
Conceptualizing Change: Fair and Lovely to Glow and Lovely

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Abstract

Ideologies play a major part in our society. They help us in creating our society. Language has the power to mold and change these ideologies. This study is focused on the famous fairness cream fair and lovely and its promotion of stereotypical beliefs associated with beauty. The research has taken in the advertisements of last 20 years of the fairness cream, Fair and Lovely. In the modern age advertisements are the best way to persuade people into changing their ideologies. They are assessable to everyone and everywhere. The advertisements clearly show a significant transition in ideologies reflecting societal beliefs. The advertisements selected are one of the most famous advertisements of that time. The society was made to believe that a fair person can be most successful in life. This ideology was created by Fair and lovely. It shows how they have used language to change the old and stagnant ideologies of society. The theoretical and methodological framework of this study is taken from Critical Discourse Analysis (CDA) of Fairclough. The Fairclough 3D model (1989 and 1995). The study shows how the brand has used the power of language to create a completely different ideology.

Keywords: Fairness cream, Fair and lovely advertisement, beauty, change, ideologies, Fairclough, Critical discourse Analysis, language, power

Conceptualizing Change

The main effort to influence, convenience, and the target customers is made by the advertisements. They exaggerated the facts easily persuade the buyer. They use words that are appealing to their targeted audiences. They target the emotions of people. They tend to compare fairness with something mystical and beautiful. In the majority of the Asian countries, it is now a cultural, social and financial aspect to have fair skin. The dark skin is no more desirable or attractive. It also gives the person more chances in society. The person has more chances of getting married to someone better and well off just because of the skin color (Traore A, et al 2005).

They consider it as a cultural marker for their social status class and worth. By worth, it means the wealth they have. The fairer the person surplus of this to be found (Dadzie O, Petit 2009). The significant player in this field is the advertising industry. They have also helped in building this stereotypical thought among the people. This increasing demand has opened the field for international players to play their game on a wider field. Furthermore, the celebrities' endorsements of these products have also played a vital role in their marketing. Famous actors like Sonam Kapoor, Shah Rukh Khan, John Abraham, and Katrina Kaif are brand ambassadors for major fairness cream, i.e. L'Oréal, Grainer, Olay, Pounds etc.

Methodology

The objective of this research is to study the ideologies developed about fairness creams through commercials. It also addresses the research question of these advertisements reflect the stereotypical ideologies concerning the concept of beauty over the 20 years? The research has applied the Three-dimensional model of Critical Discourse Analysis. It is one of the most renowned frameworks for research in CDA. This model consists of three interrelated processes of analysis. It includes 3 steps of analysis which are text analysis, interpretation and explanation. The use of these 3 are surely to be linked with the individual analysis. The framework develops a connection between different disciplines and themes of research. It analyses the text in every level. Starting from the basic textual structure. Than moving towards the relation of the text with the researcher and the knowledge. The research is taking into account the advertisements of one brand from the last 20 years and the transformation of ideological beliefs and stereotypes associated with the concept of beauty. They are compared to the latest advertisement where Fair and lovely. The research is qualitative. 5 advertisements are selected from year 2000 to 2020.

Literature Review

The concept of fairness beauty creams has become a necessity for the Indian youth (Das ,2013). This has given a hike to their sales. Watson 2010, stated the caste and color system has placed the tan people on a lower level as compared to the fair people. They

have divided the people into levels. On the top are the Caucasians, then are the people who have light skin tone, the lowest are the people who have the darkest color. The people are treated according to their skin color (Watson , 2010). According to some researchers, the fairness creams play with the emotion of the people. It is not the advertisement that encourages the people but the feeling associated with it. They target the emotional side of people and then use to increase their demand. The feeling is then confused with the signifier/signified (Willimason ,1978). A research has highlighted the use of societal pressure is targeted by the manufacture of the creams. They make the people believe that without fair skin they are useless and have less or no chances of being accepted (Jha, 2016). Over time technology has also played a role in fairness creams. They with the use of technology now guarantee more promising and long-lasting results. It gives the user a more desirable and empowered personality that cannot be achieved with the use of fairness creams.

Analysis of commercials

1. <https://www.youtube.com/watch?v=TFI6H5hz80o>

Theme of advertisement:

In this commercial, there is a wedding going on. There is a boy who seems to be acting like a palmist. He is surrounded by girls. He sees hand of a fair girl and falls for her. The girl blushes away. Her friend tells her that is very fair and pretty. The girl tells her it's because of Fair and lovely. The boy later confesses his love to her.

