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**RESEARCH PAPER**

# Explore the Construction of Ideologies and Identities in Beauty Advertisements through Linguistic: A Study through Critical Discourse Analysis

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**ABSTRACT**

This study unveils how the beauty Ads manipulate the people's perception about the beauty standards by using discursive techniques. The objective of this study is, the identification of identity and ideologies that are shaped by using words and phrases in Advertisements. Qualitative Research method is used to examine the connotative ideologies in Ads of most famous companies like Dove, Fenty beauty and L'Oreal through the lens of Critical Discourse Analysis. Fairclough Three Dimensional Model is used in this study to denote how Ads are used for manipulation and for making money. In this study, purposive sampling is used to explore the unfair beauty standards. In advertisements, the appearance is shown as a natural which stimulates the public to buy this product. Findings show that the Language is used in Advertisements manipulates customers for buying their products. The Advertisements of beauty products Dove, Fenty beauty and L'Oreal manipulate people.

## Introduction

Consumer behaviour and larger societal perceptions of beauty, gender, identity, and self-worth are all impacted by beauty Ads, which have taken center stage in the worldwide media environment. These Ads are now everywhere on digital platforms and social media, reaching people all over the world, and are no longer just found in print or television. In different civilizations, beauty advertisements contribute to the construction and dissemination of what is deemed desirable, acceptable, and inspirational through the strategic use of language and images (Rahmawati, 2019).

Beauty companies like Dove, L'Oréal, and Fenty Beauty have embraced diversity and empowerment discourses in recent years in an effort to appeal to a more socially aware consumer base. In the world of beauty promotion, phrases like "real grace," "inclusive shades," and "you're worth it" have grown to standard. Under the guise of diversity, many advertisements, however, continue to promote traditional beauty standards, which frequently idealize youth, Eurocentric features, and thin bodies (Rini, 2019).

These changes in advertising bring up significant issues, such as whether companies are actually questioning conventional beauty standards or if they are just repackaging traditional values in more palatable terms. How do women and other

oppressed groups view themselves and other people as a result of these messages? Analyzing the real speech employed in these Ads is essential because of these worries.

The linguistic and social functioning of beauty Ads may be thoroughly examined using this approach. It also takes into account the fact that advertisements are multimodal, combining narratives, slogans, layout, and pictures. Neoliberal criticisms, postfeminist media analysis, and feminist discourse theory all contribute to the theoretical approach (Mendrofa, 2020).

**Literature Review**

Advertising has always been a major factor in creating social standards, particularly those related to attractiveness (Vasiloaia, 2009). The main source of idealized pictures of women is frequently thought to be beauty Ads, which associate beauty with qualities like youth, slimness, and European characteristics. Even if there is public debate over these criteria, the media frequently continues to uphold them (Renaldo, 2017). The way that women are portrayed as objects of desire in Ads contributes to gendered stereotypes, according to (Sanober et al., 2022)

According to a number of studies, the beauty industry's emphasis on these kinds of representations feeds the "beauty myth" (Heathy, 2020)), which holds that a woman's value is determined by her appearance. According to the beauty myth, the values promoted in commercials are rooted in the social power structures that control how women are viewed and appreciated, rather than being merely promotional tools (Sanober et al., 2022).

Over the past 20 years, diversity, inclusion, and empowerment have been more prevalent themes in beauty advertising. One of the most well-known examples is Dove's "Real Beauty" campaign, which features women of all ages, races, and body shapes in an effort to question the conventional notion of beauty (Rini, 2019).

However, detractors contend that these kinds of advertising continue to promote beauty standards that many people cannot achieve (Vasiloaia, 2009). Even if the ladies in Dove's advertisements come in a variety of forms, they are nonetheless shown in frames of beauty that are socially acceptable (curvy but yet youthful and "attractive" according to a certain standard).

In contrast, Fenty Beauty has received praise for its wide selection of shades. While Fenty Beauty may support diversity, (Shah & Saher, 2019).contends that rather than providing a true challenge to conventional beauty standards, it functions within a neoliberal framework that promotes identity consumption.

There has been increased interest in the representation of race and ethnicity in beauty Ads in recent years. Lighter skin tones, straight hair, and slim bodies have historically been promoted as the ideal by the beauty industry, which has focused on Eurocentric traits (Hund, (2013). For example, a number of beauty businesses, such as L'Oréal and Maybelline, have come under fire for mostly featuring people of colour in "acceptable" beauty categories or in stereotyped positions.

