ৫.০০ | ৬.০০ |
| কম্পিউটার প্রকল্প | ১.০০ | ২.০০ | ৩.০০ | ৪.০০ | ৫.০০ | ৬.০০ |
| কম্পিউটার প্রকল্প | ১.০০ | ২.০০ | ৩.০০ | ৪.০০ | ৫.০০ | ৬.০০ |
| কম্পিউটার প্রকল্প | ১.০০ | ২.০০ | ৩.০০ | ৪.০০ | ৫.০০ | ৬.০০ |

১০% সস্তায় এবং নতুন সুযোগে
 ১২% সস্তায়
 এখন ১০% সস্তায় এবং নতুন সুযোগে
 ১২% সস্তায়
 ১০% FmF নতুন সুযোগে
 নতুন সুযোগে

এখন সর্বোচ্চ মূল্য মাত্র
 মোটামুটি ৬৩৫০
 মাত্র ৬৭৫০



১০% সস্তায় এবং নতুন সুযোগে

ladies, first!

সম্পর্কের নেটওয়ার্ক

banglalink



ladies, first!



হাজবেড



মা



বান্ধবী



কলিগ

www.banglalink.gam.com

your time

৳ ২.৯৯ / মিনিট

টি এন্ড টি ইনকামিং ফ্রি



8 টি FnF

৳ ০.৭৯ / মিনিট

বাংলালিংক টু বাংলালিংক

৳ ১.৯৬ / মিনিট

বিজ্ঞপিত মানতে ১৬-এর পাতায় দেখুন

banglalink
you, first!

ladies, first!

সম্পর্কের নেটওয়ার্ক

banglalink



ladies, first!

কলরেট :

৬১.৯৬/মিনিট : বাংলাদেশ থেকে বাংলাদেশে (সারাদিন)

৬৩.৫০/মিনিট : অন্যান্য সকল মোবাইল অপারেটরে (সকাল ৭টা - দুপুর ১২টা এবং বিকাল ৩টা - রাত ১১টা)

৬২.৯৯/মিনিট : 'your time' অন্যান্য সকল মোবাইল অপারেটরে (দুপুর ১২টা - বিকাল ৩টা)

৬১.৯৬/মিনিট : রাত ১১টা - সকাল ৭টা যে কোন মোবাইল অপারেটরে

এসএমএস :

৬০.৭৫/এসএমএস : বাংলাদেশে নাথানে

৬১.২৫/এসএমএস : অন্যান্য অপারেটরে

- desh এক্স প্রি-পেইড কেবলার গ্রাহকেরা ladies, first! প্রি-পেইড প্যাকেজে গ্রাহকদের বিনামূল্যে মহিলাইটি করতে পারবেন। শরবর্তীতে যে কোন প্রি-পেইড প্যাকেজে মহিলাইটি করতে হলে ৩০ টাকা গ্রহণ করা। মহিলাইটি করতে LF লিখে 210-তে এসএমএস করুন
- ladies, first!-এ মহিলাইটি করতে ৪৮ মিনিট সময় প্রয়োজন
- FrF শুধু বাংলাদেশে নাথানের জন্য গ্রহণ করা
- বিহারিত জায়গাতে জটিমার কোড ১২১ অথবা ০১৯১ ০১০৯০০ নম্বরে যোগাযোগ করুন

পরি গ্রহণ করা

জাতি গ্রহণ করা

একই মিনিট থেকে ৩০ সেকেন্ড পাস করা গ্রহণ করা

banglalink
you, first!

www.banglalink.com

Banglalink 3110000

A(1)

fem

এসেছে

এসেছে

এসেছে

এসেছে

এমন ফেয়ারনেস ব্লিচ যা আপনার ত্বকে আনে

নতুন প্রাণের উচ্ছ্বাস



যে কোনও ক্রিম আপনাকে ফর্সা করে তুলতে পারে, কিন্তু শুধু ফেম ফেয়ারনেস ব্লিচ-ই ১৫ মিনিটে আপনাকে দেয় ফর্সা, দীর্ঘস্থায়ী ত্বক - নিরাপদ ও স্বাস্থ্যসম্মত উপায়ে। কারণটা সহজ। ফেম শুধুমাত্র আপনার ঘর্ষা উচ্ছ্বল ফর্সারপই জাগিয়ে তোলে না, উপরন্তু আপনার ত্বককে সঞ্জীবিত করে, মরা ত্বক - কোষ দূর করে, বন্ধ রোমকূপ খুলে দেয় এবং ত্বকে জোগায় অক্সিজেন। তাই, আসুন, ফেম দিয়ে আপনার ত্বকে আনুন নতুন প্রাণের উচ্ছ্বাস। আরে যোগ দিন সেই কোটি কোটি নারীদের দলে যারা এর ওপর ২ দশকেরও বেশিকাল ধরে ভরসা রেখেছেন।

