
| RESEARCH ARTICLE

Beauty Ideology: Critical Discourse Analysis of Online Filipino Beauty Product Advertisements

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| ABSTRACT

This study investigates the linguistic and discursive features of collected online Filipino beauty advertisements from 2016 to 2025, with the aim of uncovering how these texts construct and reinforce prevailing beauty ideologies. Grounded in Critical Discourse Analysis (CDA), the research applies Fairclough's Three-Dimensional Model to examine the textual structures, discursive practices, and social practices that shape these online advertisements. The findings reveal that advertisers use a strategic blend of emotive language, pseudo-scientific terminology, and personalized messaging to create persuasive narratives around beauty. These advertisements often frame beauty as both an attainable goal and a personal responsibility, closely tied to consumption and self-improvement. Distributed across everyday platforms like social media and product packaging, the ads promote a neoliberal view of beauty as a marker of empowerment, success, and social acceptance. Ultimately, this study demonstrates how language and discourse in beauty advertising play a powerful role in shaping cultural ideals, reinforcing gender norms, and influencing consumer behavior and self-perception.

| KEYWORDS

Critical Discourse Analysis, Beauty Advertisements, Discursive Strategies, Filipino Media, Beauty Ideology.

| ARTICLE INFORMATION

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1. Introduction

Advertising is a multifaceted concept defined in various ways across academic literature. The American Marketing Association (AMA) describes advertising as a strategic practice in which businesses allocate resources to disseminate their messages through specific channels (Marketing vs. Advertising, 2024). Abokhoza et al. (2019) highlight its role as an effective form of outbound media, enabling businesses to reach audiences through platforms such as television, radio, and social media. Similarly, Wells (1989) defines advertising as indirect communication aimed at persuading and influencing target consumers. Arens and Schaefer (2007, as cited in Lin, n.d.) further emphasize that advertising conveys significant information about products—from goods to services—while persuading the audience to engage in purchasing behavior. Collectively, these definitions underscore advertising as a medium for disseminating information, promoting products and services, and achieving marketing objectives. Beyond its commercial purpose, advertising profoundly shapes societal norms and ideologies. Advertisements reflect and reinforce values embedded within the society in which they originate, functioning as a persuasive tool that reveals societal constructs, whether positive or negative. Klein (2001, as cited in Bagwell, 2007) argues that advertisements are pivotal in shaping cultural values, often distorting societal pursuits. This dual role of advertising—both reflecting and influencing culture—positions it as a critical lens through which societal ideologies can be examined.

Language plays a central role in the persuasive power of advertising, functioning not only as a tool for communication but also as a means to influence and persuade audiences. Kaur et al. (2013) emphasized that advertisers strategically craft language to engage consumers and shape their perceptions. For instance, hashtags and slogans are commonly used to market services and

establish a brand's identity within the competitive industry landscape (Amalina, 2023). Slogans, in particular, serve as powerful persuasive devices, capturing attention, sparking interest, and shaping public perceptions of what is considered valid and acceptable in society. Additionally, language in advertising often employs imperatives and emotive expressions to catalyze action among consumers, encouraging them to subscribe to a product or service (Kaur, Arumugam, & Yunus, 2013). This subtle use of directive language fosters a sense of urgency or necessity, compelling individuals to conform to constructed societal norms. By embedding cultural values and ideologies into these linguistic elements, advertisements reinforce societal standards and elevate specific perspectives that influence consumer behavior (Amalina, 2023; Hidayat, 2020; Kaur et al., 2013). Furthermore, advertisers strategically exploit language to create the illusion that conforming to these norms will improve the quality of consumers' lives (Saeed & Khan, 2022; Susanti, 2019; Kaur et al., 2013). Advertisements subtly communicate what is deemed acceptable and aspirational within a culture. Therefore, language is manipulated to perpetuate ideologies and influence individuals' perceptions of their roles within society.

2. Literature Review

Beauty advertisements have become powerful tools in shaping how women perceive and perform beauty. These advertisements do not merely promote beauty products but propagate ideals. At the heart of this persuasive power lies language, which imprints a hidden message about what it means to be beautiful. Beauty, as represented in media, is rarely neutral; it is a cultural construct, reinforced through carefully crafted words and images that reflect and shape societal ideals. This review of related literature and studies examines the linguistic features that contribute to the construction of women's beauty ideology.

Language plays a central role in constructing the meanings and appeals embedded in beauty advertisements. Through specific lexical choices, syntactic structures, and rhetorical strategies, beauty advertisements craft compelling narratives that position beauty as a personal goal and a source of empowerment. Several studies have examined how linguistic features function persuasively within this genre, often revealing deep-seated ideologies about the female ideal beauty.

2.1. Lexical Choices

Beauty advertisements are rich in evaluative *adjectives* (Amalina, 2023; Hidayat, 2023; Saeed and Khan, 2022; Susanti, 2019; Kaur, 2013) that create a semantic field of desirability. Delin (2000, as cited in Susanti, 2019) mentioned that *Adjectives* present emotionally charged meaning, whether positive or negative. In this sense, the adjectives present the consumers' judgment of a particular advertisement, either a positive or a negative appraisal. Kaur (2013) stated that *adjectives* are employed by advertisers to communicate their stance or impression of a product. Words like *smooth, vibrant, youthful, younger, and perfect* are commonly used to promote beauty products as solutions to perceived bodily imperfections. These adjectives carry ideological weight, subtly equating physical beauty with self-worth and social acceptance, echoing what Cook (2001) coined as "*fusion*," where the desirable traits are imbued in a beauty product.

Studies by Qayyum and Ali (2024); Amalina (2023); Susanti (2019); Hidayah and Milal (2016) likewise observed how adjectives in beauty product advertisements reinforce unattainable ideals, contributing to the internalization of narrow beauty standards. In some contexts, Qayyum and Ali (2024) and Barus (2021b) noted the use of adjective phrases like "*White Perfect*", "*flawless, spotless*", and "*silky smooth*" as culturally loaded descriptors that emphasize the beauty concepts such as pristine skin complexion, bright face, and blemish-free skin, as aspirational norms among women. In a similar study, Hidayah and Milal (2016) found that Indonesian beauty advertisements present the ideal physical attributes attractive to both female and male consumers: *clear skin, flawless, diminished facial pores, light facial skin, and no spots*.

