

A Critical Discourse Analysis of the Advertisements of Unilever Pakistan Limited

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ABSTRACT

The present study observed the advertisement of Unilever Pakistan Limited from the angle of critical discourse analysis. The study primarily concerned with the usage of language in the commercials of Unilever Pakistan and the tactics used by the advertisers to attract and convince the consumers to buy their products. The analysis of this study is based on Norman Fairclough three-dimensional framework. It determines how the ideology of 'home and personal care' is used in the advertisements of Unilever Pakistan Limited. Qualitative research was done on the three advertisements of Unilever's major products. The outcomes showed that promoters employed different techniques to grasp the attention of their consumers. The commercials lead the people to think that whatever is shown to them is based on reality. This study also demonstrated that the ideology of "home and personal care" in the commercials of Unilever Pakistan is dominant, and the products of Unilever are mandatory to lead a better life. The language of the commercials is used to govern the minds of the people.

Key words: CDA, Commercials, Unilever Pakistan, Convince, Home and Personal Care

INTRODUCTION

Language plays a vital role in society. So, society can be completed without it. There are basic needs of the society which must be fulfilled, and without language, no one can complete these tasks. As society is developing and spreading, its needs and applications are also changing. Day by day, different trends and modes are coming into society. As mentioned before, language plays different roles to fulfill the requirements of society. Today is an era of the cooperating world, and everything is considered and measured on profit and loss. The corporate or business world has its features and dynamics. New companies, whether public or private, are established very rapidly. Multinational companies have overcome the business environment of the society. They produce different products according to the need needs of the people. There are many needs in the business world. In this world, the companies must advertise their products so people may know about products and their features which these companies claim. This business need is done through different commercials. Every commercial has a different style and language. In business, world language plays an important role... So, language is not only used for mere communication in the society but an effective tool to promote the business as well.

Critical discourse analysis is not a separate field or discipline rather an interdisciplinary point of view of discourse. It sees the language in context and considers it as a kind of social practice. It is a fascinating field of discourse. The

researchers of critical discourse analysis are of the view that the social practice regarding nonlinguistic and linguistic behavior jointly depends on one another and form a mechanism that inspects that how language is used to get and exercise power in the society (Fairclough, 2013). Language is a powerful tool to control society. A single speech of the politician or the leader can be proved as a game-changer and can turn the table.

Moreover, the choice of words selection, the way these are uttered, and the context leaves a powerful impact on the audience. The ideology is also connected with the text, and it is the ideology around which the whole context of the situation revolves. Therefore, critical discourse analysis is critical to understand how the minds of society can be grasped through language. Somehow, it is vastly different from the discourse analysis as it explores the problems of power, manipulation, social abuse, and exploitation, societal inequalities in the domain as media, education, and politics (Blommaert & Bulcaen, 2000).

Critical Discourse Analysis and advertisements

Van Dijk (1997), defines critical discourse analysis is also called the analytical discourse. Where there is a society or community, there is discourse. The society is expanding day by day, and new disciplines are adopted by it, and the old are being obsoleted. Some of the new discourses are media discourse, political discourse, forensic or legal discourse, commercial discourse, etc. Now a day, every discipline has

its discourse. In every discourse, there is some ideology. While talking to the commercial discourse, the ideology of beauty, home, and personal care are smartness is presented. According to Kaur, Arumugam, and Yunus (2013), whatever is presented in the commercials regarding beauty is deployed in front of the audience in such a way that they believe that everything is genuine and based on reality.

