

Proclivity Towards Beauty Procedures: Reflection of Societal Perception Through Aesthetic Commercials and Dermatological Advertisements

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Abstract

This exploration examines the topic of aesthetic treatments, considering non-surgical and surgical ways to enrich facial and body aesthetics. These techniques—which include tools like liposuction and Botox—often serve as a cover to camouflage personal anxieties beyond mere appearance. Using a qualitative-descriptive procedure, researchers investigate the convincing skills—ethos, pathos, and logos—used in Pakistani dermatological and surgical publicity on YouTube and TV. Using data from a randomized sample, the report provides insight into the elements contributing to these advertisements' rising fame in Pakistan. The conclusion emphasizes how these ads deftly employ pathos, ethos, and logos to sway viewers' views or opinions. These ten ads efficiently market cosmetic operations by appealing to feelings, believability, and rationality. Their capacity to connect with the audience on a level that combines sentiment, logic, and dependability gives them persuasive power. This qualitative investigation clarifies the workings of Pakistani beauty advertisements and highlights their expanding impact, creating an engaging story for the reader.

Keywords: Aristotelian Theory, Beauty Procedures, Multimodality, Persuasion Theory.

Introduction

Because no one has complete control over how they look, many people have experienced discrimination over the years merely because of global standards of what is considered beautiful. These beauty standards discriminate against people's inner selves, making them feel weaker and more self-conscious. Since a person's appearance and self-confidence are often linked to their positive mindset, it makes sense that these issues would be related to their most common problems (Goldsteel, 2023). Because of this, more and more people are turning to surgical beauty procedures; a person undergoing cosmetic or surgical beauty procedures may have a particular body part completely altered or reshaped by a professional (Balsamo, 1992).

Most beauty procedures are performed based on the target person and area. Other goals might be following the trend, appearing the most endearing, or even slowing the aging process. However, these can be separated into two primary groups: needs and desires. Desire is tied to one's life objectives and the pressures of society, whereas need is tied to one's personal health problems and must be resolved. Various creators, including surgical professionals, have started their campaigns

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lately through various social media platforms. Since people are likelier to be in areas where things are more accessible, YouTube is a crucial tool for manipulating the audience's minds (Ewen, 2008). Furthermore, these things are beyond the audience's interest due to cultural influence, which generates a lot of hype and pressure even when you have the ideal appearance because of social pressure to conform. Similarly, some dermatologists use social media commercials and advertisements to promote their clinics. They sponsor celebrities and those with a significant following and flawless appearance because people are drawn to sincere things. These ads and commercials play on people's emotions, reassuring them that the process is reliable because other factors are not at play. Regarding publicity, men are more inclined to talk about it than women (Faulk, 2013).

Aesthetic and Cosmetic Procedures

These involve completely reconstructing a person's appearance and requiring ongoing care, such as injections or visits to a dermatologist. The study discusses the various processes that lead to surgical reshaping in the chosen advertisements.

Surgical Advertisements and Commercials

Translating the term "surgical" to "dermatological," these advertisements use social media to spread the word about their clinic by sponsoring reviews from various celebrities.

An easy way to describe the Aristotelian rhetoric theory is by understanding that it is a type of language or communication that persuades or approaches the audience's minds. This means that the Aristotelian rhetorical theory is based on the factors by which the writer uses appealing content. A speaker can teach people to be attracted to these things by looking through them. On the other hand, the audience shows interest in it without any concern for its drawbacks. Aristotle's rhetoric determined that persuasion is a combination of the development of engrossment and attraction. So that the speaker can take advantage of both developing an understanding and promoting it, anyone can convey their message along with the pursuit of persuasion by dropping facts, developing trust, and creating a sense of emotional blackmail. These factors are divided into three main categories: ethos, pathos, and logos.

Operational Definitions

Various components make up the surgical and aesthetic procedure. The researchers used easy language for everyone to understand and communicate with our readers. Where ethos, pathos, and logos are used to apply the Aristotelian rhetorical methodology. It is simple to spread the word and tailor the approach to the audience's interests when these terms are considered. It convinces the public and fosters a sense of dependability by showcasing the well-known personality, procedure, and approach to persuading the audience to receive the kind of treatment by highlighting its numbers, facts, and subliminal motivation.

Ethos: Ethos is a Greek word translated as moral character. Moral character connects a sense of inner-self or spirit relation in which the editor persuades the audience by developing trust, belief, and assurance, as well as the ethics of credibility among the audience. It may use the strategy of presenting the type of person with these issues, or it may be public ideals that they believe, such as a celebrity you see on TV or any social media app. They become your inspiration (Santiago & Su, 2023).