Moreover, beauty advertisements frequently utilize scientific and technical lexical terms - phrases such as *dermatologically tested, HD Glow, contains collagen and pomegranate extract, Flex-Polymer Technology* - to lend credibility to the product. As Kaur (2013) argued, these scientifically sounding words promote professionalism and advancement in technology, positioning the product within a discourse of rationality and objective truth. This linguistic strategy is particularly salient in beauty advertisements that feature endorsements by doctors or dermatologists, as shown in Amalina's (2023) analysis of Instagram skincare advertisements, where scientific jargons were a key aspect in reinforcing product legitimacy and promoting female beauty norms such as having flawless, spotless, and hydrated skin texture.

These lexical patterns - both evaluative and technical- not only sell products but also reproduce normative ideals of femininity like being *soft, youthful, and physically flawless* as attainable through consumption, and about transformation as both desirable and necessary.

2.2 Syntactic Structures

Certain grammatical structures are favored in beauty advertising for their strategic and persuasive effects. One of the most common is the *imperative sentence*, in phrases like "*Get ready to glow with healthy-moist skin*" or "*Keep it clean, keep bright*."

Don't let anything ruin it." (Amalina, 2023; Saeed & Khan, 2022). These imperatives function as direct commands that construct a sense of immediacy and agency, urging the female consumers to act to attain the ideal white and glowing skin. As noted by Susanti (2019) and Barus (2021b), the use of imperative functions to blur the boundary between suggestion and obligation subtly pressures the audience into compliance. In the context of Middle Eastern advertisements, Qayyum and Ali (2024) found that imperatives were often paired with the exclamation mark to foster urgency among consumers to buy the product and promote the idea that having sleek and lustrous locks equates to looking beautiful in society.

Another syntactic feature commonly employed is disjunctive syntax, to simulate conversational strategy, ensuring a personalized connection between advertiser and target consumer, which are typically women. A disjunctive syntax, according to Kaur, Arumugam, & Yunus (2013, as cited in Susanti, 2019) is a sentence without subjects or verbs, making it an informal sentence. It is employed due to its simplicity and brevity by combining two or more grammatical items to communicate an idea. Sentences such as *"Triple Action Cleansing Milk"*, *"Extra Care,"* Qayyum and Ali (2024) argued that advertisers utilize disjunctive syntax to lure potential buyers by presenting the efficiency of a product. Likewise, Susanti (2019) noted that the straightforwardness of disjunctive syntax was used to attract consumers' attention, providing them with a mental image of ideal physical qualities - having silky hair and white skin if they purchase and apply the beauty products.

These syntactic choices—imperatives and disjunctive syntax - not only serve grammatical stylistic functions but also work ideologically to position women as both responsible for improving themselves as subjects whose value is determined by their ability to conform to constructed beauty ideals. Imperatives command action under the guise of empowerment, while disjunctive phrases simulate casual familiarity, making beauty enhancement appear effortless, routine, and socially expected.

2.3 Modality

According to Fairclough (1996, as cited in Susanti, 2019) modality reflects the speaker's level of authority or power. The modal verbs *can*, *must*, *will*, and *should* are frequently used to indicate possibility, obligation, or assurance. Typically, modal verbs are used in advertisement texts to demonstrate the speaker's attitude. Examples like *"Can it stay smooth?"* or *"Now you can have pinkish, radiance flawless skin,"* the modal *can* was used to show the consumer's *ability*, that by availing the beauty products, they could achieve their desired physical attributes - *having pinkish, radiant, and flawless skin*. With this linguistic choice, buyers, specifically, women consumers are subtly coerced to level up their physical appearance to conform to the perpetuating beauty norms (Susant, 2019). Such modal choices are subtle ways employed by advertisers to communicate how their products align with or represent reality and truth, reinforcing the idea of *commitment to self-improvement* for social acceptance among women.

2.4 Pronouns

According to Fairclough (1996, as cited in Susanti, 2019), modality reflects the speaker's level of authority or power. The modal verbs *can*, *must*, *will*, and *should* are frequently used to indicate possibility, obligation, or assurance. Typically, modal verbs are used in advertisement texts to demonstrate the speaker's attitude. Examples like *"Can it stay smooth?"* or *"Now you can have pinkish, radiant, flawless skin,"* the modal *can* was used to show the consumer's *ability*, that by availing the beauty products, they could achieve their desired physical attributes - *having pinkish, radiant, and flawless skin*. With this linguistic choice, buyers, specifically, women consumers are subtly coerced to level up their physical appearance to conform to the perpetuating beauty norms (Susant, 2019). Such modal choices are subtle ways employed by advertisers to communicate how their products align with or represent reality and truth, reinforcing the idea of *commitment to self-improvement* for social acceptance among women.

The use of second-person pronouns (*you and your*) has been a recurring linguistic feature in most of the beauty advertisements. Advertisers use pronouns to address consumers directly or indirectly (Susanti, 2019). Using personal pronouns in advertising beauty products allows advertisers to create a "friendly" atmosphere to persuade female consumers to avail service or purchase their products (Fairclough, 1996). For instance, in the study of Barus (2021b) on Indonesian beauty advertisements, it was found that pronouns function to build "close relationships" with people, making communication more personalized between the advertiser and consumer. With this, advertisements can instill the idea that their consumers' visual features (having a bright face and white skin) can be improved by using the product. Similarly, Susanti (2019) found out that beauty product advertisements contain personal and possessive pronouns such as *I*, *me*, *my*, *your*, and *you*, which were strategically employed together with an endorser or a public figure to present which one is the ideal type of hair and what is not. Using this linguistic feature ensures that consumers see the potential improvement in their hair before and after using the product. Moreover, Kaur's (2013) study found that among fifty Malaysian beauty product advertisements, twenty used pronouns as direct address. For instance, the study mentioned some examples such as *'the Restore Anti-aging Eye Creme gives you younger looking eyes,' 'Lush fullness. Lashes are so perfectly satisfied...they finally deserve the throne. That aura and that beauty...it is yours. You are the king of all kings.'* directly address female consumers by persuading them to purchase mascara and achieve the *perfect lashes* they deserve.

