

EXPLORING THE VEILED IDEOLOGY IN COSMETICS ADVERTS: A FEMINIST PERSPECTIVE

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ABSTRACT

This study examines ten (10) different beauty advertisements of cosmetics in fashion magazines in order to explore how these adverts manipulate their female customers and hoodwink them into thinking they are able to eliminate gender imbalance. It also explores how language and images are employed to make women realize their status in male chauvinistic society. Before analyzing the adverts, a detailed account of findings of previously done research has been presented in order to justify the importance of topic under discussion. A qualitative research has been conducted on beauty products adverts with respect to semiotics, extending the concept up-to multimodal social semiotic theory to illustrate the importance of use of multiple signs in social context. Discourse analysis has been done using the idea of Fairclough's concept of language, power and knowledge to analyze text used along with signs in cosmetics adverts. In adverts language and signs are used to manipulate the minds of women. It is the power of media that tempts women of all age groups to buy products even which they don't need. They live in a lifestyle which advertisers present. This study exposes how print media constructs certain ideologies regarding feminism in its advertisements.

Keywords: Adverts, media discourses, gender, feministic perspective, semiotics.