Pathos: Pathos is a communication technique in which the writer plays with the audience's emotions. It means they show sadness, the most heart-touching reason behind these treatments.

Suppose a person does not have perfect teeth, so your companions make fun of you whenever you laugh or smile, and you feel embarrassed to talk in front of someone. This is a kind of emotional communication in which people evoke pity or sadness, which attracts an audience and leads to kindness and a sad feeling among the public, for that person here takes to the term emotional blackmailing.

Logos: Logos is a type of Aristotelian rhetorical theory that appeals to the sense of reasoning of the audience, which means building up logical reasoning by expressing and showing the facts and figures behind it. It is persuasion through the use of proof, evidence, and logic. The speaker professionally conveys their message. For example, if we talk about audience interest, it first gives you the reason and the logic behind it and shows you the survey that shows how many people are attracted to the type of thing.

Statement of the Problem

Aesthetic and dermatological advertisements are standard and are gaining popularity in Pakistan. These often feature celebrities like Dr. Shaista Lodhi, Dr. Fahad Mirza, Nadia Hussain, and Dr. Fazeela Abbasi, which shows concerns about how the media influences people's decisions regarding beauty treatments.

Research Objectives

1. To analyze the use of ethos, pathos, and logos in aesthetic and dermatological advertisements.
2. To highlight the impact of Aristotle's means of persuasion for product marketing on customers' decision-making about cosmetic modifications.
3. To determine the use of emotions and believability in derma commercials, especially those featuring influencers.

Significance of the Research

The study investigates how different skincare advertisements, especially those showcasing prominent celebrities, impact the public's perceptions of beauty treatments. It also seeks to provide insights into the dynamics of customer behavior and shed light on the persuasive techniques used in these commercials and advertisements. With this information, people can make informed judgments regarding beauty procedures.

Literature Review

Borgerson and Schroeder's analysis goes into great detail about how advertising changes our perceptions of skin and turns it into a commodity. Their convincing case exposes a startling truth: Besides pushing goods, beauty advertisements also ingrain false beauty standards, creating a poisonous climate of inadequacy and comparison. These commercials insidiously dictate what is acceptable through glossy imagery and skillfully constructed narratives, feeding a harmful cycle of anxiety and self-doubt. People are afflicted with fears, always striving for unreachable goals (Borgerson & Schroeder, 2023).

A comparative analysis of western design principles and visual structure explores the subtle differences between GCC and western advertising designs. Her careful analysis reveals a wide range of differences, from the minute differences in color schemes, typography, and layout to the deep psychological tactics used to captivate various audiences. Eklsa explains how these design components interact with one another to connect people from different cultural backgrounds meaningfully and to promote products. The study highlights the profound influence of elements

like color, fonts, and alignment in forming perceptions and influencing consumer behavior, emphasizing design's critical role in making a lasting impression on the viewer's mind (Eklsa, 2024).

Another study explores how Asian American women are portrayed in advertising and how this portrayal influences their sense of recognition. They examine different advertising campaigns to reveal how these women are portrayed as exotic and Americanized to please multiple audiences. Snell and Tsai argue that this portrayal in advertising can influence how Asian American women make out themselves and their cultural identity. They suggest that advertisers use this portrayal wisely to grab consumers interested in exotic and Americanized representations. Overall, the study highlights the complexities of identity construction for Asian American women in advertising and explains the importance of representation in shaping cultural views and self-identity (Snell & Tsai, 2017).

The study about the impact of colorism in social media advertising on young consumers' attitudes and behavior in Malaysia explores how colorism in advertising influences the attitudes and actions of youth. The writers focus on Malaysia and how advertising on social media platforms influences how youth think and behave. They determine how skin color is displayed in these ads and how it influences the youth's concept of beauty and self-worth. The study suggests that using colors in ads can shape customers' behavior towards themselves and others, gradually leading to opposing views or beliefs about skin color. By analyzing the effects of these commercials, Suhaimi and Rahman aim to raise awareness about the effects of colorism in ads and its impact on youth culture in Malaysia. Overall, their research promotes variance and inclusivity in advertising to foster positive attitudes and manners among young consumers (Suhaimi & Rahman, 2023).

