Lexical Variations in the Punch Lines of Marketing the Beauty Products: A Comparative Analysis of Pakistani and British English

Dr. Nazia Anwar
nazia.anwar@uog.edu.pk
Lecturer, Department of English**,** University of Gujrat, Gujrat, Punjab, Pakistan

Dr. Saima Jamshaid
saima.jamshaid@uog.edu.pk
Lecturer, Department of English, University of Gujrat, Gujrat, Punjab, Pakistan
Corresponding Author: * Dr. Nazia Anwar nazia.anwar@uog.edu.pk

ABSTRACT

Language is critical in the formation of social ideologies and consumers' perceptions particularly in the beauty sector as advertising discourse constructs the ideologies of femininity and desirability. This study focuses on the lexical variations of beauty advertisements in Pakistani and British English in order to identify how language represents culture, social norms and ideological orientation. The study intends to find the lexical variations in beauty products' advertisements in both places and to explore pragmatic and interlinguistic functions of lexical variation. Using a qualitative comparative design based in Critical Discourse Analysis (Fairclough, 2001), the study examines twenty real-life beauty advertisements, ten from sources in Pakistani English and ten from sources in British English. Appearance, lexical choice, metaphorical language, evaluative adjectives and pragmatic strategies such as persuasion, modality and direct address are examined. The results show that the commonest literature in Pakistani advertisements favor the lexical items emphasizing fairness, transformationalism and social acceptance using words like fair, bright, radiant, glow, etc., as they are imbued with postcolonial and gendered ideologies. The lexical grids employed in British advertisements were related to individuality, confidence and authenticity which is the reason why British advertisement was characterized by the following words, natural, revive, pure, confidence, etc. Practically, the Pakistani advertisement was premised on promises and emotional appeal but not the British advertisement, which is premised on a subtle empowerment and self-expression. The results have indicated that this linguistic distinction in the beauty advertisements could potentially represent extended socio-cultural ideologies in either one situation or the other. It is an extension to its spheres of applied linguistics and discourse in the sense that language can be used as a tool of marketing and propagating ideologies within the globalized aesthetic consumer culture.

Keywords: Lexical variations, punch lines, marketing, beauty products, CDA

INTRODUCTION

The language is a tool of communication and persuasion that determines the way individuals' reason about themselves and the world. Language plays a particularly strong role in identity, desiring and consumer attitudes construction in an advertising context. The language in adverts does not simply indicate a product or service by the names or else, but it embodies social convictions and ideals in the context of femininity, looks and culture-based standards developed. The discourse of marketing reveals the social construction of the modern and the attractive that is socially constructed in a manner that persuades the consumer. Through this, lexical comparisons of beauty advertisement discourse will serve as a prism in which the current language use is a mechanism that works both as a persuasion and as an ideology. In other states such as Pakistan or United Kingdom, advertisement and promotion media are

usually advertised in English language though English is usual language of advertisement, its use is different depending on the sociolinguistic situation. In Pakistan, advertisements and marketing media can indicate several local idioms, cultural expressions and moral identifications (mixing beauty products with purity, whiteness or social approval). In the advertisements of the United Kingdom, e.g., English can be more subtle because the advertisement is focused on individualism, authenticity and confidence. Such distinctions arise from different cultural values, social expectations and historical perspectives. In Pakistan, for example, the linguistic hybridity (postcolonial influences) and deeply embedded gender norms influence how beauty is marketed; however, in the United Kingdom, beauty is increasingly positioned within liberal discourses of individual self-expression and empowerment. As such, a comparative approach to linguistics in terms of consideration of pragmatic differences provides a better understanding of how marketing language both reflects and influences cultural expectations.