In beauty Ads, where women are frequently shown as young, trim, and toned, the ideal physique is especially troublesome. Advertisements that promote "curvy but toned" as the new norm nevertheless frequently feature women in an acceptable size range, despite a move toward more body-positive messaging. Some firms have started using fuller-figured models as a result of the body acceptance movement, however these models

are frequently portrayed in a way that still emphasizes conventional standards of beauty, adhering subtly but visibly to these standards (De Lenne, et al, 2021).

A number of academics have used Critical Discourse Analysis (CDA) to analyze beauty Ads. According to Bartholomew (2010), beauty Ads produce hierarchical and convincing discourses that uphold social norms and inequality. Particularly helpful for examining how beauty advertising texts create meaning at the text, discourse practice, and social practice levels is Fairclough's (1995) three-dimensional model of CDA. Through the use of CDA, researchers may discover how media language shapes, contests, and reinforces conceptions of beauty.

Furthermore, the marketing of beauty to women has been examined through the lens of feminist and postfeminist ideologies. According to feminist researchers, beauty standards shape women's perceptions of their own worth in a patriarchal culture and serve as a kind of social control (Lazar, 2011).. Conversely, postfeminist criticisms contend that the rhetoric of empowerment in contemporary beauty advertisements conceals more fundamental problems with individualism and neoliberal consumerism (Rini, 2019).

Fewer studies have thoroughly examined the discourse methods used in international beauty commercials, especially in light of growing claims of diversity and empowerment, despite the fact that a great deal has been written on beauty advertising and its social effects. Little study has been done to examine the linguistic and visual tactics that develop and reinforce these norms across different media platforms; most studies have concentrated on individual advertisements (like Dove's "Real Beauty") or general content analysis.

A new type of participatory beauty culture is brought about by this digital change, where people interact with material to both impact and contribute to beauty standards. However, despite the increased variety of representation made possible by social media, platform aesthetics and algorithms frequently continue to place a higher value on traditional ideals of beauty **(**Shah & Saher, 2019**).** Even when a variety of looks and bodies are represented, they are usually portrayed in a way that conforms to prevailing standards of beauty, including having pale complexion, symmetrical facial features, or a polished appearance.

As a result, although social media democratizes the production of material, it also upholds capitalist standards by encouraging users to spend time, money, and energy on looking attractive and marketable through self-branding and aesthetic labour **(**Saeed & Khan, 2022**).** Understanding how beauty discourses function in digital settings requires an awareness of this conflict between commercialization and empowerment.

Even though a lot of beauty firms today make claims about being inclusive, intersectional scholars contend that visual representation is frequently the end of inclusion without addressing more profound forms of systematic exclusion (Sanober et al., 2022)

For instance, although transgender and non-binary people may be featured in advertising, they are frequently tokenized or shown in ways that are constrained by conventional standards of beauty.

Working-class women and members of disadvantaged ethnic communities also frequently experience double pressures: being evaluated for not living up to dominant beauty discourses and being excluded from them. Here, the idea of aesthetic labour becomes particularly pertinent because beauty work is not equally available to everyone

and may require resources (money, time, and cultural expertise) that many people cannot afford (Mendrofa, 2020).

The overly commercial tone of previous decades is starting to be challenged by new trends in beauty advertising. Nowadays, brands frequently highlight mental health, ecological concern, and authenticity as components of their attractiveness. More ethical options are promoted by campaigns that emphasize "clean beauty," "real skin," and "no filter" aesthetics **(**Shah & Saher, 2019**)**. These discussions point to a growing trend in cosmetics culture that values transparency and naturalness.

By reiterating expert advertising techniques while seeming more "authentic," influencers and content producers contribute significantly to the development of beauty discourses through sponsored material, product evaluations, and instructions .However, rather than representing true ideological shift, these developments can potentially be the result of market adaptation. Even anti-consumption movements like "de-influencing," in which influencers advise against purchasing particular goods, are frequently made money indirectly through brand alliances that support substitutes. As a result, even though the aesthetic ideals have changed, the capitalist logic of beauty consumption is still there **(**Shareef et al., 2019**)**.

## Material and Methods

This study is designed to explore how language and messages change the people's perception about beauty in international beauty advertisements. The Qualitative research approach is used to focus on the meanings, phrases, and social ideas that represent the beauty standards used in advertisements. Critical Discourse Analysis is a linguistic model used in this study which examines the power, ideology, beliefs and social norms used in advertisements by using discursive strategies.