The need for a theory of visual rhetoric is about how slides and photos in ads are essential and why we need a summary to understand them better. Scott writes about how there are many studies about words and how they influence us, but not as much about how pictures attract us in ads. Scott believes that images in ads are attractive because they can make us feel things and understand messages without using words. He examines different ads to show how pictures can make us think or feel positively. He believes that if we know how pictures in ads work better, we can make better ads that make people want to buy things more. Overall, Scott's paper reveals that understanding how pictures in ads work is essential for advertising and how we decide to buy things (Scott, 1994). The analysis of Pakistani print media through a semiotic lens investigates various visual elements, such as different types of symbols, and discovers the appealing strategies and techniques for specific advertisements. The visuals used to persuade the audience are part of cultural norms and standards for getting different cosmetic surgeries. This study contributes to understanding the complexities of advertising and its impact on individuals and society within Pakistani socio-culture (Ali & Ullah, 2015). Cosmetic procedures related to skin color talk about different and unique considerations that are taken in cosmetic procedures. The dermatological treatments are interconnected, especially with the diverse skin tones, and understanding the physiological and potential complications or differences also includes laser treatment, chemical peels, injectables, etc., which are considered primarily for various types of skin tone adaptation and needs. Overall, the author also gives dermatologists and cosmetic practitioners some guidelines to ensure an effective outcome (Alexis, 2023).

Because of the impact of social media platforms, Pakistani women are becoming more and more excited about cosmetic treatments. The truth behind the so-called beauty standards among women and the trends that become the cause of surgical procedures provides an in-depth study into the reasons behind these desires, including factors like peer pressure, celebrity influence, and cultural

ideals of beauty. It also describes the evolving world of social media shaping beauty norms and influencing cosmetic choices among young Pakistani women (Arif et al., 2022). The reaction of East Asian consumers towards inclusive beauty product advertisements, including factors like personal values, cultural influences, and beauty standards and norms, and the techniques and strategies of marketers in promoting beauty products also describe how the behavior of consumers and producers contributes to cross-cultural perceptions, highlighting the importance of societal nuances in making strategies that are mainly aimed at East Asians (Baek et al., 2023).

Dorman explores how skin-whitening products gained popularity during the 1920s when they were first actively marketed, and people were more self-conscious about their darker skin tones and consequently lacked confidence in their clarity of how beauty standards affect society, their extensive ramifications, and the formation, maintenance, and effects of such standards on people and communities. The paper clarifies the intricacies by critically analyzing the cultural, economic, and social variables at work. Observing their history also boosts the image of the durable legacy of these standards and their effect on contemporary notions of personality and worth inside and outside black societies. Their efforts provide incisive viewpoints on the intersection of race, attractiveness, and social norms, which improves acceptance (Dorman, 2011).

Research Methodology

Research Design and Data

The qualitative-descriptive approach forms the basis of this study. To gather this information, the present study examines Pakistani dermatologic surgical advertisements. This analysis supports the persuasion theory, which holds that communication can influence people's opinions, beliefs, actions, and attitudes. Various surgical procedures were chosen from national and local channels for the data collection. We can see how ethos, pathos, and logos were employed by looking at these advertisements. There was no formal data collection process; the researchers randomly sampled and analyzed the advertisements. The research focuses on how Pakistani dermatologic and surgical commercials apply Aristotle's persuasion theory.

Population and Sampling

Data was gathered from YouTube and TV channels featuring facial and body surgery advertisements. Here, the credibility of channels and individuals, such as Dr. Fazeela Abbasi and Shaista Lodhi Aesthetics Clinic, who use ethos for advertisement, is mentioned. As they are experts in their fields, they establish trust with their audience. The ten advertisements include emotions and attract people according to their desire to get beautiful looks, enhance confidence, and have self-esteem. They use phrases like "hair transplant" and "skin whitening and brightening" to attract the audience emotionally, which are related to their physical appearance. The logical appeal comes from advertising various surgical procedures like Botox, liposuction, and hair transplants. The primary use of terms like "PDO threads" and "Fotona Lasers Hair Removal" leads to the audience's emotions, so they desire these treatments. TV and YouTube channels are significant sources of entertainment and information consumption. These channels indicate the audience's choices and preferences. In addition, the selection of sampling techniques reflects the advertiser's mindset.

Multimodality Types

The researchers have used a multimodal approach in this study, which accurately presents beauty procedures in advertising, especially considering the trends in Pakistan. Our methodology incorporates different modalities used in beauty product advertisements, such as images, language,

music, and sounds. The investigators have viewed the multimodal sections employed in these commercials using content evaluation, finding recurrent themes and operative argumentation practices. This all-encompassing process aids in our knowledge of the intricate connections among various communication modalities and how they affect the stances and actions of customers regarding cosmetic operations (Meetei et al., 2024).