Earlier research has examined through various lenses the ideological and rhetorical functions of advertising discourse (e.g., Critical Discourse Analysis: Fairclough, 1995, 2001, 2015; multimodal analysis: Kress & van Leeuwen, 2006; feminist discourse studies: Lazar, 2005), however, most of those studies were situated in western contexts and a little has been done to examine South Asian Englishes or any comparative linguistic analysis. In Pakistan, scholars have examined how fairness-cream advertisements are promoting the commodification of idealized identities through the evaluative adjectives: fair, bright and glowing often incorporating colonial hierarchies and patriarchal standards of beauty (Ali, 2019; Shah, 2018; Sultana and Siddiqui, 2019). These studies offer insight into how discourse reproduces ideology, yet not much has been explored in this prospect to compare how beauty is similarly linguistically framed in British English advertising. The lack of a comparative framework is a significant research gap because many global beauty brands adjust the language for audience appeal. The present study includes an exploration of how the use of lexical and pragmatic choice differed in beauty-product advertisements across advertising channels in Pakistan and the UK. Although, language is English, and there are social cultural issues that determine how the language is applied in both Pakistani and British advertisements. According to the cultural norms, consumer psychology, and gender expectations, advertisers push desirable, transformation and empowerment messages and introduce products in a manner that it satisfies desired cultural structures. The discussion carried out in earlier paragraphs has been a way to understand how language variation is an indicator of persuasion as well as exposing cultural ideologies that dominate marketing discourse.

The fact that advertising content does not only sell the products but also transfers the societal values and social meanings, guides the research. The current research follows the principles of Critical Discourse Analysis as outlined by Fairclough (2001) and Van Dijk (2008) to go about adopting the qualitative comparative research design. It analyses actual advertisement texts obtained in Pakistan and the United Kingdom in both prints, online and television media on patterns of lexical strategy, metaphors and pragmatic strategies. It is the language and ideology relationship with the emphasis on how lexical selections embody cultural concepts of beauty, femininity and success. In making a comparative approach, this study has identified the points at which globalization and glocalization intersect in the discourse of beauty that advertising language is always inevitably non-neutral, but is used culturally and ideologically. This study is related to applied linguistics, discourse analysis and intercultural communications. It articulates how English merely functions in the world in terms of local identity in showing how advertising is lexically and pragmatically dissimilar in various contexts. It helps to gain a more accurate insight into the process of advertising reflection and expression of cultural values. This research is a reflection of language, ideology and consumption to linguistic and media researchers. The study contributes to the insight of the inclusion and sensitivity of linguistic strategies in branding identity, especially to those in the marketing and communication field. Concisely, this study contemplates the strength of language in marketing ideals of beauty and digs the capacity of language to reflect and determine repertoires of social meaning in cross cultures.

Research Objectives

- To identify the most commonly used lexical patterns in the punch lines of advertisements of beauty products in Pakistani and British English.
- To investigate the pragmatic and linguistic factors which influence the variations in the punch lines of the beauty advertisements.

Research Questions

1. What lexical patterns are most commonly found in the punch lines of advertisements of beauty products in Pakistani and British English?
2. What pragmatic and linguistic factors influence the variations in the punch lines of the beauty advertisements?

LITERATURE REVIEW

Ideology, Beauty Standards and Fairness in Pakistani Advertising

Considerable research regarding Pakistani media focuses on how fairness creams are portrayed and how ads create and sustain beauty norms. Ali (2019) did a critical discourse analysis of fairness product adverts in Pakistan finding that advertisers deploy rhetorical strategies and lexical patterns that justify an association between a fair complexion and success, social belonging and self-worth. Similarly, Bibi, Raza, & Qasim (2025) has compared earlier Fair & Lovely ads with more recent Glow & Lovely ads, reporting this while earlier versions reinforced colorism and other gendered stereotypes, the more recent ads appeared to reflect more inclusive ideologies only to the extent that fairness continues to be a desirable trait. & Siddiqui (2019) has conducted focus-groups in Karachi looking at the psychological effects of fairness ads. They have found that fairness advertising creates a sense of inferiority among women with darker skin tones by providing promises of improvement to their lived experiences (marriage prospects, self-confidence, employment) linked to having lighter skin. "Reconstructing Fairness" (Sajid, Awan, Hameed, & Anwar, 2025) contains a multimodal discourse analysis of social media ads in Pakistan from 2020-2024, finding a complex relationship between both reinforcement and the contestation of fairness beauty norms as advertisers start to include a more varied skin tone content in their adverts to counter broad public engagement. Collectively these studies show that in the context of the discourse of beauty advertisements in Pakistan there is lexical choice (e.g., fair, bright, light) and rhetorical device (promises, exaggeration, comparisons) that reinforces the ideal of fairness as the standard of beauty. Various ideologies are constructed regarding skin tone where lighter skin is connected with modernity, success and desirability. The more unreachable forms of inclusion can be seen at times but these are often superficial shifts informed by profitability.