Pronouns create a conversational tone that elevates advertisements into personal recommendations rather than mass-marketed messages. As Kaur (2013) noted, Fairclough's (1989) term "synthetic personalization" which occurs when people feel that they are highly valued because they are addressed individually rather than part of a mass. Thus, the consumer is interpellated - hailed as an individual with agency and desire - yet within the narrow framework provided by the advertisements' ideological structure.

The reviewed literature demonstrates a shared reliance on CDA frameworks, particularly Fairclough's three-dimensional model, to analyze textual, discursive, and socio-cultural aspects of advertisements. While these studies vary in geographic focus and brand contexts, they consistently highlight the role of language and visuals in constructing beauty ideologies. Common linguistic strategies include the use of pronouns, adjectives, and modality, and scientific references to enhance credibility. These findings underscore the universal strategies employed in beauty advertising, despite cultural and regional differences.

While these studies provide valuable insights into global beauty advertising practices, the absence of studies focusing on beauty brands in the Philippines signifies a critical gap. Therefore, this present study seeks to address the gap by analyzing the textual features of beauty advertisements that construct Filipina beauty ideology. By exploring beauty advertisements, this study extends the discourse on beauty advertising to a local context, offering a nuanced perspective on how cultural and societal values shape beauty ideologies in Filipino media. Examining the linguistic features could highlight beauty ideologies in Filipino beauty advertisements, thereby contributing to a deeper understanding of how local advertisements construct and reflect Filipino beauty standards.

This study posits that beauty advertisements utilize textual features and discursive strategies work to reinforce a beauty ideology. Using Fairclough's Three-Dimensional Framework as an analytic tool, the study will characterize the textual features and discursive strategies in beauty advertisements to uncover what beauty ideology still prevails among Filipinos. To support this argument, this study will address the following questions:

- 1.) How are textual features characterized in Filipino beauty advertisements?
- 2.) What discursive strategies are employed in Filipino beauty advertisements?
- 3.) What beauty ideology is constructed based on the textual features of and discursive strategies of Filipino beauty advertisements?

3. Theoretical Framework

This study adopts Norman Fairclough's Critical Discourse Analysis (CDA) as its theoretical foundation. CDA is an interdisciplinary approach that explores how discourse is shaped by—and helps shape—power relations, ideologies, and social practices (Fairclough, 2001). It views language as a form of social practice that is both reflexive and constitutive of societal structures. Fairclough (2010) emphasizes the dialectical nature of discourse, describing it as existing in dynamic relation to other elements such as power, identity, and ideology. He argues that "discourse is dialectical relations between discourse and other objects, elements or moments, as well as analysis of the 'internal relations' of discourse" (p. 4). In this view, language is not a neutral medium but a vehicle through which dominant ideologies are sustained or contested.

CDA adopts a realist perspective, asserting that the natural and social worlds operate differently. The social world, according to Fairclough, is "socially constructed," meaning that human agency is essential in shaping social structures (Fairclough, 2010). Discourse thus plays a crucial role in representing, constructing, and legitimizing particular worldviews. However, while discourse contributes to constructing reality, it is also constrained by material and institutional conditions. This understanding of discourse as both constructive and constrained provides a grounded perspective on the possibilities and limitations of social change through language.

Rather than being a single method, CDA is a methodology guided by theory. It involves theoretically informed, data-driven analysis that constructs research objects through the integration of existing methods and critical reflection. Fairclough's CDA framework, in particular, operates on three interrelated levels: textual analysis, discursive practice, and social practice.

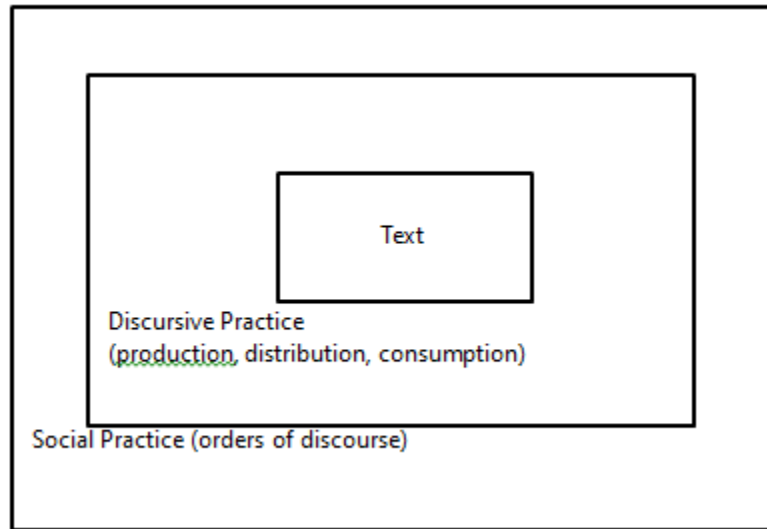


Figure 1. Fairclough's three-dimensional model (2001, as cited in Kaur, 2013)

At the *micro level*, *textual analysis* investigates the textual features of texts—such as cohesion and coherence, grammar, and diction (Barus, 2021). In this study, this dimension focuses on the linguistic construction of beauty in Filipino beauty advertisements, especially through the use of evaluative adjectives and figurative language, which shape ideals of Filipina beauty.