Ideology

No one can deny the importance of ideology in human life. All our actions are the product of ideology, whether known or unknown. It is learned or adopted by our inner self. It is abstract. Our thinking process prompts its maximum. It is the product of our mind and heart, and it drives us to perform something. Whatever we perform, there is an ideology behind us. For example, if we are performing some social or religious activity, we are doing the same on some ideological bases. It is the ideology that makes us joint and separate in a society. According to Foucault (1980), for the analysis of the ideology, we have to look back into history, and based on the evidence, we decide what is wrong or right. It is a very critical task to prove what is false and what is real. It will always be tentative, not exact. It always has some variations. If the historical facts are against the existing ideology, then there arises a question about the validity and authenticity of that ideology. Fairclough (1992), defines that ideology is the central thing that constructs the text and the text joints and unites the listener, observer, interpreter, or a research scholar. Whatever changes happen in society, there is a strong ideology behind that change. It has the power to change the entire society. French Revolution is a major example of it when elimination of deprivation became the ideology that changed the whole existing system of the region.

Ideology is found in every discipline of life. It can also be found in the commercials as well. Commercials are made by companies to advertise their products. In commercials, they convince their audience to buy their products because these have some unique and special qualities and features which on other products have. They presented their commercials with different styles. The most important thing based on that they convince the audience is the ideology that they present in their commercials. The ideologies in the commercials are beauty, home, personal care, attractiveness and charming, etc.

Fairclough's Three-Dimensional Model of Critical Discourse Analysis

Through critical discourse analyses, the evaluation of ideologies regarding gender in textbooks can be executed (Fairclough, 2015b). It comprises the investigation of ideological handling, power relations, and dominance (Rahimi & Sahragard, 2007). Every society has various dynamics and based on different needs and issues. At the same time, every society is based on ideology. CDA is to address not only the needs and issues of the societies but also provides a way to demonstrate and employ the ideologies as well. According to Clark, the fundamental purpose of CDA is to highlight the problem relevant to identity, ideology, and gender. It

also addresses the issues that have been revealed in the text (Clark & Ivanič, 1997). Critical discourse analysis is vast in its approach. It can be utilized to inspect the relationship between the social and political contexts and the usage of the language in which it happens (Paltridge, 2012).

Norman Fairclough established respectively three-stage discourse analysis as description, interpretation, and explanation (Fairclough, 2015a). All three dimensions have different functions as the description is relevant to the text analysis. It is used for the analysis of linguistic devices in the text. There can be a lot of linguistic devices in a text, which makes the text-rich and influential. These are not used superfluously in the text instead satisfy some planned purpose. These are used according to the situation and nature of the event. These devices produce a magical effect on the audience, as well. So, while doing the critical discourse analysis of the text, it is the foremost action to describe the text in terms of linguistic features or devices. It covers the primary intension for which the text is produced. Interpretation is made while analyzing discourse practices. It is done to judge the association between the procedures of discursive and productive and the text. Here the situational context becomes very important. Context is the soul of all the text and speech production. The speech generated without keeping view of the context will be haphazard and the unintentional junction of words. Such text has neither worth nor any influence on the audience. After the description of linguistic devices and the context, the explanation becomes more comfortable and more accessible. The explanation analyzes social practice. Its purpose is to examine the discourse by viewing the societal aspects. It also determines the effects made by the discourse in society (Dai, 2015). All these functions of discourse refer to power and ideology within the society.

Unilever Pakistan Limited

The company Unilever Pakistan Limited (UPL), formerly called Lever Brothers Pakistan Limited, was established in 1948 in Pakistan. It is a company that has business across Pakistan. It was firstly established in the Rahim Yar Khan, the town of Pakistan, as a Vegetable oil factory. It is a multinational company. Its first head office was established in Rahim Yar Khan then shifted to Karachi in the mid of 1960s. Unilever Pakistan covers the major part of the business in Pakistan, and its Units are in Karachi, Rahim Yar Khan, Khanewal and Rahim Yar Khan. It has Walls Factory in Lahore, which manufactures Ice Cream and has a share in market 66%. Its main products are Lux and Lifebuoy soap, Lipton, Sun Silk, Lifebuoy and Clear for men and women, Knorr, Wall's Ice cream, Fail and Lovely cream, Surf Excel, Broke bond supreme tea, Magnum Ice cream, etc. As it is a major manufacturing company, so it invests much money for the advertisement of its products. These are unique in nature and ideology. The slogans of its commercials are trendy in Pakistan. The Unilever Pakistan advertises its products through print media, billboards, and electronic media. In the advertisements, it claims quality, consumer care, and excellence. Unilever Pakistan Limited has deep roots in the economy of Pakistan as well. It contributes significant shares in the economy. It has become the name of trust, quality, and living standards.