Text Analysis:

This ad is presented by “fair and lovely”. It is related to the “Advertisement domain”. It persuades them that without the use of their product they are useless. To achieve anything in life they need to use their product. It shatters their confidence. The discourse of the advertisement revolves around arrangement and commitment. This is considered as an institutional practice. The vocabulary used revolves around being pretty and fair. One of the most dominant elements is of marriage and for that attraction is a basic necessity. There is also a need for an energetic handsome male character.

Interpretation:

This is culturally oriented and reflects the interest of people. Man is a social animal. He can't live in isolation. Therefore, he gets married. They love their family, friends, dear ones etc. The ceremony of marriage is done with their family, friends, and relatives. Whenever someone visits their families, and friends for a marriage proposal they look for the best girl. The best definition of a pretty girl would be the fair one. Any girl without a fair complexion would never feel confident enough. In the advertisement, it can be observed that no one in the surround of the girl had no objection to the use of cream.

2. <https://www.youtube.com/watch?v=fesMACX99fU>

Theme of advertisement:

In this commercial 2 friends who happen to be from the film industry meet. One actress compliments the other over her fair complexion and assumes that is because she got married. But then the actress corrects her by telling her it is because of Fair and lovely.

Text Analysis:

The advertisement has bought in light the celebrities. They have used them as tools to persuade people to buy their product. The discourse of celebrities is widespread and people comprehend it more. They have used hidden power to persuade people into buying their product. The language of the advertisement is English. There is happy music going on in the background.

Interpretation:

The advertisement has celebrity endorsement. Which makes it very popular. They have minimally focused on other aspects. They have used their discourse to sell their product. There are no extra people in the advertisement. The music doesn't change much. The celebrities have admired each other because of the use of the cream. Now people would believe that they use the product and buy the product.

Explanation of 1 and 2:

This is the true picture of our society, how strong the relationship between two families is based on skin tone. The culture of our society makes us believe that without being fair a girl is not pretty. Such thoughts are deeply embedded in our society. People now assume it to be normal. Although it is also a known fact that the people of the subcontinent are

not fair. They have a tan wheat shade of skin. This is normal for people living here. But because of the British rule and influence of the west, we now don't assume t to be normal. They have also added celebrities' in the race for a stronger discourse. They believe this way they can use their stardom to sell their product.

Furthermore, analyzing the advertisement in terms of religious beliefs. Allah has created us all perfectly. There is nothing less in us that needs to be improved. A person needs to focus on inner beauty and not on appearance. As appearances can be misleading.

3. https://www.youtube.com/watch?v=_ZneY_dKHY4

Theme of advertisement:

In this commercial everyone seems to be very happy. A girl comes in and congratulates her friend upon getting the modeling contract but the girl is unhappy. Because of applying cold creams, she has lost her fair complexion. The girl gives her fair and lovely she applies it and gets fair and confident.

Text Analysis:

This ad states the interest and needs of individuals. It persuades them that without the use of their product they are useless. To achieve anything in life they need to use their product. It shatters their confidence. According to society, only a fair girl can achieve her dreams. Everyone wants to see a pretty girl. The girl who is fair and pretty would get the contract. The music indicates saddens but when the girl finally uses Fair and Lovely the

Music changes to happiness and acceptance. One can instantly guess through music that girl got what she wanted.

Interpretation:

This ad is particularly associated with the advertisement domain and presented by fair and lovely following social practices are also there. Man needs acceptance and attention from the people around him. For this purpose, they use the product. They have highlighted the issue of girls stepping out and working.

4. https://www.youtube.com/watch?v=J_2epVPHjII

Theme of advertisement:

In this commercial, the girl is seen admiring a diamond. She complements the diamond by saying it is spotless, shiny, bright. A girl joins her and repeats when she is saying to her instead of the diamond. She then asks whether she had some treatment for her skin. Fair and lovely introduces crystal white beauty now.

Text Analysis:

This ad puts in spotlights the interest and needs of individuals. The advertisement here is telling the viewers that there is nothing better than being the fairest of all. They have used a diamond to compare to a girl. Diamond is still considered as the most precious stone of all times. Discourse is used as a tool for attracting and convincing people toward their product. The use of phrases such as “crystal bright beauty cream” to capture the attention

of the buyers. The vocabulary used revolves around being pretty, flawless, and fair. There is a happy empowering music going on in the background. The music indicated happiness.