বেশি ফর্সা, বেশি স্বাস্থ্যসম্মত ত্বকের জন্যে

ANY FEM-10880 BY *

ইয়েভান*
আব্রুজী ফেয়ার*
 আয়ুর্বেদিক ফেয়ারনেস ক্রীম

ফর্সা করে... ব্যাস, আবার কি! **IPSA**



Eraser*
ULTRA FAIR*
 AYURVEDIC FAIRNESS CREAM

FAIRNESS !! A FEMININE PRIDE

RELAXES
 IMPROVES
 & SOOTHES

MOISTURIZES
 &
 SOOTHENS
 Also With

NOURISHES
 And

BLENDING
 REMOVES
 EXCESS
 & SOOTHES

IMPROVES
 COMPLEXION
 AND
 SOOTHES

NIWATI



HAIR REMOVAL CREAM



"I use the new, international favourite. What about you?"

Katrina Kaif

Veet – the world's No. 1 hair removal system is now in Bangladesh with two variants – with silk extracts and with almond milk. Veet makes you feel desirable by giving your skin Silky Smoothness. 1 out of 2 women all over the world trusts Veet for the ultimate smoothness.

What about you?

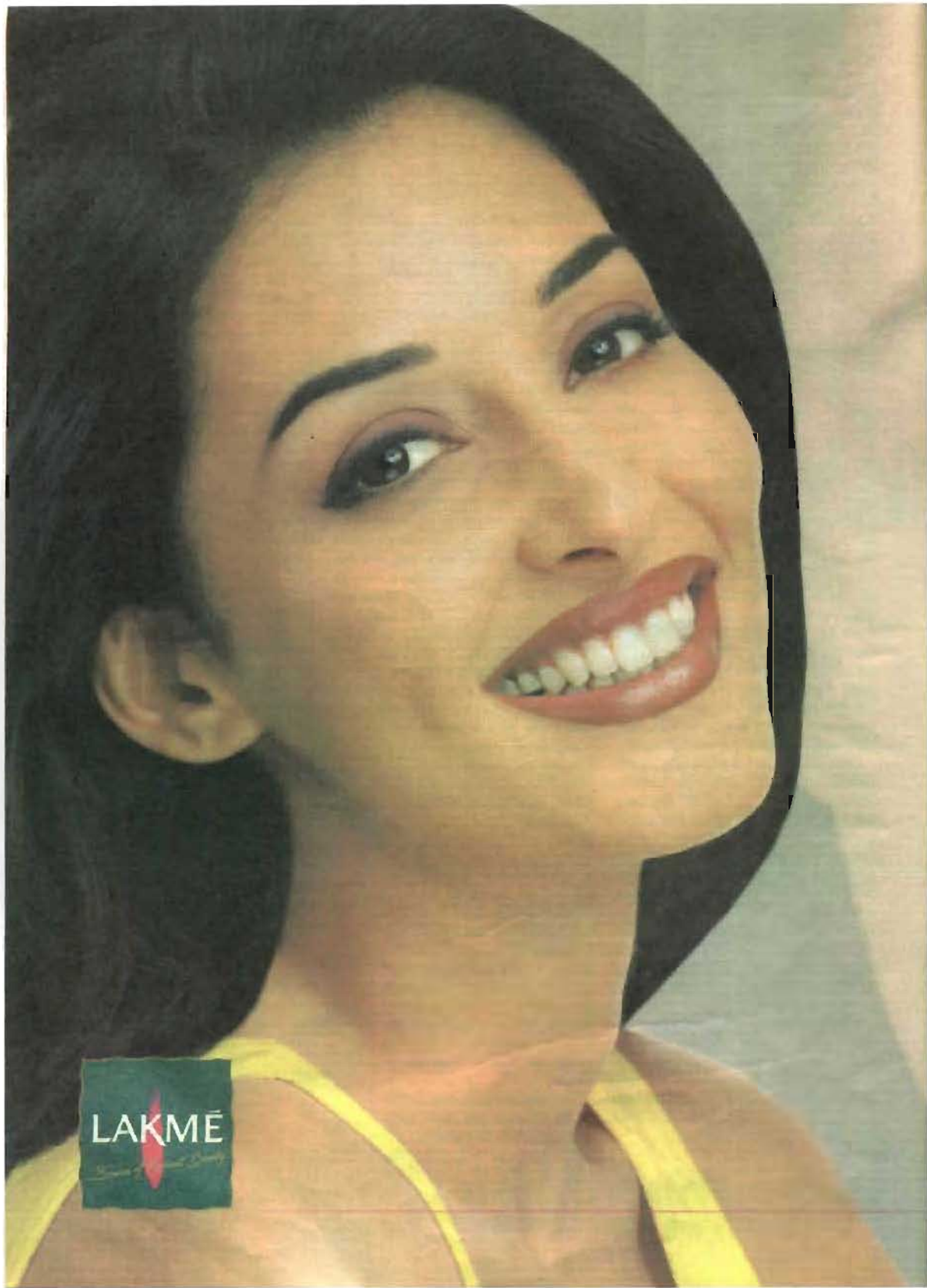
Easy to use



World's No. 1 Hair Removal Cream

Feel desirable...





LAKMÉ

"Radiance. You see it. I feel it."

Presenting Lakmé Skin Radiance Moisturiser.

It does more than just soften your skin: it visibly improves your skin's health to keep it radiant and glowing.

Ordinary moisturisers can make your skin soft. But only Lakmé Skin Radiance Moisturiser can make it glow. A new generation moisturiser, it makes your skin soft, smooth, truly radiant. And keeps it glowing radiantly.



CLEAR, EVEN-TONED SKIN

Lakmé Skin Radiance Moisturiser has a unique re-texturising agent – the Beta Hydroxy System which penetrates deep into the skin, hydrating its undernourished molecules. It makes skin smooth from within. To keep it looking even-toned. And radiantly clear.



RADIANT, GLOWING, HEALTHY SKIN

To make your skin glow, Lakmé Skin Radiance Moisturiser has a specialised Vitamin A Palmitate which nurtures your skin and improves its health. Its active moisturisers keep your skin soft and supple. With regular use, you will feel your skin's texture improve and clearly see its radiant glow. As will everyone else.