Lexical & Pragmatic Strategies in Advertising Discourse

Research on advertisements in applied linguistics generally examines lexical, syntactic or rhetorical resources used for persuasion, identity construction and consumer orientation. In Critical Discourse Analysis of Beauty Product Advertisements, Rai (2018) has studied 100 ads (Nepal) and highlighted the lexical strategies such as nominalization, evaluative adjectives and metaphor that worked to "manipulate" women's ideals and desires and often promote transformation and perfection. In Pakistan, Shah (2018) has analyzed rhetorical devices in beauty ads presented in print from a number of English-language magazines, identifying devices such as hyperbole, alliteration, analogy and direct address (you/your); these devices function in combination with attractive imagery and celebrity references to address gender identity and beauty through persuasive lexical framing. Anwar & Liaqat (2025) have studied on Explore the Construction of Ideologies and Identities in Beauty Advertisements through Linguistic study beauty-brand ads (Dove, L'Oréal, Fenty) through Fairclough's' three-dimensional analysis model in order to

understand how language is used in beauty-brand advertisements; the study has found that advertisers use connotative and identity evoking language to position beauty perceptions among consumers and align consumer identity with brand identity. Other linguistic strategies include pragmatics such as use of imperatives; promises or implied causation ("if you use this, then..."), positive affect and direct and indirect affect. Another pragmatic strategy is code-switching. Shaukat's (2020) study of vernacular advertisements in Pakistan finds that advertisers as an attempt to add appeal and authority, switch between English and local languages. All of these lexical and pragmatic strategies operate as modes of power advertisers shape and also use social beliefs about beauty, identity and gender for their own gain.

Comparative & Multimodal Perspectives

While much of the studies are Pakistan-focused, there are comparative, cross-performance studies that contextualize Pakistani English within a larger global advertising discourse. Standardizing Beauty through Advertising study (Septiani, 2022) of the Garnier Light Complete Serum Cream in Indonesia uses Fairclough's 3-dimensional CDA model and finds beauty is "standardized" through linguistic and visual strategy/real beauty is defined on the premise of whiteness as well as clarity, modifiers, slogans and images. Beauty Advertisement Products in Forming the Reality of Society (Hidayat, Kusuma, Purwahida, Defianty, et al., 2023) examines competing beauty brands in Indonesia and demonstrates that advertiser strategies enable text and imagery to cultivate the identities advertisers want consumers to embody. Beauty Concept in Pond's Advertisement (Barus et al., 2024) shows how an international brand constructs beauty through persuasive discourse, image and connotation- thus suggesting a cross-cultural similarity in rhetorical pattern even if local idioms are not the same. Critical Discourse Analysis of Language and Visuals in Beauty Advertisements (Saeed & Irshad Khan, 2022,) examines how both images and language combine to represent whiteness, fairness and stereotypical beauty ideal as socially desirable. By linking language and visual images together, advertisers reshape what viewers perceive about whiteness and beauty in society resulting in local ideologies evolving in response to advertisements. Overall, while the contributions of these comparisons and multimodal studies may not only benefit lexical variation these studies have unique and significant contributions to expanding knowledge of visual semiotics, identity and ideology within and across contexts of practice.

Research Gap, Trends and Theoretical Implications

A review of recent literature indicates important trends as well as areas that have not been given full attention. Trends include: increased emphasis on multimodal analysis (text + visual); the use of focus groups or qualitative research into consumer perception (psychological effects); comparative analyses and attempts to track changes in ideology (fairness, diversity). For example, Bibi, Raza & Qasim (2025) have investigated the examples of changes in branding from colorism towards inclusivity. The Reconstructing Fairness project also suggests that advertisers are becoming increasingly sensitive to critique and social change. There are gaps as well in addition to the relatively few studies which directly have conducted a comparative lexical analysis between Pakistani and British English ads with mostly focusing only on Pakistani ads, or Indonesian etc., or fairness creams. Second, there has been even less emphasis on part of the literature that examines dimensions of lexicality beyond fairness/skin-color ideology or gender portrayals. It would be good to have more attention towards lexical domains such as texture, anti-ageing, hydration and some consideration of ethics and environmental values. Third, pragmatic features (e.g., frequency of imperatives, nominalization, metaphor, and modality), and syntactic features (e.g., imperative forms and frequency, nominalization, hypotaxis, metaphor, and modality) are underdeveloped and unevenly dealt with; in some cases, showing situational and social context remain undeveloped with many studies not having explicitly utilized discourse analysis or corpus tools or systematic corpora and exploratory quantitative lexical frequency analysis. Theoretically, the literature relies fairly on CDA (Fairclough, Machin & Mayr, multimodal CDA) and semiotics and less so in pragmatics (speech act