By scrutinizing language, imagery, and audiovisual elements, the study identifies forces such as symbolism, metaphors, and appeals to emotion used to influence consumer attitudes and purchasing decisions. Through this dual focus, we aim to provide a sophisticated understanding of how beauty procedures are represented and promoted in advertising and strive to understand how they shape the ambiance of beauty in personality analysis. Advertisers craft persuasive narratives through visual, auditory, and linguistic elements to capture consumers' attention and influence their purchasing decisions. By strategically integrating diverse modalities, advertisers can evoke emotions, convey messages, and establish brand identities dynamically and engagingly (Sagheer et al., 2023).

Cosmetic method ads use a multimodal technique that combines written, spoken, and visual stimuli to convince clients. While visual modalities provide proofs, makeovers, and demonstrations, verbal cues—often agreed upon by celebrities or experts—offer information on safety and gains. Background music and other aural components strengthen convincing messaging. According to Aristotle's Rhetorical Theory, *logos* is established by offering logical reasoning based on data or research findings; *pathos* is established by evoking emotions like confidence; and *ethos* is established by receiving endorsements from respectable individuals. All things considered, beauty procedure advertising successfully applies Aristotle's three modes of persuasion to mold the standards of beauty and appearance in society and consumer behavior (Sharma & Giannakos, 2020).

Image as a Modality

Videos are progressive demonstrations of still photos or dynamic representations of pictures meant to pick viewers' concentration. They offer a channel for communication that extends beyond plain pictures, which makes them crucial for artistic expression. Promoters use various images, such as models or superstars, multiple treatments, and milk crystal flowers, to assure men and women of cosmetic processes.

The ideas of *ethos*, *pathos*, and *logos* found in Aristotle's Rhetorical Theory correspond with using images and videos as a modality. *Ethos* pertains to the speaker's acceptability or power. The occupation of models or superstars in pictures and videos for publicity aims to create an *ethos* by connecting the product or service with people who are seen as reliable or honorable. An essential component of *pathos* is engaging with the audience's emotions. Because of their potent emotional impact, images and videos have the power to arouse feelings of want, aspiration, and even insecurity. The logical fascination of an argument is known as its *logos*. Even though they might not openly present logical arguments, pictures and videos still add to the advertisement's overall coherence and persuasiveness. Advertisers can effectively and compellingly communicate the features and benefits of their products or services by presenting the information visually and sequentially. With the help of this multi-platform strategy, advertisers can create stories that appeal to their target audience's values, aspirations, and convictions and ultimately motivate them to act.

Language as a Modality

Language is a fundamental component of interpersonal communication because it allows us to express our feelings more freely. By examining the chosen advertisements, we can discern between the reviews and approaches and the true meaning of each one. There are three main persuasive variables: credibility, emotional bonding, and accommodation characteristics. In certain advertisements, celebrities elicit trust through words and gestures; studies prove this. According to Aristotle's theory, communication between clients and service providers is based on trust and truth. Even though they do not demonstrate the process or treatment, these individuals describe their universal problem or likeness, which must always be relatable, using logos, ethos, and pathos to communicate their message in public language. A crucial communication component is language, which needs to be intelligible to the target audience (Huang et al., 2024). Looking at the chosen advertisements, it is clear that they are trying to synthesize a process with facts and figures. They all use verbal and nonverbal communication to communicate their message, which is essential in business and marketing using Aristotle's rhetorical theory. Language plays a significant role in generating audience interest and engagement. Aristotle also explains how language plays a role in the audience's mind, which is necessary for them to be persuaded by the entire treatment and its methodology. The more accessible the language, the more efficiently the audience will understand it. Aristotle's rhetorical theory also explains how we can use simple language in different ways to persuade people's minds (Pescuma et al., 2023).

Data Analysis

In the last few years, we have observed limited brand commercials. Commercials for every brand have not been telecasted on TV channels. Commercials and advertisements are advertised through print media. But these days, social media is full of advertisements. Even people make their own pages and do free advertising. But if they want to boost up, that is paid. Now, people prefer advertising through social media to any other means. Our people are more connected to social media and the internet right now.

Discourse Analysis

This study provides a detailed discourse analysis in which different advertisements and commercials are analyzed using Aristotle's persuasion theory. It profoundly analyzes ads and commercials with logos, ethos, and pathos. It also highlights the relationship between society and culture and their relationship with media in this modern era. All of these have a significant impact on people.