Radiant Skin. Now and Forever.

Lakmé's 4-Way Defense System for your Skin. Refresh. Retexturise. Repair. Revitalise.



Forever.

Resturise. Repair. Revitalize.

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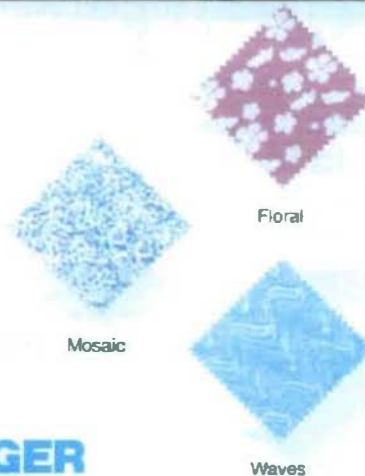
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Great Outdoors

Get the feel of the beach every moment, adorn your walls with Berger illusions designs. Feel the softness or golden brown sands below your feet in your room.

All the textures of Berger illusions are available in Color Bank shades.

To dress your walls with designer wear from Berger illusions, or to simply know more about the Berger illusions range, call **Berger Home Decor at 9354067**



BERGER
illusions
Designer wear for your walls

Look and feel young at any age

with

POND'S AGE DEFYING COMPLEX

Read what women had to say after trying
Pond's Age Defying Complex
every day for six months.

YOUNGER

**OVER TIME... UP TO A
70% REDUCTION IN FINE LINES**

All the women said their fine lines were fading away.
They witnessed the texture of their skin improving.
It felt dramatically smoother.

Pond's Age Defying Complex had gently removed dry, tired
surface skin to reveal the healthy, younger skin beneath.

FIRMER, MORE RADIANT IN 2 WEEKS

A healthy, rosy glow was noticed by a majority of the women.

Older cells that were clouding
the complexion disappeared,
revealing a renewed radiance
and beautiful luminosity.

*"I noticed a new smoothness
and a firmness. It wasn't
there before!"* confessed one
of the women.

*"Suddenly I felt I didn't need
any make-up. I felt confident
the way I was"* said another.

The breakthrough: ALPHA NUTRIUM

This unique, oil-free complex
delivers vitamins and three
Alpha Hydroxy acids (found
naturally in fruits and plants).