Three international brands like dove, L'Oreal and Fenty beauty will be studied in this research article. On the basis of some reason, these three brands were selected.  In the international market and media, these brands are the most famous brands and self-confidences, self-love and inclusion are the issues that are commonly represented in these Ads by using language. For example, women's features like skin tone and sliminess are represented in dove's Ads like "Real Beauty". This research will analyze three campaigns of three brands to show how words choices can shape the perception of people about beauty.

Fairclough's three dimensional model of CDA is used to analyze the language used in the advertisements of these three brands. Three main elements of this model are:

*Textual Analysis*: Surveys, interviews and experiments are not used in this study. Instead, texts and messages in advertisements are analyzed in this study. Textual and visual elements are included in this study. Visual elements like which will be the setting, how people will pose and which models will represent their brands. And textual elements like slogans and words choices etc.

*Discursive practice:* who will see the Ads, which tool will be used to share the ideas of these Ads and how the Ads will be generated are the steps followed by Discursive practice like platform like Instagram, Facebook and YouTube will be used to promote the advertisements (this is where Ads will be appeared). Young people, old people, babies and students will be the target audience. And when people see the Ads, how they will react. Discursive practice tells all about this.

*Social practice:* larger issues like beauty standards, how people will behave according to their gender and people from different backgrounds are represented in Ads. Beliefs and gender stereotypes are challenged and reinforced is revealed by this step.

## Results and Discussion

Finding of this research paper consist of three elements like textual, discursive, and social practice which help to examines three Ads. First this study will do textual analysis of Dove, fenty and L'Oréal. This study will do Discursive and social analysis of these three advertisements by using Fairclough's CDA Model.

*Textual Analysis*

Firstly, this study will do the textual analysis. Hidden meanings of slogans and words choices will be discussed in this section of Critical Discourse analysis by examining the text.

*Dove: Empowerment through Real Beauty*

Using critical discourse analysis, this section highlights the linguistic characteristics, ideological foundation, and sociocultural objectives of the conversation. Dove's "campaign for real beauty" for Unilever revolutionized the advertising industry and altered the concept of beauty (Vasiloaia, 2009). Instead than relying on hired models, the campaign highlighted self-acceptance, recognizing one's own value in a distinctive way, and valuing one's natural beauty. It featured everyday women. Investigating this campaign reveals that Dove's use of upbeat and emotionally charged language is a crucial element that enables a more meaningful and profound connection with the audience.

*Slogans and Linguistic Features*

- "Real beauty comes in all shapes and sizes."

- "You are more beautiful than you think."

- "Imagine a world where beauty is a source of confidence, not anxiety."

Words like "authentic," "complete," and "you" actively engage the audience in the brand's redefinition of beauty. The consistent use of the second-person pronoun ("you") creates a conversational and empathetic tone, establishing a personal connection and fostering a sense of identification with the reader.

Positive modality: By quietly questioning the implicit standards upheld by conventional advertising, the declarative structures and affirmative tone (e.g., "beauty is a source of confidence") function as ideological truth-claims (Rini, 2019).

The use of metaphors and word choice in Dove's slogans, including *"Real Beauty"* and *"Love the Skin You're in,"* gives the impression that you are more powerful. Although these statements imply that self-acceptance is the secret to beauty, the metaphors of skin and natural beauty evoke the notion that beauty can only be attained via a type of "**natural**" appearance—one that nonetheless complies with Western ideals of femininity, such as youthful radiance and smooth skin.

Women's Representation: Dove's female characters are shown as typical, with a range of body shapes, skin tones, and ages. They are still depicted as lovely and presentable

within the parameters of socially accepted beauty in spite of their seeming variance. The fundamental premise is still that everyone may achieve beauty, but only if they live up to a specific standard.

*Visual Design and Semiotics*

Dove regularly showcases women in their natural environments in their advertising campaigns, emphasizing their varied hairstyles and sparse makeup use. Ads of dove is regularly following traditional beauty ideals by influencing people to use its products to look perfect.

*L'Oréal: The Language of Self-Belief and Luxury*

*Slogans and words choices*

Anyone can achieve beauty by using L'Oreal products and this is something L'Oreal is promoting by using words like radiant, effortless, and charming. L'Oreal is conveying the strongest message by using the slogan like "because you are worth it" which tells that all people have the right to glow and look beautiful.

*Visual Grammar and Imagery*

L'Oreal inventively presents the women in its advertisements. L'Oreal uses popular celebrities to present its products in advertisements like ashwaryia, Longoria, Viola and Beyonce. They all have different countries. These Ads grab the attention of people because of these celebrities because people admire the Ads which are represented by supermodels.