Figure 1: First Advertisement, Actress: Sidra Niazi, Beauty Procedure: Botox



Source: https://youtube.com/shorts/LPB_QKFdFLM?si=u-8jLUDbUCKnBqBJ

By examining this advertisement, it can be observed that Sidra Niazi, a famous model and an emerging actress, is visiting the clinic for a Botox treatment. Botox is a method that involves injecting serums into the skin to freeze the cells responsible for developing wrinkles or lines on the face. Fakery is encouraged, and a reality check is concealed in this treatment. The first signs of ageing normally appear on the face of a person, and especially women began using Botox to cover up their ageing process. The public began to see Botox procedures as a way to seem younger and to have more defined and raised cheekbones. The actress Sidra Niazi underwent this treatment to draw attention from the public, as appearance does matter. The majority of celebrities also prefer to keep their beauty procedures private in order to avoid being teased in public and to hide their vulnerabilities. Looking through the advertisement, it appears that the clinic is using both ethos and pathos to promote their brand and lacks logos. Thus, instead of describing the process, it only includes a brief clip of someone injecting her. According to the brand, this shows the credibility of the procedure, as the actress is taking it for beauty enhancement. It highlights two strong emotions for the audience, especially the targeted consumers, i.e., women who are self-conscious about their appearance: the dread of ageing and the desire to be youthful. The commercial does offer a reasonable explanation of the Botox treatment (logos), but it doesn't include all the information that would be necessary for the viewers to make an informed choice regarding any dangers or side effects. The addition of an up-and-coming actress having the treatment establishes the advertisement's credibility (ethos) by implying that the audience should have faith in the clinic and the procedure itself.

Figure 2: Second Advertisement, Actress: Momina Iqbal , Beauty Procedure: Transparent Aligners



Source: <https://youtu.be/9o1D4deM2rc?si=T0b0RHU6bnI0xLgB>

Transparent or clear aligners are an alternative approach to traditional braces in order to align and fix teeth. The clinic "Ensmile" collaborates with actress "Momina Iqbal" because of her charming smile, eventually leading people to easily trust her recommendation. Firstly, by watching this advertisement, a small tour of the clinic is observed, and the actress shows the product that these aligners are easy to carry and can be fixed without any hustle. This shows ethos in the ad and increases reliability for the general public. Moreover, she explains that this is a pain-free process and confronts that, when she saw it for the first time, she was shocked because of its results. The advertisement also shows the conversation between the actress and orthodontics and clears up the questions e.g., it is not a long-term process, is easy to setup, and there is no need to follow dietary restrictions. A person of any age can take this treatment, which represents its aesthetic benefits. This conversation explains both logos, i.e., logical reasoning, and ethos, i.e., the credibility of the product. But this process shows some minor problems, like sometimes difficulty in speech or bad bites, that need careful placement. Also, the actress highlights the lack of knowledge about this process. The actress said, "This is my second visit, and I am already really excited to apply this to my teeth." This dialogue represents logos to appeal to and convince the audience and pathos that show the emotional response. As an actress, if she can flaunt it, anybody can. This develops a sense of reliability and assurance. Furthermore, throughout the whole advertisement, if we look in the rightest corner, we can see the logo of the clinic, which represents that it was a sponsorship, and at the end, the clinic also provides its details so that you can approach them.

Figure 3: Third Advertisement, Celebrity: Fazeela Abbasi, Beauty Procedure: Korean Skin



Source: <https://youtu.be/Xe3lBJtVmuY?si=TFVPvqTxB9m2mPGk>

The persuasive strategies of ethos, pathos, and logos are skilfully applied in the advertisement for Fazeela Abbasi and her Korean skincare line. One of Pakistan's very few excellent dermatologists is Fazeela Abbasi. People genuinely trust her, which is why she has a devoted fan base. By focusing on the most common skin problems, she created her own skin care line, known as the Korean skin care line. She uses ethos to promote her brand, Korean skincare line. People are persuaded by her credibility and assurance regarding her merchandise. Being a dermatologist, she is well-versed in identifying the right product for each type of skin. Her credibility is further enhanced by her personal brand and the fact that she recently introduced her own skincare line. The advertisement presents logical arguments to bolster the efficacy of the skincare products. Fazeela Abbasi's dermatological expertise is utilised to elucidate the rationale behind the product's composition and its appropriateness for varying skin types. In addition, the commercial highlights how affordable the items are as well as the advantages that one may be able to avail of. It is appealing to consumers' practicality and need for value. By addressing issues with skincare that many people can identify with, like wrinkles, pigmentation, and acne, the commercial plays on emotions. She specifically addresses women, educating them on the value of skin care and how to address common facial concerns, including acne, eczema, wrinkles, and pH imbalances. As a result, they will achieve Korean-looking skin. Their skin will get happier from the inside out because of this skincare brand, which gives you confidence to flaunt your beauty.