LITERATURE REVIEW

According to (Emodi, 2011) language can be used as a device to advertise and promote the business and capture the attention of the audience. The producers of the commercials take much care regarding the language of the commercials. The language of the commercials should be appropriate and relevant to the culture and needs of the audience. Commercials are directly concerned with the ethics, behavior, morality, and concepts and building of a culture. These are not just for commercial purposes only (Sinclair, 1987). The commercials should be enchanting and attractive enough to grasp the attention of the audience. The style, production, presentation, and language of the advertisement vary from culture to culture and community to community. In the advertisement, it is kept in mind that the commercial which is being produced or presented should not be unethical or immoral. There are many ways of advertising products like TV channels, Newspapers, Magazines, Radio, Social media, Billboards, posters, wall paintings, etc. TV channels, Newspapers, Magazines, Radio, Social media, Billboards, posters, wall paintings, etc. The companies set a huge budget for the advertisement of their products. Through these advertisements, they penetrate their product features and ideology in the minds of the audience. According to Norman Fairclough (2013) he critical discourse analysis is a sort of community exercise in which the power and ideology affect one another. We live in a society in which we have daily interaction with one another. We discuss many topics. In these topics, we have some power and ideology which we want to deliver to the person or persons to whom we are having a conversation. So it is a routine and daily exercise which is comprised of power and ideology. Van Dijk (1997), defines critical discourse analysis is also called the analytical discourse. The main areas of it are society, the exercise of power, discrimination, and supremacy. The basic purpose of critical discourse analysis is to evaluate and analyze, so it is being called the analytical discourse as well. In the critical discourse analysis of commercials, these are evaluated and analyzed from every aspect in terms of ideology and power. The major aspects of commercials that are to be focused and analyzed are product, its features, audience, setting, ideology, etc. The commercials which are made on beauty products persuade the people and make them to believe that whatever is seen to them is based on reality. Cook (2001), describes that the commercials perform many functions to influence the people to understand, recall, and shift their emotions and opinions. It can also be said that the advertisements are the social practice which not only gives information to the people but also change their intentions and ideology. Unilever is a multinational company, and its business is spread almost all over the world. Major Brands of Unilever are cleansing agents, personal care, and foods. The salient products of Unilever are Lux and Lifebuoy soaps, Sun silk and Clear Shampoos, Surf Excel, Lipton, and Brook bond supreme tea, Ice cream, Close Up toothpaste, etc. Unilever owns over 400 brands in the world. Unilever claims in its products the ideology of home and personal care. They impart unique style, language, models, participants, and ideology in their commercials. In their beauty brands, they hire the

top models in their advertisements and attract the people. For this purpose, they even hire the top models, which are called the brand ambassadors. They select exact wording in their commercials because they know very well that the wording has a direct impact on the audience. Sometimes this wording comprises the shape of slogans as in the commercials of 'Surf Excel,' they have a slogan in Urdu as 'daagh to achay hote hain.' The English translation of this slogan is 'stains are good.' We judge from the slogan that no one accepts stains, but they claim that the Surf Excel can eliminate every type of stains. The context of this slogan is that 'if you are doing something good and in doing so you receive some stains then in this condition 'the stains are good.' Now we see that beautifully they choose the words and present them in front of the audience. The primary purpose of the commercials is to advertise the products and convince people to buy the products. According to Jhally (1987), commercials cannot be isolated from society; rather, these are interconnected with objects as people, communication, power, ideology, concepts. These are also called as a social practice. Unilever Pakistan Limited claims that they make products that are required by everyone from his birth to his death. There is nothing left which are not made by them. They cover the entire needs and demands of society. They try their level best to fulfill the social needs of the society. The most eye-catching thing in the advertisements is beauty especially the beauty of women. The exposure of the body parts of women in the commercials.