Brand looks more glamorous and important by this technique of using celebrities in Ads. The audience wants to buy the products of this brand because advertisements show strength, independence and encouragement by watching celebrities in these Ads. This brand is promoting modernism but still following traditional beauty ideals by influencing people to buy the products in order to fit in the society

*Fenty Beauty: Transforming Ideals of Beauty*

*Words choices and slogans*

Beauty industry has become more charming by Rihanna when she launched her brand Fenty Beauty. People with all skin tones can use beauty products of this brand because it offers different shades of makeup. World beauty made inclusive which brought a big step in the beauty industry.

Inclusion was the main focus of Fenty beauty which means all people can use the products, not one with a specific skin tone. "Beauty for all" is a famous slogan of Fenty beauty which conveys the message to use and celebrate the products by people of all races. It promotes the idea that everyone wants to look beautiful and all people have the right to glow equally.

The brand's visualization, which uses models with a range of races, skin tones, body types, and facial characteristics, demonstrates this commitment to diversity in addition to its language. A key component of Fenty Beauty's brand is its wide representation, which goes against the traditional beauty industry standard of showcasing models with lighter skin tones. (2019, Shah & Saher).

*Visual Design and Semiotics*

Even while other cosmetic companies have started to feature people of color in their marketing campaigns, Fenty cosmetic sets itself apart by focusing on people with darker skin tones as the primary focus of their advertisements. This candid portrayal challenges the long-standing marginalization of Brown and Black groups in beauty culture and helps redefine traditional beauty standards. Fenty Beauty is more than just a cosmetics brand; it stands for support and tolerance for all cultures. Rihanna develops genuine relationships with consumers and boosts brand trust by actively taking part in public events and social media interactions.

The brand's bold, unmodified images, which usually feature vivid colours and a clean, contemporary style, demonstrate its commitment to authenticity. These selections showcase a dedication to showcasing the beauty found in the actual world. Fenty Beauty redefines beauty for everyone by providing a wide range of products and creative messaging that go beyond accepted industry norms.

*Discursive Practice*

Discursive practices, or the creation, spread, and comprehension of these advertisements, are the subject of the second section of the examination. In close collaboration with branding trained professionals, psychologists, and advertisers, Dove develops its advertising campaigns. To ensure that they evoke strong feelings, they test their messaging. Social networking outlets, periodicals, and television all share the advertisements. The majority of individuals see Dove's message as compassionate and inspiring. Nonetheless, some critics contend that Dove continues to promote a kind of beauty that conforms to societal norms, such as being tidy, clean, and attractive.

*Dove: Complementing Body Positive and Feminist Ideals*

At the time of Dove's Real Beauty campaign, the beauty industry was being criticized more and more, especially for the limited and unattainable ideals it promoted. Dove presents itself as an ally to women who feel marginalized by conventional beauty standards through their language, which is in line with feminist and body-positive groups. *(Yuman, 2023).* Dove contributes to a larger societal movement that supports women's empowerment and body autonomy by encouraging natural beauty and self-acceptance. Dove's advertising approach combines the use of social media platforms with more conventional media, such print and television advertisements. Because to the brand's encouragement of audience engagement, women are able to tell their personal tales of self-acceptance and body positivity. Customers are empowered to participate in the continuous conversation about beauty thanks to this interactive element of Dove's campaign, which fosters a sense of community among them. The Dove advertisement has been spread across a number of platforms:

*Traditional media*

Dove utilizes a diverse range of communication methods to strengthen its message of genuine representation and expand its influence in the public sphere. The brand adjusts its core message to align with the strengths of each platform, ensuring effective communication across various mediums. Television content often emphasizes emotional connections, print advertisements emphasize visual authenticity, while digital platforms prioritize audience interaction and engagement.

On various social media platforms, movements like the real beauty campaign on Instagram and viral videos like Dove's real beauty sketches on YouTube play a significant role in increasing visibility and sparking conversations. Moreover, initiatives such as the dove self-esteem project in schools contribute to the brand's mission by promoting positive body image among young individuals (Aksu, 2023).

Dove's Ads promote the idea that youthful, smooth skin is the ideal form of beauty, even as they question conventional notions of beauty by showcasing people of different shapes and sizes. Even the "real" ladies portrayed in the advertisements adhere to specific beauty standards (such as pristine skin, a specific body shape, and age-appropriate appearances), emphasizing flawlessness.