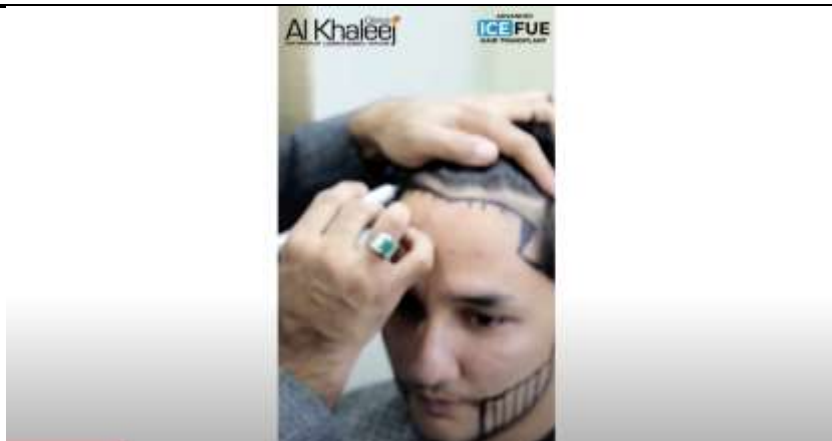
Figure 4: Fourth Advertisement, Beauty Procedure: Liposuction



Source: <https://youtu.be/Wt7ckIwWoLc?si=Ogaq4NZVRYxAqigr>

Liposuction is a costly and unpleasant treatment. They have used pathos, ethos, and logos to promote it. This advertising employs pathos to elicit strong feelings from viewers by showcasing before and after photos of liposuction patients and emphasising their enhanced confidence and looks. They don't employ any language, but they do appeal to the viewer's emotional needs and goals by focusing on their desire for pleasure, attractiveness, and self-improvement. Additionally, logos are utilized in this advertisement to showcase the technology and procedures utilized, highlighting the accuracy and effectiveness of contemporary liposuction treatments. It also provides visitors with information on the procedure's professionals, assuring them of its legitimacy and dependability. This advertising uses ethos to highlight the professionalism and moral principles of the medical centre providing liposuction services. This promotes openness and moral treatment procedures by highlighting the significance of patient safety and well-informed decision-making. They aid in losing excess fat and have a smart, healthy appearance. Two methods exist for liposuction usage. First of all, some people need to lose weight or get rid of excess fat from their bodies due to health concerns. Therefore, they decide to go for liposuction to remove it. Also, patients are recommended by the doctors to choose this procedure due to various elements, like genetics or some other health problems.

Figure 5: Fifth Advertisement, Actor: Zohab Khan, Beauty Procedure: Hair and Beard Transplantation



Source: <https://youtu.be/Og85AdiHY-Q?si=yFeVczWOWvDoyKIR>

Transplanting is a new beauty procedure for hair and beards. The procedure known as "beard transplantation" involves transferring hair follicles from the back of the head into the beard area in order to stimulate hair growth there. In certain professions, a polished appearance would undoubtedly be more advantageous to one's ability to advance in their field. For the male actors in the field of media, their well-groomed hair and well-groomed beard can inspire teenagers to undertake transplant procedures by giving them a sense of confidence and self-worth. Thick hair and a nicely trimmed beard can be reasons for attractiveness and maturity. This technique is typically required for patients who have less hair growth and more hair loss. The majority of people who have less facial hair or growth are also advised to undergo this operation to give themselves a manly look. The crafty mix of ethos, pathos, and logos in this hair and beard transplantation ad showcasing Zohab Khan influences the viewer. Since Zohab Khan is a well-known artist, the commercial attains trustworthiness and legitimacy by using him. The ad employs pathos to arouse strong feelings by underscoring the potential benefits of the surgery, such as improved confidence and self-worth. This meets the demands of the audience by highlighting how important looks are to social acceptability and career advancement. The ad creates a correlation with logos by delivering logical clarifications for considering hair and beard transplants.

Figure 6: Sixth Advertisement, Celebrity: Bushra Ansari, Beauty Procedure: Micro-Blading



Source: <https://youtu.be/vjzOymg6DHU?si=A1YxpCyaii3rGAG4>

Microblading is a semi-permanent process for enhancing the appearance of the eyebrows. It is a process in which the pigment is scratched into the skin of the brows to make them fuller. In this advertisement, the famous actress known for her energetic and lively character "Bushra Ansari" collaborates with "The Aesthetic Clinic" by Shaista Lodhi. In this advertisement, she describes a very common problem of ageing, and by showing the process, she influences other women's belief that it is a safe procedure. It has no serious effect but rather looks much prettier. Here, they have represented ethos. The actress said, "I listen too much about it," which leads to the thought that it is a trend or some kind of cosmetic standard among the public. In the next part, she shows how a customer is treated, and there is no forcing to make eyebrows of trichologist choice. It also shows the safety measures and care of hygiene. The tools used in this process show the advancement of beauty procedures and their hype. In this part, it clearly shows that this process does not involve much pain and does not take a lot of time. The mirror in the hands of celebrities leads to the corporations of clinics and their efforts to satisfy their patients. This represents pathos by showing what happens during the treatment. The actress says that she does not have thicker eyebrows; they