At the *meso level*, *discursive practice* explores how texts are produced, disseminated, and interpreted within specific socio-cultural contexts. This involves examining the techniques used to communicate messages in advertisements, such as celebrity endorsements, appeals to science, and emotive language (Putri et al., 2020b). These strategies influence how audiences interpret beauty norms and internalize marketed ideals.

At the *macro level*, *social practice* situates the discourse within broader societal structures. This study considers how language in beauty advertisements reflects and reinforces power relations and cultural ideologies surrounding Filipina beauty. These include preferences for lighter skin, Westernized features, and youthfulness, which mirror enduring postcolonial and gendered influences in Philippine society.

Fairclough's framework underscores the interconnectedness of language, ideology, and power, offering a comprehensive lens for analyzing discourse. By examining textual features, production and reception processes, and societal context, this study aims to uncover how beauty advertisements construct beauty ideologies in the Filipino context.

4. Methodology

This study analyzes forty-one online beauty advertisement datasets from twelve beauty product brands from the Philippines. To ensure relevance to the research objectives, the researchers used purposive sampling, a non-probability technique that selects samples based on specific characteristics. A qualitative research design was adopted to allow for an in-depth examination of how linguistic elements in advertisements influence meaning-making (Amalina, 2023; Kaur, Arumugam, & Yunus, 2013).

The sampling focused on online advertisements that met the following criteria: (1) the beauty brand ad appears on either social media or a brand website; (2) the brand sells a product for skin, hair, face, and cosmetics; (3) it was produced between 2016 and 2025; and (4) it contains slogans and/or product or treatment information. These criteria were established to ensure that the selected materials align with the study's objectives.

With the data in place, the next step involves examining how language is used to shape perceptions of beauty and identity. Critical Discourse Analysis (CDA) offers a robust framework for this, encompassing a wide range of methodologies for studying discourse. Previous studies have employed Fairclough's three-dimensional model as a tool to analyze the textual features of beauty advertisements (Amalina, 2023; Putri et al., 2020; Hidayat, 2020; Kaur et al., 2013). Following this established approach, the present study also adopts Fairclough's framework to examine how language in online beauty advertisements constructs and reflects beauty ideologies. Accordingly, Fairclough's three-dimensional approach involves three steps of analysis. The first step of the analysis is the micro analysis level (textual analysis) which involves carefully looking at the vocabulary, grammar, and syntax of the texts in the beauty advertisements. The second step of the analysis is the meso level analysis (discursive practice) focuses

on how the text is produced and presented to the target consumers to impart a message. Based on previous studies (this step involves looking at specific strategies such as scientific evidence, emotive words, consumer proof, and code-switching (Putri et al., 2020; Kaur et al., 2013)). The final step in the process is the macro level analysis or the social practice dimension which centers on extracting the constructed beauty ideology based on the characterized textual features and discursive strategies of beauty advertisements.

5. Results and Discussion

The analysis is presented at the textual (micro), discursive practice (meso), and social practice (macro) levels, using Fairclough's (2001) CDA framework.

5.1 Distribution of Beauty Product Advertisements

Table 1
Beauty Product Advertisements

Brand	Skin	Hair	Face	Cosmetics
Human Nature	1	1	1	1
Happy Skin	0	1	1	1
Ellanaminerals	1	0	1	1
Pili Ani	1	1	1	1
Belo Essentials	1	0	1	0
Luxe Organics	1	1	1	1
Luxe Skin	1	1	1	1
MAGWAI	1	1	1	0
VMV Hypoallergenic	1	1	1	1
G21	1	0	1	1
Brilliant Skin Essentials	1	0	1	1
FRESH Ph	1	1	1	1
f	11	8	12	10
%	26.83%	19.51%	29.27%	24.39%

The table above displays the distribution of beauty product advertisements based on the targeted body feature or cosmetic product. From the forty-one datasets gathered, the majority of beauty brands in the Philippines are concentrated on face and skin, which are followed by cosmetics and hair. These findings reveal that most Filipina consumers are more inclined to patronize products that would enhance their features in these areas. Cosmetics and hair products, while still relevant, were positioned in secondary roles. This distribution underscores how Filipino beauty brands strategically appeal to the consumers' preferences, which prioritize skin complexion and facial appearance as central features of beauty.

5.2 Micro Level Analysis

The textual analysis relates to research question 1 on the textual features present in the online beauty advertisements. At this level of analysis, the textual features such as vocabulary, grammar, and syntax (Fairclough, 2001, as cited in Barus, 2021) are examined.

Table 2
Cohesion and Coherence

Excerpts from the texts	Advertisement	Body Feature	Textual Feature
Get bright , youthful eyes with this skincare staple!	Belo Essentials	Skin	Repetition
For busy women who want everyday brightening with deep moisture.	Luxe Skin	Skin	
For a bright , clean glow	Belo Essentials	Face	
Lighten dark spots and fades acne marks	Human Nature	Face	
Your routine for healthy , radiant hair	Pili Ani	Hair	
Sulfate-free formula that keeps hair healthy and bouncy	MAGWAI	Hair	
Natural shine with a healthy finish	Luxe Organics	Cosmetics	

One of the most prominent cohesive strategies in these advertisements is repetition. Lexical items such as “*glow*,” “*skin*,” “*bright*,” “*lighten*,” and “*healthy*,” recur throughout the texts, reinforcing central themes of transformation and radiance. This intentional repetition enhances brand recognition by embedding distinct attributes in customers' thoughts. The recurrence of brilliant ties correlates directly with the cultural connotation with fair, luminous complexion as the quintessential standard of beauty in the Philippines. Likewise, hair advertisements reiterate *health* to signify power and vigor as coveted attributes. The repetition not only underscores product advantages but also elicits emotional reassurance, which leads consumers to believe that the promised result is assured through several references. The repetition mainstreams specific beauty ideals by portraying them as both achievable and essential.

