

COMPARISON OF TRESEMME PRODUCT ADVERTISEMENT IN ASIA, AFRICA AND EUROPE: A SOCIOLINGUISTIC ANALYSIS

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Abstract

Humans have been interacting with each other long ago before the establishment of civilisation. Communication among humans has served the growth of civilisation. Advertising is the world's oldest form of communication. Advertisers use it as a marketing tool to affect consumer's decisions at the point of sale. Advertising language is used in a particular manner, making it a very effective instrument. The mass media serve as the medium for disseminating advertising messages. This study focuses on examining the key factor of advertising language use in media which allows advertisers to connect with their targeted audience and further explains how advertising language affects the decision power of consumers. This article deals with Tresemme Keratin Smooth Shampoo advertisements in Asia, Africa and Europe. Tresemme company was introduced in New York. It is a qualitative study and an interactional framework of sociolinguistics is used. This study aims to examine advertising language that is portrayed in mass media which reaches the intended audience, the paper will investigate the language of a few chosen advertisements and go over key elements of that language.

Keywords: Sociolinguistic analysis, Advertisements, Interactional linguistics, Continents.

Introduction:

Sociolinguistic variation is the study of how language evolves due to shifts in speaker groups. It focuses on how language structures and social elements interact. Electronic media is becoming essential for influencing people's mindsets, language, and behavioural patterns. The vocabulary used by listeners, readers, and audiences is greatly influenced by the language used in the mass media. People speak different languages to communicate with one another to live in harmony and efficiency around the world.

Language is used to facilitate communication among people, which is a crucial aspect of human life. A prevalent attribute of human is their ability to communicate through language. Schramm (2000) said communication is an integral part of human culture, functioning as a social activity. As society evolves, culture also changes. Human beings reside in a complex world, and their survival would be unattainable without communication. According to Duffy (2015), cultural identity is the result of several elements that have formed a country's cultural identity or the contact between cultures, such as immigration, social level, ethnic background, and educational background. Regardless of the identity which focuses on representation or image, identity is inclusive and needs a space where the person and society converge to uphold the individual as a fundamental value (Rocha, 2013). Grayman & Simpson (2017) stated that the seven categories which make the core components of cultural identity are as follows: (1) self-categorization, which is the way that individuals perceive their cultural groups; (2) cultural narrative, which is the way that ideas, feelings, images, relationships, prospects for the future, ideologies, and status create the mental story that examines cultures and the self within them; (3) identity centrality, which is the way that individuals interpret their self-concepts to determine the significance of the cultural group; and (4) identity salience, which is the degree to which Cultural roles are self-descriptive, referring to the behavioural expectations that specific groups construct;

role enactments are prescriptive cultural role behaviours; and regard is the degree to which belonging to a particular culture has positive or negative influence. (5) self-descriptive cultural roles, which are defined by specific groups; (6) prescriptive cultural role behaviours, or role enactments; and (7) regard, which is the degree of positive and negative influence felt about belonging to a particular culture. Boulton (1978,p.83) said the purpose of an advertisement is completely socially beneficial, morally sound and largely free of semantic issues.

The Godefroy Manufacturing Company commenced the production of hair care products under the Tresemmé brand in Manhattan, New York City in 1947. It is named after Edna L. Emme, a renowned global expert in hair care. The brand name combines the surname of its founder and is a phonetic representation of the French word “beloved” (voir-aimé). As the president of the “National Hair Stylists and Cosmetologists Association”, she exerted a significant influence on the advancement of the hair and beauty sector. She delivered a speech in the White House in 1938 on the subject of women’s involvement in the economic world. Edna’s statement captured the attention of the beauty of industry. The first Tresemmé product collection was exclusively aimed at beauty salons.

These advertisements are destined for women who are concerned about their outer looks and hair, most likely those between the ages of 18 to 35. Socio-economic status was targeted from middle to upper-middle-class consumers who can easily afford salon-quality hair products at home. Kubra Khan, Chrissy Teigen, and Tania Ryneiskay are the commercial models of these advertisements. The purpose of this study is to give a comparison of language and regional variety in the same company's advertisement.

Literature Review:

Language selection influences customer perceptions of commercial items and the effectiveness of marketing, claims Bui (2021). Choosing a gender influences the attitudes and decisions of consumers. When conveying information that must highlight purchasing and an act of will, language choice in advertising is taken into account. Want, want, freedom, and choice are just a few of the ideals that the ladies in the advertising will regularly employ linguistic choices to uphold and strengthen (Chafai, 2008), A "linguistic fetish"—the phenomenon of associating a product with a certain sociocultural group just by using that language in its advertisement—has been brought about by the usage of foreign languages in advertising (Kelly-Holmes, 2005). Using "foreign language" to refer to any language that is not officially spoken in a country is a common practice in advertising, according to Hornikx and Starren (2006).