are too light, so she has to draw them, which is a time-consuming process. She uses logos by convincing the audience that "Aesthetics clinic" is a trustworthy place for this process. In the last part, the before and after results show that society and people with thin eyebrows feel reliable about this advertisement. At the end, the slogan "get fuller and defined brows" appeals to the audience to get rid of this problem of thinner eyebrows and enhance their beauty.

Figure 7: Seventh Advertisement, Actress: Sanam Jung, Beauty Procedure: BB Glow Treatment



Source: <https://youtu.be/G6ta4IK70aE?si=ohJ9s1PLlc1hFw5w>

The BB glow treatment is an advanced cosmetic treatment, also known as a semi-permanent makeup procedure, that gives your skin a whitening and glowing effect for weeks or months without any side effects. It is suitable for all skin types, even those with sensitive skin. The actress has used ethos, pathos, and logos to advertise the brand. In ethos, we consider the credibility of the speaker, and the way the doctor has explained the whole process is amazing. She explains the whole procedure side by side, and Sanam Jung, who is hosting the video, is also a very confident public figure, actress, influencer, and host. She guarantees that this process is 100% safe and gives a natural, radiant glow to your face. In terms of logos, she gives a logical reason to those who want to minimise their pores and want hydrating and even white-tinted skin. For the evidence, she showed the live results with a clear difference between the before and after results. In pathos, young or middle-aged girls who aspire to have naturally white, acne-free skin are the target audience for emotional appeal. By appealing to the audience's emotional needs, the promise of a painless procedure and a lighter skin tone for weeks relieves anxiety and insecurities. She is convincing that this procedure is painless and has no side effects, leading the audience to get a lighter skin tone for weeks and get rid of the tension of the daily application of makeup. This attracts more women of the working class who have a job from 9 to 5 and do not have much time to spend on themselves.

Figure 8: Eighth Advertisement, Actress: Dananeer Mubeen, Beauty Procedure: Laser Hair Removal Treatment



Source: <https://youtu.be/d5NCWMr7Ag8?si=b-7yUJ6Zx23enoBF>

Although laser hair removal is a costly procedure, its results are long-lasting. The persuasive devices of ethos, pathos, and logos are skilfully used in this hair laser hair removal treatment commercial to persuade the target audience—young or middle-aged girls in particular—to think about the procedure. They employ ethos, pathos, and logos in a way that compels readers to consider their argument at least once in order to persuade them. In terms of ethos, they chose Dananeer Mubeen, a prominent figure on the internet, to grasp the attention of their consumers. She is included on the list of the most well-known celebrities on the internet. The target audience considers this marketing trustworthy by connecting her to the laser hair removal procedure. Regarding logos, the advertisement's use of music and beats engages viewers and helps them form a favourable association with the treatment. The commercial also dispels several widespread misconceptions regarding laser hair removal, such as the idea that it's a painful process. It appeals to the audience's logical reasoning and persuades them to consider the therapy by offering assurance and factual facts. In terms of pathos, the advertisement's emotional appeal targets young girls' aspirations and fears in order to provide them with naturally white, acne-free skin. The slogan "hair less face" is repeated many times within the ad, which appeals to their inner yearning for social approval and beauty standards. These days, all other girls want their faces to be hairless since they consider facial hair to be an insult and want to be free of it. The commercial gives the viewers a sense of confidence and relief by providing an answer to their skincare problems.

Figure 9: Ninth Advertisement, Actress: Nadia Khan, Beauty Procedure: 3D Red Carpet Collagen Facial