theory with politeness theory) and lexical semantics related to social theory of the lexicon. Importance remains how the lexicon is seen not only as socially constructed ideology for example, but operates as a social practice. The identified gaps imply comparative work in Pakistan vs UK, for example, allows for possible understanding of both consumer culture negotiating the meaning of modern beauty and the way moral, ethical and cultural identity is lexicalized in different ways; as well how multi-national brands adapt lexicon for local markets.

RESEARCH METHODOLOGY

This research employs a qualitative comparative research design in the domain of Applied Linguistics and Critical Discourse Analysis (CDA). The focus of this study is to investigate lexical differences within beauty product advertisements from Pakistani and British English contexts. CDA conceptualizes language as a social practice that unfastens and perpetrates power relations, explaining that advertisements can be read as discursive sites through lexical and pragmatic choices in the ways beauty and gender ideologies are ordered or made sense of. The data consists of twenty punch lines of beauty products, ten from Pakistani English and ten from British English advertisements. The data has been derived using online advertisements, print advertisements and television advertisements of popular beauty brands (Fair and Lovely, Ponds, The Body Shop and Dove UK). The data was collected in the purposive sampling arrangement by taking advertisements that promoted a beauty product and were written in English and culturally and linguistically applicable to their contexts (Creswell, 2018).

Analytical Framework and Procedure

This study incorporates the Lexical Analysis in carrying out Critical Discourse Analysis (CDA) of language change in social and cultural scenarios. The study has examined the language on textual, discursive as well as social levels in the CDA framework proposed by Fairclough (1995). In the textual analysis, the research has determined and classified the lexical items (i.e. adjectives, nouns, verbs, and modifiers) that is commonly observed in the punch lines of the adverts. In the discursive practice phase, it has interpreted how lexical choices create meaning, produce consumer relationships and formulate brand identity. In social practice the study has explained how lexical choices reflect broader ideologies around beauty, ethics and modernity during the social construction of Pakistani and British society. The study has coded lexical items as descriptive adjectives, nouns that reflect quality, modifiers coded as ethical or ethnic. The analysis has used several stages of analysis: lexical categorizing, thematic grouping, comparative analysis, and interpretative analysis. The study has identified the emergent and recurrent lexical themes of transformation, authenticity and cultural identity. The comparison has revealed that Pakistani English adverts were focused on fairness and change whereas British appeared to focus on naturalness and moral accountability. In the analysis, the pragmatic functions included; persuasiveness, saving face mechanisms and consumer identity construction were identified; they are an example of how the use of lexical items encode cultural ideologies and marketing ideologies in respective language habits.

DATA ANALYSIS

Data Presentation

Table 1

No	Pakistani English Punch Lines	British English Punch Lines
1	Glow like a bride every day.	Radiance reimagined.
2	Beauty that keeps up with your routines.	Clean ingredients. Clear conscience.
3	Brighten your face, brighten your day.	Less is more: skincare simplified.
4	For fairer, faster results trusted since generations	Glow responsibly ethically sourced.

5	Say goodbye to dullness; say hello to radiance.	Brighten mornings, not your footprint.
6	Made for desi skin, made for you.	Clinically proven. Thoughtfully made.
7	Because your skin deserves special care.	Hydration that lasts through your day.
8	Secret of natural fairness, now in a cream.	For skin that feels like you, amplified.
9	Softness that lasts till sehri.	Beauty with nothing to hide.
10	Confidence in every drop feel the difference.	Small ritual, big difference.

Lexical Categories and Distribution

Analysis of the language peculiarities in both types of ads has underlined the frequency and kind of words used in both countries and classify them in adjectives, nouns, verbs and ethical or cultural size modifiers.