The neoliberal framework of Dove's commercial presents beauty as a personal accomplishment, highlighting gender and social power. Women are urged to conform to beauty standards in order to empower themselves, yet these standards are frequently based on patriarchal ideals that continue to place a premium on particular physical characteristics. Community is showcased by Fenty beauty by reposting their Ads by bloggers and influencers. Fenty beauty is promoting tradition beauty standards by using perfect images and make people to think that they have to look like them in order to fit in the society

Hashtags are used to promote body positivity by dove and women are challenged by these hashtags. Seemingly, it is promoting positivity and encouragement but still following capitalist system by promoting traditional beauty standards by using words and slogans in their Ads.

## L'Oréal: Capitalizing Celebrity Support

L'Oreal wants to be seen all over the world. Online platforms like Instagram, newspapers and magazines or on TV; are the different places which promote L'Oreal brand. For looking professional, this brand spends lots of money on its promotion. Ads are shown 20 to 40 seconds on television but they make a powerful impact on people. People feel confident and beautiful after watching Ads of L'Oreal products in these short clips. Words or slogans are used in Smart way by L'Oreal Ads like in magazines or newspapers, they use attractive faces and catchy lines that became the part of L'Oreal identity. Audiences' Attraction can be caught by these strategies. People feel products are worthy and able to buy after watching these Ads.

L'Oreal promotes its products by using well known actresses like Ashwaryia. People like her because she is a very brilliant actress as well as Miss World. Products become more worthy because of these celebrities. The close up photography of these celebrities makes people think they should have smooth, young and even skin like them and they should buy the products.

Seemingly, L'Oreal promotes confidence and empowerment but they still promote traditional beauty standards by sending messages that convey the idea of looking perfect and in a certain way. Products are sold by getting attention by using famous celebrities, models and images.

## Fenty Beauty: A Prioritization of Digital

Fenty Beauty uses social media channels to reach a worldwide audience as part of their digital-first marketing strategy. The brand's accessibility and genuineness are increased by Rihanna's personal participation in its YouTube and Instagram marketing.

User-generated information, such images posted by users using the product, is used into Fenty Beauty's Ads to help customers feel like they belong. Fenty Beauty is an example of contemporary, consumer-engaged advertising because of the degree of engagement that exists between the brand and its customers. Fenty Beauty's advertisements are mostly distributed online, which promotes customer interaction even more.

By turning beauty into a commercial goods, Fenty Beauty exemplifies cultural domination in the framework of capitalism and consumerism. The company maintains the idea that beauty is a commodity to be obtained rather than an innate quality by expanding its definition of beauty to include a wider spectrum of skin tones while also highlighting the value of customer choice and the quest of flawlessness. Online reviews and polls show that many customers like this inclusive attitude. However, some people question the sincerity of these endeavors, wondering if they are real attempts to advance universaility or just shrewd marketing strategies meant to increase sales.

*Social Practice*

Social practices tell us idea about how language shapes power dynamics and ideologies and how inequality is reinforced by language usage. In the context of advertisement, language strategies are just not about selling the products but also about how language shapes cultural beliefs, power dynamics and ideologies (Grad & Martín Rojo, 2008).

*Dove: Feminism and Body Positivity*

Although Dove's efforts to include a range of body shapes in its Ads are commendable, the company continues to largely promote a limited, largely Western ideal of beauty. Although Dove's emphasis on self-love and body confidence is admirable, it unintentionally conveys the idea that buying their goods is required to feel powerful. This strategy adheres to a business paradigm that places a premium on customer spending and personal preference. It also represents a larger trend in which empowerment is seen as a personal achievement rather than a group endeavor to change society.

Some critics argue that Dove is employing feminist concepts primarily to boost their sales. Despite the emphasis on body positivity, the brand's emphasis on purchasing products raises doubts about the authenticity of their message.

*Implications for Ideology*

Dove's marketing campaign challenges the limited beauty standards frequently portrayed by the cosmetics industry, particularly the Eurocentric and slender-ideal representations.
The emphasis on empowerment and choice in postfeminist sensibility aligns with this change in culture.

Nevertheless, this empowerment is frequently depoliticized and personalized. It emphasizes self-worth over systemic racial, socioeconomic, and gender disparities.

*Neoliberalism and Consumerism in Feminism*

Though it appears to be progressive, the advertising operates inside a consumer context that is neoliberal. It encourages self-care and empowerment via product consumption—using Dove makes you feel attractive.