Pond's Age Defying Complex
with Alpha Nutrium helps
restore younger-looking skin.

They felt they looked younger. And what is more,
they spoke of feeling younger.

NOTICEABLY SOFTER SKIN IN 24 HOURS

The women were impressed.
So were we.

If you would like to know more about Pond's Age Defying Complex, write with your name, age,
address and skin type, right away to the Pond's Institute, P O Box No.6821, Chennai 600 105.

POND'S
INSTITUTE



"Keep them guessing"

Presenting Lakmé Skin Revival System.

Younger looking skin begins in just two weeks.

Your age is your secret. And New Lakmé Skin Revival System helps. By visibly reducing the appearance of wrinkles and fine lines, it helps recapture and retain the glow of younger looking skin.

REVEALS NEW, FRESHER LOOKING SKIN

Its Nutritive Alpha-Hydroxy System works along with your skin's natural renewal process. It gently lifts off dull, lifeless surface cells and removes older, damaged ones to give you new, fresher looking skin.



MAKING SKIN FIRMER & SMOOTHER

Its advanced nurturing formula restricts the damage of collagen and elastin to make your skin firm and smooth. In just two weeks, it begins to improve skin texture and helps you retain the glow of younger looking skin. And regular use reduces the appearance of fine lines and wrinkles.



Available in cream and lotion form



Radiant Skin. Now and Forever.

Lakmé's 4-Way Defense System for your Skin. Refresh. Radiant.

কমই বেশি

upper class প্যাকেজে এখন পাচ্ছেন ১৯%
কম লাইন রেন্ট ও কল চার্জ

banglalink



upper class

সংযোগ মূল্য
১৫০ টাকা*

৭৪৩.৫৭

১৯% কম!

১,১৬৫.৩০
১,১৬৫.৩০

TOTAL CURRENT CHARGE
TOTAL AMOUNT DUE

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* সর্বমোট বিলমুক্তি অক্ষর

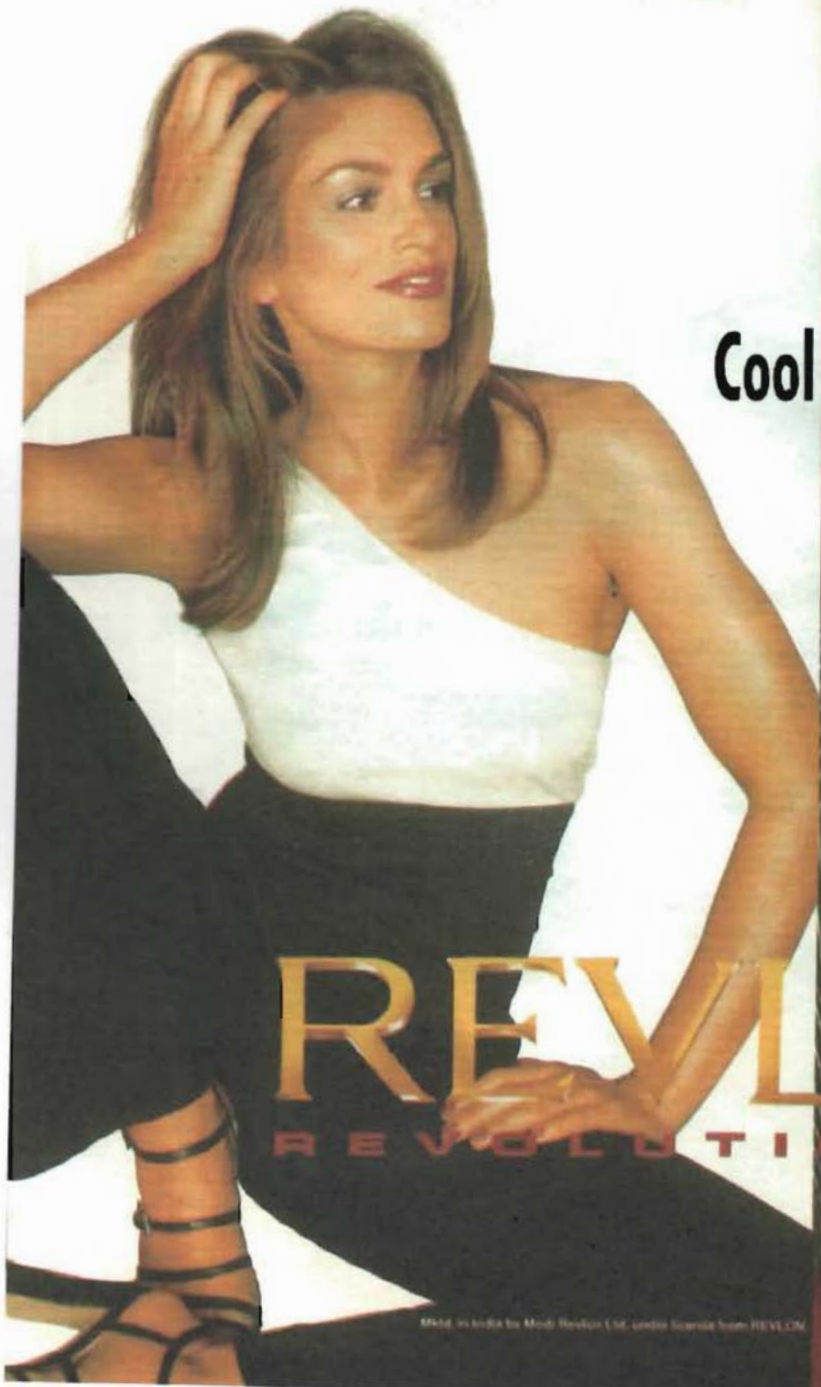
সর্বমোট লাইন রেন্ট ১৫০ টাকা (১৫০ টাকার ওপর থেকে)।