RESEARCH METHODOLOGY

Theoretical Framework

The theoretical framework used for this research is critical discourse analysis. This study is about the media discourse that sees language with the angle of social practice that influences the audience with its needs and ideology.

Research Design

The research design for this study was qualitative as the data were analyzed and interpreted in the non-numerical form and describe the dominance of the language of the advertisement in the minds of the people. People are forced to think that the advertised product is the only solution to their current problem.

Population

All the advertisements of Unilever Pakistan Limited made for their products are the population of this study.

Sampling Technique

The purposive sampling technique was adopted for this study. Three advertisements are taken of the substantial products of Unilever Pakistan Limited as Fair & Lovely Fairness Cream, Lifebuoy Soap, and Surf Excel, which fulfill the requirement of the study.

Data Collection and Data Analysis

The data had been collected using the 'YouTube' application from the internet. The first commercial was 'Fair & Lovely advanced multivitamin cream,' the second was 'New Lifebuoy active silver formula,' and the third commercial was 'New Surf Excel.' The data has been analyzed through observation, and content analysis has been made of the commercials taken as samples. The Norman Fairclough framework of critical discourse analysis has been adopted for the identification of ideology and persuasive words



DATA ANALYSIS

Advertisement #1

Figure 1

<https://www.lazada.com.ph/products/fair-lovely-advanced-multivitamin-cream-80100ml-i347984087.html>

Product: Fair & Lovely advance multivitamin Cream

Ideology: Personal Care

Claim: Perfect Fairness

Analysis:

Unilever produced this commercial, and the purpose of this advertisement was to present their previous product with a new theme and ideology of personal care. It was a beauty product that was specific for women. That has no harm if men also use it, but in the commercial, we did not see any men. While analyzing the commercial, we see in the beginning the logo of the product in which there was a woman and the tube of Fair Lovely cream. This commercial claimed that the Fair and lovely cream has advanced multivitamins, which are essential for glowing and healthy skin. Moreover, the claim which was written between the Fair and lovely lady and the tube was that "FAIRNESS LIKE LASER LIGHT TREATMENT." The setting of the advertisement was that a woman was seen who asked the audience of this most likely the women and asked them a question about how to get super perfect fairness? This stunning question is directly related to the psychology of almost all the women because every woman wants to have fairness in her skin, so they become curious to watch the remaining advertisement. After asking the rhetoric question, the lady in the advertisement enters a scientific lab. She answers her question by saying that we can get super perfect fairness through laser light effects. She describes with confidence that as the light makes bright and glowing everything similarly to get fairness and glowing the skin, there are Fair and lovely ad-

vances in vitamin cream. Then at the end of the commercial, we see that the lady in the advertisement again makes a claim taking a Fair and lovely cream Tube in her hand that now to get the fairness as from laser light only to use Fair and Lovely advanced multivitamin cream. The lady in the advertisement is very confident and has a glowing and fair skin already which means that she is using the new Fair and lovely cream already and now convince the other women to use the same product.

The intension of the seller is to introduce his product with a new theme and ideology and appeals the audience to purchase and try it immediately to enhance his business. The technique which is used by the producer of the advertisement is a scientific one. The producer describes that the function of the laser light and the new Fair and lovely is the same as both are used to get brightness and fairness. The comparison is presented very artistically. The audience is forced to think that the Jar of cream has a laser light effect on our skin. While discussing the claim of the seller is that "the only way to get fairness and glowing the skin is to use the Fair and lovely advanced multivitamin cream." The targeted audience of this advertisement is women.