Table 2

Lexical Distribution

Lexical Category	Pakistani English (n=10)	British English (n=10)	Illustrative Examples
Adjectives	fair, soft, bright, natural, desi	clean, ethical, responsible, clear, proven	"fairer", "clean", "ethical"
Noun	glow, beauty, bride, skin, day	radiance, conscience, ritual, footprint, hydration	"glow", "ritual", "hydration"
Verb	brighten, say, feel, deserve	reimagine, simplify, source, amplify	"Say goodbye", "reimagined"
Modifiers (Cultural/Ethical)	desi, sehri, traditional	ethically, clinically, responsibly	"Made for desi skin", "ethically sourced"

Interpretation

Pakistani adverts have employed intensive adjectives (e.g. less bright, less light, softer) to indicate observable distinction and social ambition among the consumers. The frequent use of action verbs such as brightens and feel give such advertisements an urgent sense of immediacy and consumer agency. On the other hand, British advertisements have utilized disembodied nouns (radiance, hydration, conscience) and nominalized constructions (Difference Foods), which mark objectivity, process and authenticity. Ethical size modifiers such as responsibly and clinically demonstrate a moral and clinical tone which were absent in the Pakistan dataset.

THEMATIC ANALYSIS

Using CDA to focus on ideology in discourse (Fairclough, 1995, Wodak, 2011); the research has identified that there were three emerging themes from the data:

1. Ideals of Beauty and Transformation
2. Cultural Identity and Localized Appeals
3. Ethical and Authentic Consumption

Ideals of Beauty and Transformation

In Pakistani English, transformation is the focus of the talk. Words such as fairer, brighten and softness refer to a result-oriented ideology, in which improvement and visible change connote beauty. For example,

frequent collocations such as "fairer results" and "glow like a bride" reinforce traditional beauty hierarchies grounded in colorism and desirability to marry. The pragmatic function is directive inviting the consumer to use the product to achieve an ideal. In contrast, British advertisements lexicalize beauty through process-oriented and naturalistic vocabulary with honest ingredient and hydration being relative terms towards wellness discourse. The pragmatic tone is no longer directive but invitational in line with the ethics of individual choice and sustainability. Thus, while the Pakistani discourse constructs beauty as a result achieved through change, British discourse presents beauty as authenticity sustained.

Cultural Identity and Localized Appeals

The second major lexical pattern concerns evocations of local identity. Pakistani ads include markers of local culture (i.e., desi and sehri) localizing the product within local sociocultural and temporal contexts. The collocation *"made for desi skin"* constructs inclusivity through local culture; similarly, *"lasts till sehri"* situates the product temporally in terms of Ramadan and indicates how regional culture matters in the choice of lexicon. On the other hand, the British advertisements have considered ethics more significant in developing their identity in mass media. Their choice of words i.e. ethically and responsibly demonstrates their nature of being responsible of their claims. Alignment as a pragmatic strategy has been used here to connect the stance of the brand and the consumer.

Ethical and Authentic Consumption

British English adverts code the assertions of authenticity and responsibility on such terms as clinically proven, ethically sourced and clean ingredients. These are an institutional register which is determined by the validity of science and moral duty. The abundance of nouns (e.g., hydration; radiance) and structural arrangements of compounds (clean ingredients; clear conscience) is exploited to arrange an ideological rhetoric of rationalized consumption in which beauty is indeed gaining a promotion as a moral, conscious choice. On the contrary, the Pakistani English slogans justify the reparations of beauty by heredity and credibility. The lexical phrase trusted since generations has the indexes of continuity and social evidence as opposed to scientific evidence a contrast that indicates the collectivist values of South Asian consumer culture where authenticity is discursively formed across relational trust as opposed to institutional trust. These two orientations are two opposite ideological formation in CDA.

- Pakistani English realizes tradition-based trust and aesthetic transformation.
- British English realizes institutional trust and ethical accountability.

Pragmatic Strategies in Lexical Framing

The pragmatic dimensions of the lexical choices make explicit orientations of speech acts and interpersonal strategies.