Interpretation:

This ad is particularly associated with the advertisement domain and presented by fair and lovely following social practices are also there. This is culturally oriented and reflects the interest of people. The girl is in awe by seeing the perfect complexion of the other girl. Which has only happened because of the use of fair and lovely. They have moved away from the concept of marriage and success and only focusing on their product. This one the most prominent changes in fair and lovely.

Explanation of 3 and 4:

This is the true picture of our society, how strong relationship career opportunities are based on skin tone. The culture of our society makes us believe that without being fair a girl is not pretty. Such thoughts are deeply embedded in our society. People now assume it to be normal. Now that they have added this new discourse to the same old thing just to make it a bit more interesting and new. They still have the same motto. Although it is also a known fact that the people of the subcontinent are not fair. They have a tan wheat shade of skin. This is normal for people living here. But because of the British rule and influence of the west, we now don't assume it to be normal.

5. <https://www.youtube.com/watch?v=NSq4yi86v-o>

Theme of advertisement:

This is the latest song of fair and lovely. It starts with saying celebrating the diverse and glowing faces of Pakistan. In this, they have admired that all skin colors equally pretty and you just need to have clear skin. In this song, they have shown different independent women. All of them seem to be pursuing their career.

Text Analysis:

This ad is about a well-known old and famous fairness cream. This advertisement stands out of all the advertisements that have been presented by Fair and lovely. They are talking about women empowerment here. They start with the new slogan of Glow and lovely “celebrating the diverse and glowing faces of Pakistan”. They have completely removed the word Fair from their discourse. The vocabulary used revolves around being powerful and successful. One of the most dominant elements is of being independent is used for attraction is a basic necessity. There is no male character in the advertisement. The new anthem which they have named their song is promoting all skin tones of women. The first line starts as ‘Mitti kay sow rang hai, Ek rang ma Ek rang tu..’ this makes the women believe that they all are together despite a different skin tone.

Interpretation:

This advertisement is considered a new theme song for Fair and lovely. It has presented a new social image of the product. For the past 19 years, it had been preaching the idea of being fair. It is a new social ideology. Man keeps learning and changing. They have created an independent image of women. Women in cricket or photography they have

reached new heights. But this still doesn't mean they have forgotten their cultural values. They have not taken any celebrity in the advertisement but have picked up the faces that need acceptance in society. The advertisement has been shoot in local places and not inset.

Explanation:

This is a superficial image of society. We cannot still accept not being fair. It is also a fact that now it is accepted normal for women to choose fields that were once alien to them. They can now play on the fields. Go on rounds of the country and world to take pictures. This advertisement has made women very strong. They have their rights now. They have stepped out in the world to face it. These thoughts and ideas are still not deeply embedded in our society. People are still trying to accept it as normal. We here as one class of the world have accepted it to be normal.

Discussion

The study was done to see how power is used to shape ideologies. They have very consistently conveyed their idea of fair skin. Celebrating the diversity of beauty. That's why we're removing the words 'fairness', 'whitening' & 'lightening' from products, and changing the Fair & Lovely brand name. To explain the relationship between power and discourse we need to look at the work of language and power, where the distinction between power in discourse and power behind discourse is elaborated. It is emphasized that power is never definitively held by any one person, or social grouping, because

power can be won and exercised only in and through social struggles in which it may also be lost. Advertising subtly distorts reality and manipulates the people to make them buy a way of life. Due to cutting-through competition in the world fair and lovely has changed its motto now. It now believes that a person doesn't need to be fair to be accepted in society. This change in discourse is done over the years. They first shifted their discourse from marriage and acceptance of man to career. The women didn't want to have fair skin to persuade their dreams, they want to be accepted the way they are. So in 2020 fair and lovely changed its name to Glow and lovely. Fair and lovely is exercising a new ideology with the help of discourse.

Conclusion

Critical Discourse analysis has played a vital role in giving meaning to the voice of people. With the emergence of media this aim is more achievable. Now it is easy to convince people towards a new ideology. The power is now hidden in the text rather than being evident. Glow and lovely now believes that It now believes that every woman needs to be spotless and perfect. This is the new motto that they are carrying forward. In a world where there is so much pressure to be number one. Fair and lovely is exercising a new ideology with the help of discourse. It has readily accepted the change and is looking forward to welcoming it. However, ironically the concept of fair skin is widely accepted by the norms of Pakistani social structure and moral values of the society.

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