CELEBRITIES ENDORSEMENT IN CONFLATING BEAUTY ADVERTS: A FEMINISTIC PERSPECTIVE

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ABSTRACT

This research paper gives an in depth study of beauty product advertisements by applying methodological approaches of Critical Discourse Analysis to the selected adverts. It aims at exploring the language and linguistic strategies employed by advertisers to maneuver women and explain power relations between product-producer and product-consumers. It aims at unveiling the most pervasive type of discourse of 21st century; advertising discourse. This study fundamentally presents ideological concepts from feministic perspective by portraying celebrities as an effective tool for advertising. Fairclough's 3D model and Kress &Leeuwen's Grammar of Visual Design is used to analyze the data. Towards the end of the paper, final remarks conclude the entire discussion and reflect the effectiveness of celebrities and application of Critical Discourse Analysis in advertising.

Keywords: Critical discourse analysis, advertising discourse, celebrity endorsement, power and ideology.