Table 2.1
Cohesion and Coherence

Examples from text	Advertisement	Body Feature	Textual Feature
<i>Radiance you can C With gentle nourishing Vitamin C</i>	Human Nature		
<i>Get bright, youthful eyes with this skincare staple!</i>	Belo Essentials	Skin	
<i>A serum soap that helps fasten the drying process of acne while soothing and nourishing the skin</i>	Luxe Organics		
<i>Lighten dark spots and fades acne marks</i>	Human Nature		Lexical Chain
<i>soothe, hydrate and protect your skin using the invisible sun stick 50</i>	Happy Skin	Face	
<i>Purifies the skin</i>	Brilliant Skin Essentials		
<i>Get that Glass Skin Glow</i>	FRESH Ph		
<i>For Instant smoothness and frizz control without risk</i>	Human Nature		
<i>Makes hair look lustrous and flowing</i>	Happy Skin		
<i>Sulfate-free formula that keeps hair healthy and bouncy</i>	MAGWAI	Hair	
<i>for softer and more manageable hair</i>	FRESH Ph		
<i>Blurs fine lines</i>	Ellanaminerals		
<i>Hydrating, pore-friendly, flawless-finish medium-full liquid-cream foundation. Skin-safe, perfect-finish foundation.</i>	VMV Hypoallergenics		
<i>Natural shine with a healthy finish Leaves your lips soft and supple Sheer and lightweight</i>	Luxe Organics	Cosmetics	

The lexical chain within the four kinds of online advertisements demonstrates how beauty products formulate and perpetuate specific beauty notions. In the Filipino skin marketing, the terms such as *radiance*, *bright*, *youthful*, *nourishing*, and *soothing* create a connection between beauty and attributes of youth, fairness, and vitality. These terms establish clean and radiant skin as the paramount beauty standard for Filipinas. The sequence of attributes for hair products, such as *smoothness*, *lustrous*, *soft*, *bouncy*, and *manageable* highlight texture and shine, which imply that ideal Filipina hair should be silky, tactile, and well-controlled. Facial ads depend on a sequence of actions: *lighten*, *fade*, *hydrate*, *protect*, *brighten*, *purify*, and *achieve glass skin*, emphasizing clarity and luminosity while establishing perfect skin as a standard of beauty. The cosmetic advertisements

associate terms such as *blur*, *pore-friendly*, *natural*, *lightweight*, and *sheer*, merging the concepts of concealing and augmentation to advocate for a naturally polished image. These lexical chains illustrate the discursive construction of beauty as fair, faultless, youthful, and managed, which prompts consumers to perceive these attributes as both desired and achievable through product utilization.

Table 2.2
Cohesion and Coherence

Examples from text	Advertisement	Body Feature	Textual Feature
<i>Radiance you can C</i>	Human Nature	Skin	Pronouns
<i>The sunscreen of your dreams</i>	Belo Essentials		
<i>Your routine for healthy, radiant hair</i>	Pili Ani		
<i>fragrance that keeps your hair smelling fresh and clean all day</i>	Luxe Organics		
<i>Keeping your hair smooth, and manageable.</i>	Luxe Skin		
<i>soothe, hydrate and protect your skin using the invisible sun stick with spf 50</i>	Happy Skin		
<i>Your me-time essentials</i>	Luxe Skin		
<i>Foundation you can live in</i>	Happy Skin		
<i>...Leaves your lips soft and supple</i>	Luxe Organics		
<i>Effortless beauty in your hands</i>	Luxe Skin		

The text heavily features personal pronouns, particularly the second-person "you" and possessive "your." Based on the dataset, most usage of possessive pronouns is from hair and cosmetics products. These products target consumer self-care and beauty routines, which emphasizes personal care, transformation, and ownership. These pronouns play a critical role in directly addressing the reader and creating a personalized and intimate tone. Slogans like "*Effortless beauty in **your** hands*" and "***Your** me-time essentials*" center the consumer as the agent of change, fostering identification with the product's message and outcomes.

Table 2.3
Cohesion and Coherence

Examples from text	Advertisement	Body Feature	Textual Feature
<i>Leaves skin soft, calm, and nourished</i>	Human Nature		
<i>A serum soap that helps fasten the drying process of acne while soothing and nourishing the skin</i>	Luxe Organics	Skin	
<i>For instant smoothness and frizz control without risk</i>	Human Nature		
<i>Makes hair look lustrous and flowing</i>	Happy Skin	Hair	
<i>Sulfate-free formula that keeps hair healthy and bouncy</i>	MAGWAI		Conjunction
<i>Lighten dark spots and fades acne marks</i>	Human Nature		
<i>Brightens and smoothens the skin</i>	Brilliant Skin Essentials	Face	
<i>Leaves your lips soft and supple Sheer and lightweight</i>	Luxe Organics		
<i>For smooth and nourished lips</i>	Brilliant Skin Essentials	Cosmetics	

Conjunctions such as “and” and “while” contribute to grammatical cohesion and logical flow. Coordinating conjunctions in lists—e.g., “soothe, hydrate, and protect”—extend the range of benefits being promised and connect them in a cumulative manner. Conjunctions also help contrast or compare product benefits (e.g., “while soothing and nourishing the skin”), enhancing the coherence of information within sentences.

Table 2.4
Cohesion and Coherence

Examples from text	Advertisement	Body Feature	Textual Feature
Clarifying, brightening , pigment-managing therapy for body skin.	VMV Hypoallergenics		
Your me-time essentials	Luxe Skin	Skin	Positive Adjectives
Makes hair look lustrous and flowing	Happy Skin	Hair	
For a bright, clean glow	Belo Essentials	Face	
Hydrating Gentle on Skin Travel Friendly	MAGWAI		
Hydrating, pore-friendly , flawless-finish medium-full liquid-cream foundation.	VMV Hypoallergenics	Cosmetics	
Effortless beauty in your hands	Luxe Skin		
For instant smoothness and frizz control without risk	Human Nature	Hair	Negative Adjectives
For combination to oily skin	Ellanaminerals	Face	
Treats dry and chapped lips	Fresh Ph	Cosmetics	

Online advertisements predominantly use positive adjectives to emphasize the benefits and appeal of the products, while negative adjectives are strategically employed to highlight problems the products promise to resolve. Frequent terms like "clarifying," "brightening," "clean," "glow," "hydrating," and "pore-friendly" frame the products as essential for enhancing beauty and attaining desirable physical qualities. Conversely, negative descriptors such as oily, frizz, dry, and chapped evoke common concerns among consumers, positioning the products as effective solutions. This creates a problem-solution discourse that subtly accentuates beauty imperfections to generate consumer need, immediately followed by positive language presenting the product as the remedy. Furthermore, terms conveying convenience and accessibility like "effortless," "travel-friendly," and "me-time essentials"—target busy consumers, especially women, by integrating beauty routines seamlessly into daily life. The interplay of positive and negative adjectives thus not only markets the products but also reinforces prevailing cultural ideals of beauty and self-care.