Pragmatic Strategy	Pakistani English	British English	Example
Positive Face (Approval/Desire)	Emphasizes attractiveness and improvement	Emphasizes authenticity and well-being	"Glow like a bride" vs. "Glow responsibly"
Directive / Imperative	Encourages direct action	Suggests reflective engagement	"Say goodbye to dullness" vs. "Less is more"
Evaluative Language	Value-laden adjectives (fairer, beautiful)	Value-neutral nouns (hydration, radiance)	"Fairer results" vs. "Hydration that lasts"
Source of Authority	Generational and traditional trust	Scientific and ethical validation	"Trusted since generations" vs. "Clinically proven"

Pakistani English features stated directives and emotive adjectives suggesting a high-context discourse style where persuasion relies upon affect and community norms. British English features minimal, reflective and abstract language supported by low-context cultural which prioritize individual reasoning and choice. From a pragmatic perspective Pakistani punch lines perform speech acts of promises and assurances whilst British slogans perform acts of alignment and justification. As previously indicated, these are both persuasive acts but operate through different communicative logic in which one relies on emotions and trust, the other on rationality and ethics.

Ideological Implications

These lexical variations reflect different socio-ideological ways of seeing the world viewed from a critical discourse perspective (Fairclough, 2015; Van Dijk, 2008):

- Pakistani English ideology of beauty as satisfaction of idealized, socially acceptable norms (fairness, femininity, purity). The relational values that appear lexicalized in UI outcomes (trust, family, heritage) imply a collectivist identity orientation.
- British English ideology of beauty as individual expression, environmental responsibility and ethical consumption. The lexicalization of process-driven and moral words suggests a post-industrial, individualist consumer ideology. Notably, these results demonstrate that lexical differentiation within beauty advertising is not simply linguistic but ideological indexing contrasting world views related to the body, morality, and identity.

The comparative lexical analysis proves that the discourse of beauty marketing in Pakistani English assigns primary importance to transformational adjectives, relationship trust as well as the cultural familiarity (i.e., language that represents a collectivist, aspirational ideology). Comparatively, the British English discourse of beauty marketing is emphasized on transparency in ethical considerations and process and noun minimalism (i.e. the language is viewed through the postmodern prism of individualism ethics; ethical consumerism). The lexical peculiarities of two varieties are considered as lexical variations within the frames of CDA as the expressions of ideological attitudes within the frames of more broad sociocultural paradigms of tradition versus ethics, aspirations versus authenticity, and emotional versus rational justification. This implies that the achieved lexical dissimilarities have been used as the indicator of the manner in which global advertisement can localize language resources that conform to values, beliefs and pragmatic expectations of audience.

CONCLUSION

The present study has investigated the lexical variations in the punch lines used in the marketing of beauty products in Pakistani and British settings. It has been found that Pakistani advertisements make a great use of adjectives and verbs promising transformation and idealistic state of beauty e.g. fair, soft, glow etc. whereas in British advertisements, the lexis showing responsibility and ethics are used more frequently e.g. proven, sourced et. These lexical choices reveal a linguistic shift from physical to ethical consumerism and self-authenticity, where the beautiful person is defined by the natural versus alterations. Pragmatically, Pakistani English advertisements have utilized imperative or directed forms (e.g., "Say goodbye to dullness") and British English slogans are tended towards declarative or reflective (e.g. "Beauty with nothing to hide"). Overall, these lexical and pragmatic differences suggest advertising discourse has been conditioned by sociocultural norms in that Pakistani advertisements were directed towards an affective and results-oriented persuasion, whereas British advertisements have utilized cognition and align with ethical conditional approaches. This study confirms the fact that language is a social practice and ideologies are created and negotiated through this social practice (Fairclough, 2015). The study aimed at investigating the lexical differences in ads in Pakistani and British English that

advertise beauty products in order to research how lexical and pragmatic elements of texts locate various cultural ideologies.