According to Zahoor (2020), women are shown as brand loyalists in both civilizations, purchasing accessories like jewellery, watches, purses, and shoes. Typically, the brand name, the product, and the image of a model are used to promote these items; spoken messages are used relatively infrequently. According to Hornikx and van Meurs (2017), this phenomenon is more technically called the country-of-origin (COO) effect, and it refers to a product that is promoted in a particular region as being representative of an original, using the language of that site to deliver its message. Martin (1989) showed that English songs used in advertisements aimed at the French market frequently had a meaning that was partially obscure but served to emphasize certain words or phrases. Using foreign languages has been shown to influence customers for many reasons from a sociolinguistic standpoint. When speakers of a foreign language surprise those who are accustomed to hearing just their home tongue, for example, they might draw attention to themselves.

Guo (2012) concentrated on comparable approaches such as alternative, critique, reason avoidance, and direct. Additionally, he found that the processes involved in reasoning are the

same for both alternative and direct forms. The definition of advertising given by Long & Richard (2010) is a means of either bringing something to someone's notice or educating someone about something. A product can be advertised using a variety of media, including newspapers, magazines, billboards, posters, and social media sites like Facebook, YouTube, and Instagram. There are several more tools and websites, such as those managed by website owners, bloggers, and many more. All of these serve to deliver the message that persuades viewers to buy something from the marketer. Beautiful language is used in ads, according to Suyanto (2007), to draw readers in and elicit desired responses. The main objective of the advertising will be defeated if the targeted population does not fully understand the marketer's intent. 33 In his book "On Using Words to Do Things." According to Sheehan (2004), "what is suitable for one audience may not be suitable for another," therefore audiences must be taken into account during the advertising process for communication to be effective.

Statement of the problem:

This study addresses the problem of how Tresemme company which is a global and trendy brand, advertising their advertisement in Asia, Africa and Europe. To explain the modification of linguistic choices of advertisement align with local language and cultural norms. The differences and similarities of the targeted population in different continents. How much does Tresemme advertise local norms, standards of beauty and identities that are reinforced and challenged through linguistic varieties.

Objectives:

- To give a comparison of the language of Tresemme advertisements in different continents; Asia, Africa and Europe.
- To investigate the varieties of regional language and sociocultural in Tresemme advertisements to appeal to their audience.

Research Questions:

1. What are language comparisons of Tresemme ads in three continents; Asia, Africa and Europe?
2. What varieties of regional and sociocultural are used to appeal audience?

Significance of Study:

This study provides an interactional linguistic analysis of three commercials in different continents; Asia, Africa and Europe of sociolinguistic analysis. The significance of this study is to know the communicational styles, cultural norms and societal practices of different regions. It will provide valuable knowledge material in the field of linguistics, for marketing professionals, and also for companies who aim to grow their businesses and enhance the effectiveness of their global advertising strategies.

Methodology and Framework:

Interactional sociolinguistics gives the theoretical foundation for this study. It focuses on the linguistic structures and usage that usually come into being through interaction which shapes the languages. Gordon(2012), combined knowledge and methods from conversation analysis conversational analysis, linguistics, and ethnography to create an interpretive framework for examining such meanings. The purpose of interactional linguistics is to investigate the standard language or regional dialect that is being used in the advertisements. This could represent cultural diversity in the advertisement. Gumperzs(1982a) work provides an early example of such a bridge. In close collaboration with members of the native speaker community,

interactional sociolinguistics and analyses audio or video-recorded interactions through close, culturally sensitive discourse. This study is qualitative by nature.

Interactional sociolinguistics includes 1) Speaker - Author and 2) Hearer – Audience.

This model includes the following elements:

1. The message exchanged between the listener and speaker.
2. The topic conveyed by the message, and the location of the speech event.
3. The speaker's attitude is expressed through emotive and expressive functions.
4. The referential or denotative function that emphasizes the topic.

This model is known as the “Ethnography of Communication” as proposed by Gumperz and Hymes (1972).

Delimitation:

This study aims to investigate comparative and similarities in research. The samples are taken from Television ads. Two ads are from 2020 and one ad is from 2023 of Kubra Khan. Urdu, Zulu and English languages are used in commercials. Three continents' advertisements are selected for their regional linguistic diversity. From Asia; Pakistan is taken for commercial, and South Africa and the United Kingdom advertisements are selected for study. In the advertisement, Kubra Khan is doing code-switching of Urdu and English while the other two are speaking English.

Data Analysis:

Ad in Asia:

Tresemme uses regional tastes and popular culture in its Asian marketing campaigns. Pakistani celebrity Kubra Khan appears in a commercial encouraging getting salon-oriented results at home. Some of the products which have been used in the advertisements include Smooth and Shine and Keratin Smooth are being used in the advertisement. More attention was on the length and shine of the hair, with a note of glamour and scent added to it. Skilled photos focused on hair portraying such beautiful natural elements as silk or pearls.

Ad in Africa:

Tresemme 2020 commercial on the Clicks shopping website caused a lot of controversy in Africa since it was believed that advertising in Africa was racist. Tania Ryneiskaya performed as the main heroine of the advertisement. The emphasis was on the health, strength, and manageability of natural and curly hair textures. Photos of bold, confident women enjoying their natural beauty in a range of hairstyles.