Table 1.4
Cohesion and Coherence

Examples from text	Advertisement	Body Feature	Textual Feature
Radiance you can C With gentle nourishing Vitamin C	Human Nature	Skin	Scientific and Technical Lexis
Niacinamide, Ceramides, and Cobiophytonic GL – it's sure to minimize your fine lines & wrinkles	Belo Essentials		
<i>soothe, hydrate and protect your skin using the invisible sun stick with spf 50</i>	Happy Skin	Face	
Sulfate-free formula that keeps hair healthy and bouncy	MAGWAI	Hair	
<i>Blurs fine lines Helps increase collagen & elastin Moisturizing anti-oxidant</i>	Ellanaminerals	Cosmetics	
<i>Free from toxins Powered by Pili & Elemi oils</i>	Pili Ani		

The online beauty product advertisements frequently employ scientific language, especially through references to chemical compounds, functional processes, and clinical indicators. Ingredients such as Vitamin C, Niacinamide, Ceramides, Cobiophytonic GL, Pili oils, and Elemi oils are emphasized to establish credibility and evoke dermatological expertise. These are combined with functional terms like hydrates, exfoliates, repairs skin barrier, purifies, brightens, and clarifying, highlighting active processes and suggesting that the products deliver measurable, scientific effects on skin and hair. Quantitative markers such as SPF 50, sulfate-free, and toxin-free further enhance perceptions of safety and standardization, aligning the products with clinical or laboratory-tested quality. A notable pattern is the fusion of technical terminology with promotional language, evident in phrases like "Infused with Niacinamide, Ceramides, and Cobiophytonic GL," where scientific terms are directly linked to beauty benefits. These scientific lexis create an aura of authority and innovation, positioning the products not merely as cosmetics but as scientifically validated solutions for common beauty concerns.

Table 2.1
Transitivity

Examples from text	Advertisement	Body Feature	Textual Feature
<i>Leaves skin soft, calm, and nourished.</i>	Pili Ani		
A serum soap that <i>helps fasten</i> the drying process of acne while <i>soothing and nourishing</i> the skin.	Luxe Organics	Skin	Material Process
<i>Lighten</i> dark spots and <i>fades</i> acne marks.	Human Nature	Face	
Deeply <i>hydrates</i> each strand for softer and more manageable hair.	FRESH Ph	Hair	
Gentle on Skin Powerful Results Made with Love, Made for you	Ellanminerals		
<i>The sunscreen of your dreams</i>	MAGWAI	Skin	Relational Process
Foundation you can live in	Happy Skin	Cosmetics	
Color that cares, rooted in nature.	Pili Ani		
<i>Leaves skin soft, calm, and nourished.</i>	Pili Ani		
Get bright, youthful eyes with this skincare staple!	Belo Essentials	Skin	Theme-rheme
<i>The sunscreen of your dreams</i>	MAGWAI		
Deeply hydrates each strand for softer and more manageable hair	FRESH Ph	Hair	

The advertisements predominantly use material processes to highlight what the products actively do to the body. Phrases like “leaves skin soft, calm, and nourished” and “lighten dark spots and fade acne marks” portray the products as agents of transformation, emphasizing their capacity to enhance the consumer’s physical appearance. Alongside this, relational processes are frequently used to attribute desirable qualities to the products, positioning them as more than just functional items. Expressions such as “gentle on skin” or “the sunscreen of your dreams” construct product identities tied to gentleness, comfort, and aspiration. Regarding theme–rheme structure, the ads strategically place either the product or the desired effect in the theme position, with the rheme introducing the promised benefit. For example, “deeply hydrates each strand” is followed by “for softer and more manageable hair,” directly linking the product to positive outcomes. Together, these transitivity choices and theme–rheme patterns create a discourse that presents products as both active agents of change and symbolic carriers of identity, enhancing their appeal to consumers.

Table 2.1

Mood

Examples from text	Advertisement	Body Feature	Textual Feature
Glow confidently with G21 Golden Dust Lotion.	G21	Skin	Imperative Mood
Get bright, youthful eyes with this skincare staple!	Belo Essentials		
Turn Lifeless to Luscious Hair	Human Nature	Hair	
Stay fresh	Ellanaminerals	Face	
Get that Glass Skin Glow	FRESH Ph		
Treats dry and chapped lips.	FRESH Ph	Cosmetics	

The beauty advertisements posted online frequently use the imperative mood to directly engage and command the consumer. Phrases like “Glow confidently with G21 Golden Dust Lotion,” “Get bright, youthful eyes with this skincare staple,” “Stay fresh,” and “Get that Glass Skin Glow” demonstrate how directives encourage immediate action. A notable pattern is the repeated use of the verb “get,” framing beauty as easily attainable through the purchase and use of the product. Other action verbs such as glow, stay, and treat highlight transformation and improvement, positioning the consumer as the implied actor who must follow the command. The brevity and punchiness of these imperatives give them a slogan-like memorability, while the implied second-person subject (“you”) fosters intimacy and personal connection. The imperative mood serves as a persuasive device, motivating consumers to act decisively and associate their self-image with the product’s promises.