The findings have proposed that the two languages differ in the application of language in order to persuade audiences and also create meanings of beauty. Change, fairness and trust are constructed with adjectives of improvement combined with terms embedded in the Pakistani culture (e.g. desi and sehri), which the discourse of Pakistani English advertisement privileges. Instead, the British English discourse is endowed with the privilege of authenticity, ethics and sustainability which are instantiated in tight and nominalized nominal forms of the word. The paper concludes that such types of English are not strictly linguistic; they are ideological. The Pakistani beauty advertisement is the embodiment of the collectivist vision of the world where beauty is the sign of value in social adherence and emotional underpinning in the continuation of the heritage. British beauty ad is an individualist world perception whereby beauty is connected with autonomy (independence) surrounding eco-friendliness and individual integrity. In this way, the lexical difference between Englishes is an indication of broader ontological and ideological orientations. In theory, the research validates the discussion of relevance of Critical Discourse Analysis as an instrument to explore lexical choices that produce and perpetuate cultural ideologies. In practice, it provides the all-important insights to marketers, linguists and educators interested in learning how language mediates social meaning in globalization situations. Subsequent studies can build on this comparative analysis with other modes of analysis (such as multi-modal analysis) and consumer response research to gain further knowledge on how both lexical and visual semiotic adhere to have an effect on the ideation of beauty between cultures.

REFERENCES

Ali, S. (2019). *A critical discourse analysis of language used in advertisements of fairness products in Pakistan. New Media and Mass Communication, 78*, 12–22. IISTE.

Anwar, M. S., & Liaqat, A. (2025). Explore the construction of ideologies and identities in beauty advertisements through linguistic: A study through critical discourse analysis. *Pakistan Languages and Humanities Review, 9*(2), 343–355.

Barus, P. H., Purba, C., Sipayung, R., & Tarigan, B. (2024). Beauty concept in Pond's advertisements: A critical discourse analysis. *LingPoet: Journal of Linguistics and Literary Research, 5*(1), 50–64. Talenta.

Bibi, H., Raza, H., & Qasim, H. M. (2025). Ideologies in advertisements of 'Fair & Lovely' and 'Glow & Lovely' by Unilever Pakistan: A comparative multimodal critical discourse analysis. *Pakistan Languages and Humanities Review, 9*(1), 290–310.

Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.

Cook, G. (2001). *The discourse of advertising* (2nd ed.). Routledge.

Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.

Fairclough, N. (1995). *Critical discourse analysis: The critical study of language.* Longman.

Fairclough, N. (2001). *Language and power* (2nd ed.). Pearson Education.

Fairclough, N. (2015). *Language and power* (3rd ed.). Routledge.

Garnier Light Complete Serum Cream – Chelsea Islan Edition. (2022). Standardizing beauty through advertising: A critical discourse analysis. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching, 6*(2), 110–122. Jurnal UISU.

Hidayat, D. N., Kusuma, D., Purwahida, R., & Defianty, M. (2023). Beauty advertisement products in forming the reality of society: A critical discourse analysis. *Voices of English Language Education Society (VELES), 7*(1), 44–58.

Kalsoom, I. (2019). *A critical discourse analysis of language used in advertisements of fairness products in Pakistan. New Media and Mass Communication, 79*, 33–44. IISTE.

Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design* (2nd ed.). Routledge.

Lazar, M. M. (Ed.). (2005). *Feminist critical discourse analysis: Gender, power and ideology in discourse.* Palgrave Macmillan.

Leech, G. N. (2008). *Language in advertising: A linguistic study of advertising in Great Britain.* Routledge.

Rai, M. (2018). *Critical discourse analysis of beauty product advertisements.* Department of English Education, Tribhuvan University, Nepal.

Saeed, L., & Irshad Khan, S. (2022). Critical discourse analysis of language and visuals in beauty advertisements. *Global Digital & Print Media Review, V-II*(4), 55–67.

Sajid, R., Awan, R., Hameed, D., & Anwar, M. N. (2025). Reconstructing fairness: A multimodal discourse analysis of beauty standards in Pakistani social media advertisements. *ACAD: International Journal for Social Sciences, 4*(2), 627–637.

Shah, X. (2018). Rhetorical devices used in the advertisements of beauty products in Pakistani print media. *New Media and Mass Communication, 72*, 40–50. IISTE.

Shoukat, A. (2020). Investigation of language and code switching in Pakistani advertisements. *International Journal of Sciences: Basic and Applied Research (IJSBAR), 52*(4), 120–130.

Sultana, Y., & Siddiqui, S. (2019). Decisive role of fairness products in advertising: Negative psychological effects on women. *Journal of Mass Communication Department, University of Karachi, 4*(1), 89–101.

Van Dijk, T. A. (2008). *Discourse and power.* Palgrave Macmillan.

Wodak, R. (2011). *The discourse of politics in action: Politics as usual* (2nd ed.). Palgrave Macmillan.