The ideology, which Unilever claim in its products, is "Home and Personal Care." The advertisement for Fair and lovely cream has the ideology of personal care. To look beautiful is the right of every woman in the society. Different women use different techniques and products to get and maintain their beauty and fairness. The Unilever understands this psychology very well, and it launches its product according to the psychological and physical needs of the women. The words used in the advertisement justify the ideology of "personal care" of Unilever. The words like "Perfect fairness" are directly related to the complex to personal care. The persuasive words which are used are Perfect Fairness, Laser light, revolution, and glowing. These words capture the minds of the targeted audience, and they purchase, try, and get their desired beauty and fairness.



Advertisement #2

Figure 2

<https://www.google.com/imgresFasha-films-introducing-new-silver-lifebuoy-pakistan>

Product: New Silver Lifebuoy Soap

Ideology: Home and Personal Care

Claim: Better protection from germs

Analysis:

The commercial is staged at home in which the actors are the family members like father, mother, and a child,

and then the mother performs the role of a doctor as well. In the commercial, the child the Laddo (Sweet ball) in the home and wants to eat those immediately, but the father directs him politely that he should take a bath with Lifebuoy soap firstly. The mother adds more by saying that the child should not take a bath with the Lifebuoy but with the silver. The father asks with wonder what is the connection between the silver and to take a bath? The mother becomes the doctor by wearing a doctor's overcoat and gives some relevant examples about the importance of the silver. She asks firstly that why a silver cover around a Laddo is there. The father asks in reply, why? Then the mother again asks why we feed the children with a silver teaspoon? Then she gives the answer that the silver imparts us maximum durable protection against the germs. So, she claims that the new Lifebuoy soap has the quality of active silver, which protects more than ten times to us from germs. In the end, the mother again makes a hefty claim that Lifebuoy soap is the best soap in the world against germs protection.

If we see the setting of the commercial, then we analyze that the setting is in a red and white combination that has matched in color with the essential product of Lifebuoy soap, which is in red. The setting of the home, the dresses of the child and the mother, have an exact resemblance with the color of the Lifebuoy red soap.

The producers of this advertisement are Unilever Pakistan, who wants to sell their product by convincing the people that their Lifebuoy soap is the best soap against germs protection. The company recognizes the harmfulness of the germs and their harmful effects on health, especially the children. So, they launch their product according to the needs and priorities of the home and society. The claim in the advertisement is that "Lifebuoy is the best soap against germs protection in the world." The ideology that Unilever claim in its products is "Home and Personal Care." The advertisement of new Lifebuoy silver has the ideology of home and personal care. The audience of this commercial is all the family members of the home, especially the mothers. Every mother wants her home safe and healthy, especially her children. The ideology, which is used in the advertisement, is home and personal care.



Advertisement#3

Figure 3

https://www.youtube.com/watch?v=YL_SHBJJIAE&ab_channel=SurfExcelPakistan

Product: New Surf Excel

Ideology: Home and Personal Care

Claim: Stains are good

Analysis:

Unilever produced the commercial, and the purpose of that advertisement was to present the new 'Surf Excel,' which would help to save the family from stains on clothes. The ideology of that commercial was 'Home Care.' It was a surf powder product that was specific for not any gender but for home. The audiences of that commercial were all the family members, especially the mothers. We saw in the presentation of the commercial that saw a mother, a child, a grandmother, and her granddaughter were going home after purchasing some glossary items. As the mother and her child reached near to their car, the children see behind after listening to some sound of falling something. The child saws an old lady and her granddaughter were collecting some fruits and gravy utensils from the ground. The child horridly went to the old lady and started to collect fallen items. In doing so, he received heavy stains on his clothes, and the grandmother was looking at him with love and affection. The child did not collect the items in his hands, so he cast off his shirt, made a bag of that and collect some items into it and handed over to the grandmother. She admired wholeheartedly by saying that you had done extraordinary and found the solution to the problem very swiftly. At the same course of time, the mother of the child arrived there, and the grandmother addressed to her that the stains would not eliminate so quickly. The mother replied confidently in return that 'Surf Excel' would do that easily. After this conversation, the entry of the 'New Surf Excel' happened, and it was claimed that the 'New Surf Excel' could eliminate all difficult stains very quickly and with 100% and more rapidly.