Source: <https://youtu.be/xoO6M-O2A30?si=1xe2oLLh2sia64Vq>

The advanced skincare process is one step ahead of the 3D red light facial. A facial helps to purify your skin and eliminate all debris, leaving your complexion looking radiant and new. Rhetorical modes of persuasion that appeal to an audience's emotions, reasoning, and ethics are called pathos, ethos, and logos, respectively. Employing renowned actor and anchor Nadia Khan gives the treatment more authority and legitimacy in terms of ethics. It implies that the procedure is respectable and has the endorsement of a reliable industry person. The idea that a respectable person wouldn't recommend a skincare product that isn't reliable or effective also suggests ethos. Regarding pathos, the claim that "you can sleep throughout the treatment" allays potential customers' doubts and anxieties about experiencing discomfort throughout the process. It suggests that the therapy is kind, calming, and cosy, enabling patients to unwind and feel at ease. The prospect of getting a facial treatment that leaves your skin looking radiant and youthful arouses feelings of confidence, beauty, and self-care. Regarding logos, The assertion that the procedure is "one step ahead in advanced skincare procedures" makes sense since it implies that the treatment uses cutting-edge technology or approaches that outperform conventional skincare methods in terms of results. Bringing up the topic of dirt removal and skin washing fits with the reasonable assumption of what a facial treatment should accomplish in terms of enhancing the appearance and health of the skin. This eventually encourages audience engagement and adoption of the service.

Figure 10: Tenth Advertisement, Actress: Shaista Lodhi, Beauty Procedure: Skin Glow and Brightening Injections



Source: <https://youtu.be/8d4wFay1PVQ?si=dctdoa-8bcSML-iP>

Injections that brighten and glow on the skin are those that include a unique medicinal liquid. It is also referred to as high-voltage detox injections, and it aids in boosting your skin's natural metabolism and achieving clear, glowing skin. In their advertisements, they employ logos, ethos, and pathos. The commercial creates credibility in terms of ethos by showcasing Shaista Lodhi, a well-known dermatologist, actress, host, and public speaker in Pakistan. Because of her varied social positions, The advertising seeks to persuade the viewer that the injections are secure and efficient since a respectable person has approved them by linking Lodhi with the product. When it comes to pathos, Shaista Lodhi plays on the audience's sentiments by expressing their worries and doubts around whitening injections. She calms them that nothing horrible would happen by using sayings like "Asa kuch nahi hota agar hota ho'ta to drs khud na lagwa rahy hoty." She makes a likeable persona that charms the target group of ordinary Pakistani women by stating her busy work schedule. Shaista Lodhi informs the audience of the advantages of the injections by using reasoning in logos.

She debates about how her hectic schedule makes it hard for her to sustain good skin, which makes the injections seem like a practical choice for women in parallel circumstances. In an effort to appeal to the audience's common sense and logical thinking, Shaista Lodhi addresses frequent worries and offers reasonable reasons, such as the need for patience in witnessing results. Then she began by stating that she too works, and then went on to discuss how her hectic schedule prevented her from taking care of her skin. Given her hectic schedule, she explained that these injections serve as a boosting therapy or treatment for her, demonstrating her gesture as she says, "Ma bhi bilkul ap jesi aik aam aurat hu." This demonstrates that, like other typical Pakistani women, she is a busy woman with a lot on her plate. In essence, her message was that all working women, especially those with busy schedules, require a breath of fresh air to keep their skin looking young. One thing she did explain is that this procedure doesn't require you to move quickly. If you want to undergo this therapy, which is good for your skin, you must have patience. Additionally, she speaks in a really friendly and innocent manner when discussing all of the local myths and jokes that exist in Pakistan. "Dekho ya kesi thi pehly ab kesi ho gae, lagta ha bachpan sy hi ye dose lay rahi ha." The best part is that she doesn't seem to care because she is aware that nothing about this is against the law. She guarantees that there won't be any negative effects on your health.

Conclusion and Recommendations

A crucial component of communication is language, which needs to be intelligible to the target audience. By examining the chosen advertisements. In certain advertisements, celebrities elicit trust through their words and gestures. As we can see, these individuals describe their own universal problem or likeness—which must always be relatable. They all use both verbal and nonverbal communication to communicate their message. This study has emphasised the various viewpoints on these beauty procedures and how they are promoted through the use of ethos, pathos, and logos, as well as by applying persuasion theory. Research indicates that the three types of marketing strategies used in advertisements to persuade the viewer are ethos, pathos, and logos. They primarily target women or those who value appearance and wish to alter their appearance through various techniques. In summary, it is clear that the background of beauty treatment advertising is complex, frequently combining characteristics of emotional appeal, persuasion, and trust in order to get the attentiveness of the target audience.

It's also important to recognize how the monitoring environment for cosmetic treatments is changing, with heightened inspection being placed on advertising promises and the reinforcement of reasonable expectations. Promoters must cautiously balance desire and sincerity in their ads as society grows more aware of inclusion and body acceptance. Future analyses might examine the long-term impacts of beauty ads on body image and self-esteem, as well as how various demographic groups are either empowered or hurt by these portrayals. We may work to create a more empowered and broad media environment that values variety and exclusivity by uplifting a more nuanced awareness of the complexity present in beauty advertising.

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