banglalink
You, first!

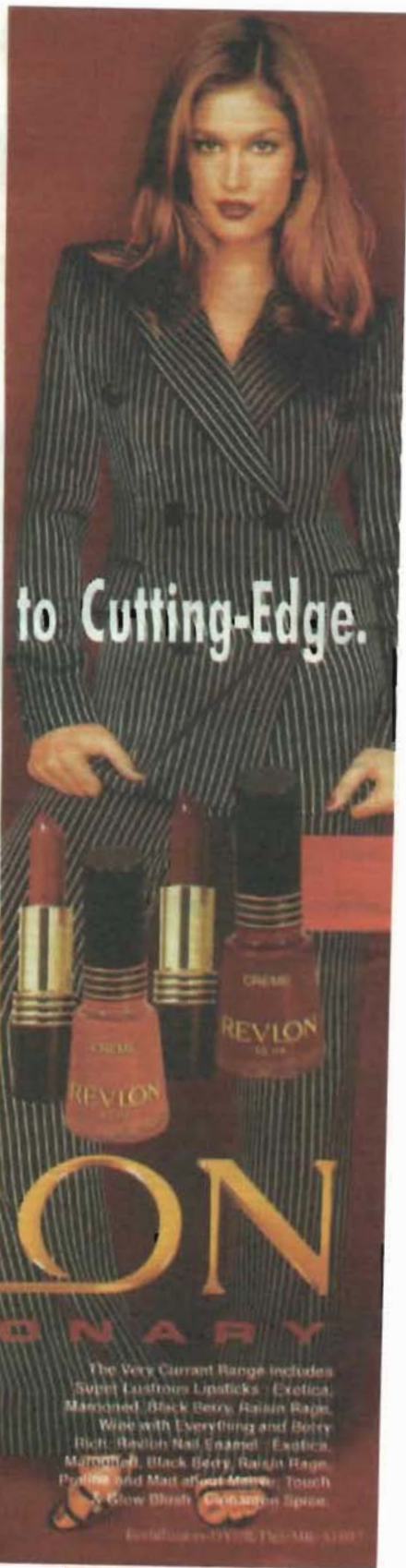
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THE REVLON REPORT SAYS:

very currant



Cool to Cutting-Edge.



REVLON

REVOLUTIONARY

The Very Currant Range includes
Super Lustrous Lipsticks - Exotica,
Mangoed, Black Berry, Raisin Rage,
Woo with Everything and Berry
Rich; Revlon Nail Enamel - Exotica,
Mangoed, Black Berry, Raisin Rage,
Pudine and Mat all at **Mat**; Touch
& Glow Blush - **Mat** and **Mat**.

Made in India by Modi Revlon Ltd. under license from REVLON

Revlon is a trademark of Revlon Consumer Products Corporation

POND'S

INSTITUTE



WHO'S
AFRAID OF
BIRTHDAYS?

DISCOVER
DRAMATIC RESULTS

POND'S
AGE DEFYING
COMPLEX

THE BREAKTHROUGH
ALPHA NUTRIUM

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