When we analyzed the commercial critically, we came to know that it was an advertisement of Surf Powder, which claimed to eliminate every difficult stain 100% rapidly. The intension of the seller was to introduce 'New Surf Excel' with a new theme and ideology and appealed the audience to purchase and try it immediately to flourish his business. The technique which was used by the seller was psychological and passionate. There, the passionate relationship between a child, granddaughter, mother, and his child was shown to attract the audience. This passionate setting of the commercial showed that the product was for the whole family, and the ideology in that commercial was "Home Care." The producer of the commercial described the functions of the product that the product could eliminate the stains immediately with 100% surety.

The audience of that commercial was the whole family member, especially the mothers who had the responsibility to keep all the family members neat and clean. The seller for the product had the claim that surf excel is a unique product for the buyers, and there was no other product in the market who had such qualities and functions like that; moreover, that every product had some incentives in terms of saving money and cleanliness. The elements which are used in the advertisement helped justified the purpose of the product. The natural and domestic setting of the advertisement is

psychological and leads to a feeling in the audience to buy the product immediately. The slogan of the product was also very unique as “Daagh to achay hotay hain” mean in English that is “Stains are good.” The context of the slogan is that someone is doing a good deed, and in doing so, he receives some stains; then the stains are good because there is new surf excel who will eliminate the stains, so you keep on going good deeds.

RESULTS AND DISCUSSION

Unilever Pakistan Private Limited is a leading multinational company that manufactures products of home and personal care. Its products cover a considerable volume of the market. It adopts different methods to propagate its products like billboards, newspapers, and TV commercials, etc. to grasp the attention of the audience. In the present study, three TV commercials from YouTube were selected for the research study. The objectives were the study to find the ideology, audience, and persuasive words used in those commercials. These objectives were achieved through the model of Norman Fairclough’s Critical Discourse Analysis. The ideology of home and personal care was found in every commercial of Unilever Pakistan. The audience was all family members, especially women and mothers, who know how to protect their homes and children. The persuasive words which had been used in those commercials were the ‘powerful protection against germs, ten times better protection, immediate solution, stains are excellent, super perfect fairness, latest revolution, etc.

Through this study, it is evident that the Unilever Pakistan invests much money to propagate and promote its products. These advertisements are made according to the features of the products, needs of the society, business requirements, and the claims for the product. Each commercial of Unilever Pakistan Limited has some slogan that justifies its ideology. Moreover, the audience of the product is also kept in mind while making that advertisement. The words selection, colors, style of presentation are also the main ingredients of the commercials. Unilever Pakistan Limited covers a significant market share and produces a massive volume of its products across Pakistan. It is one of the most influential multinationals in terms of business in Pakistan. It always takes renowned media characters, best production, and dominant media channels for the promotion of its products. It manufactures almost all the organic products that are needed to lead a healthy life. These include not only food products but also personal care items as well. Fair& Lovely multivitamin cream is its first product. It is a beauty product; hence it directly addresses the women of Pakistan. Through this advertisement, it is evident that the new Fair& Lovely multivitamin cream explicitly made according to the psychology of the women as every woman across the world and in Pakistan wants the beauty of her face and fairness of her skin. So, the ideology that had been set for this advertisement was personal care along with the claim of fairness. The presentation of the advertisement was also unique, as some scientific evidence was provided to prove the claim. Pakistan is the fifth largest country in the world regarding popu-

lation approximately 212.2 million. She has approximately 101.3 million women. It means that Pakistan is a huge market for beauty and fairness products. Now a day, the men are also very conscious about their fairness, but the direct audience of the Fair& Lovely multivitamin cream is women. The second commercial for this study is New Lifebuoy Soap, which is also a significant brand of Unilever Pakistan. Even it would not be wrong to say that it is the trademark or face of Unilever in Pakistan. It is made in different colors like Red, White, Green, Lemon, Neem, and Turmeric. These are made for germ protection, which is the claim of the product.