Ad in Europe:

Annie Euricide Lopes appears in the commercial and focuses on the superior quality of the product because of its formula and company. Specifically, this ad style focuses on features like volume, smoothness and frizz control which represents how Tresemme products can produce salon-quality hair at home. Affluent individuals, with a keen interest in fashion and those who are daily routine users of hair products, are the target of this commercial. It will be evident from these regional adverts that Tresemme conduct its marketing based on the confines of local culture while at the same time company never forgets the core message of product quality and professional hair care.

Language Varieties in Advertisements:

Code Switching:

The speaker uses English and Urdu languages and sometimes in the middle of the conversation Kubra Khan switches from one language to another while the African model uses

the Zulu language for code-switching and the UK model speaks only in English and uses a tool of communication with their audience. Some expressions in the advertisement like “go, go, go” and “smooth baal (hair)” are better understood in Urdu, while other ones like “Baal kuch hi gphanton may frizzy ho jaty hain,”. In the African language code-switching is “Ngiyaqhenya ngothando swami lwezinwele (in the Zulu language I am proud of my love for hair)

Language Choice and Identity:

Using English expressions such as “My life is always on the go go go” and “Tresemme Keratin Smooth Shampoo” depicts a desire for innovation and a worldwide perspective. “Your Hair, Your Crown”, reflects the nourishing hair movement in Africa, and the worth of one’s natural beauty as a symbol of pride and empowerment. European model uses the phrase in the advertisement “Professional Quality for Every Day”, this phrase tells about the accessibility of products at home with salon-quality every day.

Gender and Sociocultural Context:

The allusion to hair care, stylists and salons which are often linked with feminine grooming in Asian, African and European contexts, highlights the content is aimed towards women. The commercial appeals to worldling women by focusing on the struggle of finding time for salon visits and the shared experience of handling frizzy hair.

Economic Implications:

Introducing a specific product, “Tresemme Keratin Smooth Shampoo” and describing its advantages (smooth hair, three-day frizz control), speaks to rising consumer culture and the beauty market for women. The promise of salon-level results at home attracts middle-class and upper-class customers who value price, convenience and quality.

Cultural Hybridity:

The commercials show cultural hybridity, the coexistence and impact of traditional and modern aspects, through the combination of languages and cultural references. It draws attention to how dynamic Asian, African and European identities are in the modern day. In conclusion, this advertising illustrates how gender roles, globalization, bilingualism and consumer culture all collide in everyday communication, reflecting linguistic and cultural fluidity.

Targeted Audience:

The advertisement is designed for women who are concerned about their outer looks and hair, most likely between the ages of 18 to 35. Socio-economic status was targeted at middle to upper-middle-class consumers who can easily afford salon-quality hair products at home.

Language and Dialect:

The advertisement uses standard English, Urdu and Zulu languages to reach a broad audience, providing comprehensibility across different regions and in the commercial of Tania Ryneiskaya, Zulu language and American accents are used. The tone is likely informal but refined, aligning with the professional image created.

Power and Solidarity:

Kubra Khan, Tania Ryneiskaya, and Chrissy Teigen are used as authoritative entities for hair care, lending credibility to the product. Alliance is fostered when inclusive language, such as “we” and “our”, are used to create a sense of community and shared experience in advertisements.

Identity and Representation:

The ads portray a modern Pakistani woman who balances traditional and contemporary values, resonating with the target audience, the same is the case with the other

two, they are representing their culture and values too. Efforts are made to avoid stereotypes by showcasing diverse hairstyles and settings, promoting authenticity.

Visual and Verbal Interplay:

High-quality visuals of shiny, smooth hair emphasized the product's effectiveness, complementing the verbal claims. Three models have confident body language and facial expressions reinforcing the message of empowerment authenticity in the advertisements.

Persuasion Techniques:

Pathos, logos and ethos are used as persuasion techniques (St. Louis Community College, What are logos, ethos and pathos? 2024) Through the development of logical arguments, Logos appeals to the audience's reason. A Tresemme commercial features well-known hairstylists from top fashion shows about the performance of the product in a professional setting. To increase the likelihood that the audience would trust the speaker, ethos refers to their position or authority. To establish their authority, the hair-dresser discusses the presence of particular elements, like as vitamins and keratins, in Tresemme products, which contribute to the strength and health of the hair. Through emotional appeal, such as anger or sympathy, pathos tries to elicit a response from the viewer. The advertisement shows a model's stunning and thick-volume hair, and everyday look to a glamorous, run-away-ready appearance in the advertisements and evokes feelings of excitement and desire.

Conclusion

The main function of advertisement is to promote the consumption of goods and services, and so a powerful language has to be used to mobilise the emotional level of the individual. This research discusses how the advertisements probably sociolinguistic appeal to their targeted market. It draws attention to how cultural and regional authenticity are balanced, language is used strategically, and persuasive strategies are employed to strengthen the product's attractiveness. Despite the advertisements' possible benefits, different consumer groups may perceive the image in different manners. A real Black African woman's hair is shown in the advertisement as wavy, dull and damaged, whereas Asian and European women's hair is smooth and normal. The differences in language used between each sort of advertisement and full-fledged advertisements were revealed by the comparison.

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