Table 3

Syntax

Examples from text	Advertisement	Body Feature	Textual Feature
<i>Gentle on Skin</i> <i>Powerful Results</i> <i>Made with Love, Made for you</i>	Ellanaminerals	Skin	Disjunctive Syntax
<i>For busy women who want everyday brightening with deep moisture</i>	Luxe Skin		
The sunscreen of your dreams	MAGWAI		
Your routine for healthy, radiant hair.	Pili Ani	Hair	
Foundation you can live in	Happy Skin	Cosmetics	

The advertisements make frequent use of disjunctive syntax, manifested through fragments, elliptical structures, and noun phrases functioning as complete sentences. Examples like “Gentle on skin,” “Powerful results,” “The sunscreen of your dreams,” and “Your routine for healthy, radiant hair” omit verbs or subjects, condensing information into brief, impactful units. Prepositional phrases such as “For busy women who want everyday brightening with deep moisture” often stand alone without a main clause, while repetitive fragments like “Made with love, made for you” use rhythm and parallelism for emphasis. This

reliance on disjunctive syntax is a deliberate stylistic choice: by stripping away grammatical “filler,” the ads spotlight emotionally charged, persuasive words—gentle, powerful, radiant, dreams—foregrounding their key selling points. Simultaneously, the fragmentary style mimics spoken interaction, making the ads feel more direct, conversational, and memorable. Disjunctive syntax enables the advertisements to be concise, catchy, and easily recalled, while inviting readers to mentally complete the implied ideas.

Table 3

Diction

Examples from text	Advertisement	Body Feature	Textual Feature
<i>Gentle, Powerful, youthful, nourishing, soft, calm, nourished, confidently, radiant, fresh, supple, flawless, smooth, effortless</i>	Ellanaminerals, Belo Essentials, Pili Ani, Human Nature, G21, VMV Hypoallergenics, Luxe Skin, Luxe Organics,	Skin (4), Hair (3), Face (3), Cosmetics (5)	Emotive Vocabulary
<i>Vitamin C, Niacinamide, Ceramides, and Cobiophytonic GL, spf 50, Sulfate-free, collagen & elastin, toxins, Pili & Elemi oils</i>	Human Nature, Belo Essentials, Happy Skin, MAGWAI, Ellanaminerals, Pili Ani	Skin (2), Hair (1), Face (1), Cosmetics (2)	Scientific Terms

The online beauty product advertisements’ diction blends emotive vocabulary with scientific terminology to create a tone that is both persuasive and authoritative. Emotive words like radiant, youthful, glowing, soft, gentle, nourishing, smooth, flawless, and effortless appeal directly to consumer desires by linking the products to beauty, comfort, and confidence. Phrases such as “the sunscreen of your dreams” and “effortless beauty in your hands” go beyond mere description, evoking emotions and presenting the products as gateways to empowerment and idealized self-image.

Simultaneously, the text incorporates scientific lexis such as Vitamin C, Niacinamide, Ceramides, Cobiophytonic GL, collagen, elastin, antioxidant, sulfate-free, and SPF 50—that convey authority and credibility by signaling dermatological expertise and clinical reliability. The combination of emotive and scientific diction creates a balanced effect: emotive language attracts and excites consumers, while scientific terms assure them of the products’ efficacy and safety. The diction of the advertisements constructs a discourse that positions beauty products as both emotionally fulfilling and scientifically validated.

5.3 Meso Level Analysis (Discursive Practice)

Beauty advertisements serve not only as tools for promotion but also as cultural texts that carefully align commercial interests with social expectations. At this level of analysis, the focus is on how texts are produced, circulated, and interpreted, revealing the ways advertisers strategically combine scientific credibility with emotional appeal to construct persuasive messages.

5.3.1 Interdiscursivity: Blending Scientific Authority and Emotional Appeal

A key discursive strategy is interdiscursivity, which refers to the integration of multiple discourses to strengthen persuasiveness. Advertisements frequently employ scientific and technical terminology such as “Niacinamide,” “Ceramides,” or “SPF 50.” By borrowing authority from dermatology, these terms position beauty products as medically grounded solutions. Singh, Yunus, and Arumugam (2012) demonstrated that this pseudo-scientific register creates a sense of objectivity and clinical legitimacy, even when the claims remain largely promotional. Similarly, Anwar and Liaqat (2025) observed that these technical terms are often paired with affective cues such as “made with love” or “your me-time essentials,” producing trust through the dual promise of rational authority and emotional intimacy.

This rational discourse is further infused with aspirational and emotive language. Words such as “glow,” “radiant,” and “youthful” recur across campaigns, positioning beauty products as gateways to empowerment, confidence, and self-worth. Hidayat et al. (2020) argued that such interdiscursive blending ensures that advertisements are both credible (“it works”) and affective (“it makes you feel good”), which makes them highly effective in shaping consumer attitudes.

5.3.2 Rhetorical Strategies: Personalization and Imperative Discourse

The circulation of these messages increasingly occurs on social media platforms and through influencer endorsements, where intimacy and immediacy are central. Personalization is achieved through the frequent use of second-person pronouns such as

“you” and “your” (e.g., “your glow,” “your beauty”), simulating a direct and personal interaction with consumers. Villaruz et al. (2025) found that such strategies position consumers as active agents of transformation, aligning beauty practices with neoliberal ideals of individual responsibility and self-management.

Imperative constructions (e.g., “Get that glass skin glow”) and disjunctive syntax (e.g., “Gentle on skin. Powerful results.”) further enhance memorability and immediacy. These rhetorical features simplify complex claims, making them more direct and commanding, while reducing consumer resistance and encouraging swift decision-making.