The ideology demonstrated for the commercial is ‘home and personal care.’ The audience of the advertisement is all the population of Pakistan, especially the mothers who want their family and children healthy and germ-free. The product is promoted through the ideology of ‘home and personal care’ with the slogan of ‘germ protection. The attention of the audience is captured through the family environment and the language used in the advertisement. The third commercial is also a major brand of Unilever Pakistan Limited, and it is New Surf Excel. It also covers a huge market place in Pakistan. The ideology of this advertisement is again ‘home, and personal care’ with the claim ‘stains are right.’ The audience of the advertisement is the women, especially the mothers and wives who want to see their family healthy and neat and clean. The mothers and wives know better how to take care of the personality of their men by providing them neat and clean clothes. Moreover, they also provide neat and clean uniforms to their school-going children as well. A passionate family environment and relationship is displayed in the advertisement by promoting the importance of New Surf Excel at home.

CONCLUSION

After the data analysis of the stud of the advertisements of Unilever Pakistan Limited, it is concluded that the advertisements are potent tools for the promotion of the products. The advertizes used different tactics to grasp the attention of the people towards their products. They employ different linguistic devices, ideologies, claims, and slogans to enhance the impact of the effectiveness of their products. These slogans and ideologies are made according to the nature of the products. The ultimate goal for making these advertisements is to give people the knowledge of their products so they may think those products are the only solution to their current problem. Unilever Pakistan is a leading business company not only in Pakistan but also across the world. It manufactures a hung number of items, including home and personal care. It claims that we make all those products that can be utilized by a person from his birth to his death. In Pakistan, Unilever Pakistan has a significant market share. Like all the companies, they also make advertisements for the propagation of their products. For this purpose, it hires the best production team, media stars of the time, and the best TV channels across the globe. So the commercials of Unilever Pakistan have a powerful impact on its audience even most of the other companies try to follow the trend of the advertisement of Unilever Pakistan. It produced differ-

ent products as Lux Beauty Soap, Lifebuoy Soap, Fairness Creams, Surf Excel, Walls Ice cream, Close Up toothpaste, Pepsodent toothpaste, Lipton tea, etc. it makes commercials on all its products to promote them. Most of the ideology that can be seen in the commercials of its products is 'home and personal care.'

In the current study, three advertisements for products of Unilever Pakistan Limited are selected. First, is the Fair&Lovely multivitamin cream second is the new Lifebuoy soap, and the third one is New Surf Excel. All these three are the primary products of it and used by a majority of the family, not only in Pakistan but also across the world. They are dominant in the market in terms of quality, price, and standard.

All three advertisements selected for the study are unique in their making and presentation. In all these commercials, the ideology of 'home and personal care' is used. It means that the Unilever Pakistan make only those products which do not satisfy their business needs and profit margin but also covers the agenda of the safety and standard of 'home and family.' The new Fair&Lovey fairness cream is a beauty product and has an ideology of 'home and personal care' along with the slogan and claim 'perfect fairness. It is a dominant claim. The audience of the advertisement are women in all sectors of life. Similarly, the claims of both the remaining commercials are 'better protection from germs' and 'stains are good,' respectively.

Based on the data analysis of all three advertisements, we can conclude that the commercial of Unilever Pakistan uses the ideology of 'home and personal care,' and it focuses on not only its business needs but also the family and its health and safety as well. Its commercials use such ideology that quickly grasps the attention of the people towards its products that they think to purchase and use them immediately.

RECOMMENDATIONS

Critical discourse analysis is a vast and fascinating field, especially scholars and researchers. It has many dimensions, as well. New trends and theories are coming rapidly day by day. The researchers have tried their level best to justify the objectives of the study. There is no end to any field, especial-

ly the research. The field of discourse analysis is open for all researchers and scholars. By getting some idea from this study, they may research other dimensions of it.

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