Postfeminist advertising tends to emphasize inward emotional control over outward social change and portrays gender equality as already accomplished is reflected in this. Therefore, Dove's campaign:  Attempts to solve societal issues by offering emotional labor (e.g., "just love yourself more"). Upholds the commercialization logic: *"Here's the soap to prove it because you're beautiful"*.

## L'Oréal: Luxury and Individual Empowerment

A capitalist worldview that links beauty and confidence to purchasing power is reinforced by L'Oréal's Ads, which link empowerment with the purchase of luxury goods. As tools for boosting one's self-esteem, the brand's messaging implies that beauty is something that can be attained with the correct items. L'Oréal promotes personal empowerment, but it also represents the beauty industry's capitalist framework, which holds that material spending and self-worth are frequently inextricably linked. A costly and exclusive image of beauty is also maintained by the brand's emphasis on luxury and perfection, making its products only accessible to those with the means to purchase them.

### Individualism and Neoliberal Feminism

L'Oréal is a prime example of neoliberal postfeminism, a paradigm in which: Gender empowerment is presented as a personal endeavor.Consumption, fashion, and self-care are all linked to emotional well-being.Racial exclusion and the gender wage gap are two examples of societal injustices that are not specifically addressed. Neoliberal principles of choice, autonomy, and entrepreneurial selfhood are in line with the brand's ethos, which suggests that self-love, confidence, and empowerment may be purchased.

### Capital, Appealing Consumption, and Class

The price of L'Oréal places it in the market for reasonably priced luxury goods, which are still inspirational for many but within the reach of middle-class customers. The "you're worth it" rhetoric serves an ideological purpose by:

- Reaffirm social mobility by using your looks.

- Encourage self-discipline as a sign of achievement (grooming, makeup).

- Promote consumerism as the ethical compensation for hard work or hardship.

The idea of "distinction," aesthetic decisions are a reflection of social standing. L'Oréal markets class performance on the pretense of empowerment rather than just attractiveness.

### Fenty Beauty: Cultural Disruption thru Inclusivity

This tactic grants unrepresented group buyers with possibility to feel acknowledged and approved in an atmosphere that has customarily omitted them. However, the large scale monetary success of the company brings up the concern: is true acceptance feasible in a market place that is driven by profit? Although Fenty's efforts to support colorism and diversity, it remains part of a system that links support to the gain of commodity. The brand preserves the conventional standards of beauty and unblemished skin, even if it asserts to challenge traditional rules.

This reveals that even when such commercials are displayed in a "forward-thinking" manner, they may still upheld traditional beauty standards. The relevance of Fenty lies in its dispute to the ancestral segregation of people of color from beauty branding. However, like Dove, it often stresses youth and flawlessness, which can make its encouragement resemble more as a marketing strategy rather than a driver of social change.

## Conclusion

This research studied words, messages and phrases are used in beauty advertisements like Dove, L'Oreal and Fenty beauty to influence people's perception about beauty, identity and what it means to be encouraged by using critical Discourse Analysis. Emotional connection is prompted by encouraging self-acceptance and self-love in Dove Ads. Traditional beauty boundaries are helped by using language that features skin tones, body qualities and gender identity for diverse worlds. L'Oreal's famous slogan "because you are worth it" tells us that love and respect are gained if you are beautiful. They encourage people to purchase these products by using manipulative and empowered language by promoting the idea of using their products if you want to be worthy. By using emotional words in their Ads, they promote the idea that personal identity can be bought. Hidden meanings are understood by using Critical Discourse Analysis .Common beliefs about beauty and gender identity in Ads are revealed in this research paper. Diversity and natural beauty and encouragement are supported by beauty brands apparently. By using emotional and manipulative language, they can pretend they support natural beauty standards but their only motive is to earn profit. People's perception about beauty, confidence and self-worth is shaped by the powerful message used in these Ads.

## Recommendations

1.  Language has power of manipulation and every beauty brand has been acknowledged from this discourse. Beauty brands are not only aware from discourse but also they know hidden intensions of the every class of people.
2.  Dove, Fenty and L'Oréal set various instances that represents their standards infront of public. These brands should be sustainable with purity but not just linguistic.
3.  The main stream media must investigate the reliability and validity of these brands. Advertisers must portrait the actual picture and results of cosmetics brands to avoid the ambiguity among public by interpretation of their narratives.
4.  Government and Authorities must take the stance against falsifications in advertisements. They should enhance the people's awareness regarding media falsification.
5.  Customers should play a vital role in interpretation of media discourse and media influence. They should empower their competence and believe in natural beauty.
6.  Beauty must be monetized and traded on true branding rather than shaping the narratives.

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