5.3.3 Discursive Normalization and Preferred Reading

The broader discursive effect is the normalization of narrow and often exclusionary beauty ideals. Lexical chains such as “lighten, fade, protect, purify, achieve glass skin” establish flawless, luminous skin as the desirable standard, while negative descriptors such as “oily,” “chapped,” or “frizz” present natural features as flaws that require correction. This strategy creates what Hall (1980) describes as a “preferred reading,” where the consumption of beauty products is framed not only as an act of self-care but also as a social necessity. Yet, empowerment is presented as conditional, accessible only through adherence to beauty routines and continuous product consumption.

Taken together, these discursive practices reveal a coordinated approach in which scientific authority is blended with emotional intimacy, personalization, and imperative discourse. This naturalizes the link between consumption and self-worth. By embedding beauty ideologies into everyday practices, advertisements encourage individuals to internalize the belief that confidence, empowerment, and desirability are inseparable from ongoing investment in beauty products.

5.4 Social Practice (Macro-level)

The discursive practices identified at the meso level—namely interdiscursivity, personalization, imperative rhetoric, and discursive normalization—intersect at the macro level to construct and sustain beauty ideologies that reflect broader power relations in the Philippine context. Beauty advertisements extend beyond simple product promotion; they actively reproduce social hierarchies and situate consumption within neoliberal and neocolonial frameworks, framing it as both a personal responsibility and a marker of social standing.

5.4.1 Fairness and Neocolonial Aesthetics

One of the most enduring ideologies in Filipino beauty advertising is the valorization of light, flawless skin. This emphasis reflects colonial histories where lighter complexions were associated with privilege, education, and Western influence. The repeated use of descriptors such as bright, glow, lighten, and radiance reinforces this neocolonial aesthetic. Villaruz et al. (2025), in their study of glutathione advertisements on TikTok, noted that fairness is framed as both aspirational and attainable, perpetuating colorist ideologies while marginalizing *morena* skin tones that are equally representative of Filipino identity. Through this framing, the pursuit of fair skin is depicted as a pathway to upward mobility, embedding beauty into a broader narrative of success and social aspiration.

5.4.2 Youthfulness, Flawlessness, and the Neoliberal Imperative

In addition to fairness, ideals of youthfulness and flawlessness are promoted as markers of vitality, productivity, and value. Words such as soft, smooth, flawless, wrinkle-free, and glass skin position natural aging as a deficiency requiring correction. This mirrors neoliberal logics of self-optimization, where individuals are expected to maintain relevance through continuous self-improvement. Imperative slogans (“Get that glass skin glow”) and problem-solution framings of “oily,” “frizz,” or “chapped” reinforce the notion of beauty as a personal duty. Similarly, previous research has shown that advertisers often construct idealized lifestyles to persuade women into accepting beauty norms and internalizing the promises of products as unquestionable truths (Kaur et al., 2013).

5.4.3 Gendered Social Practice and the Commodification of Self-Care

The weight of beauty expectations is particularly gendered. While men’s grooming products exist, beauty advertising overwhelmingly targets women, reinforcing the cultural notion that femininity is defined by constant investment in appearance. Mendrofa (2020), in her critique of whitening advertisements, argued that this practice ties women’s worth and desirability to their physical appearance, framing consumption as not merely optional but essential. Campaigns that emphasize “your me-time essentials” or “effortless beauty in your hands” commodify self-care by presenting it as both empowerment and obligation. What appears to be a personal choice is, in reality, a deeply entrenched mechanism for sustaining capitalist profit structures while upholding patriarchal standards of femininity.

At the macro level, Filipino beauty advertisements construct an ideology of what may be called *Fair, Flawless, and Consumable Beauty*. This ideology intertwines neocolonial aesthetics of fairness with neoliberal imperatives of continuous self-optimization,

positioning beauty as both a personal duty and a social necessity. Women are encouraged, and at times compelled, to perceive empowerment and self-worth as dependent on consumption. In doing so, advertisements naturalize and legitimize inequalities tied to gender, class, and colonial histories, presenting them as aspirational, empowering, and socially desirable.

6. Conclusion

The analysis of beauty advertisements illustrates how language and visual elements operate together to sustain and normalize particular beauty ideologies. The data, drawn from a range of well-known cosmetic and skincare brands, revealed a consistent reliance on adjectives, figurative language, and discursive strategies such as celebrity endorsement, scientific authority, and emotive appeal. These patterns highlight not only the persuasive intent of advertisements but also the way beauty standards are framed as both aspirational and attainable.

The distribution of the data across different brands further demonstrates that these strategies are not isolated but systematically employed throughout the beauty industry. Some brands leaned more heavily on scientific legitimacy, while others emphasized emotional resonance or cultural associations. Yet all converged on a common narrative: beauty as a socially valuable and achievable ideal. The findings suggest that beauty discourse is not merely brand-specific but part of a broader cultural and commercial effort to reinforce dominant norms.

Ultimately, the kind of data analyzed—slogans, taglines, and visual-verbal combinations—shows how brands strategically select and distribute linguistic and multimodal resources to shape consumer perceptions. This underscores the power of advertising not only to market products but also to reproduce and sustain ideologies tied to beauty, identity, and consumer culture.

6.1 Implications

For consumers, this study underscores the importance of critical awareness regarding how advertising discourse influences self-perception and reinforces narrow beauty ideals. For educators, the findings highlight the value of integrating critical discourse analysis into media literacy programs, equipping learners with tools to decode persuasive strategies in advertising. For researchers, the study opens avenues for examining how these linguistic and multimodal strategies evolve in digital spaces, particularly in influencer marketing and algorithm-driven advertising. In this way, the research not only unpacks how beauty is discursively constructed but also contributes to wider discussions about the intersections of language, media, and power.

6.2 Recommendations

Future research should expand the dataset to include male and gender-neutral beauty advertisements in order to compare how ideologies of appearance are constructed across gender lines. Longitudinal studies may also be conducted to trace whether advertising discourses evolve as social movements for inclusivity and body positivity continue to gain traction. Finally, advocacy groups and policymakers may use these insights to promote ethical advertising standards that discourage colorism and gender stereotyping, encouraging brands to embrace diversity as both an ethical commitment and a socially responsible practice.

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