Dior Beauty Product Advertising: A Critical Discourse Analysis

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Abstract

This thesis, titled "Dior Beauty Product Advertising on YouTube: A Critical Discourse Analysis," conducts a critical discourse analysis to explore how they construct meanings and convey messages about beauty and luxury. Through the analysis of language, visuals, and social practices, the study examines how these advertisements shape and reinforce modern beauty standards and societal perceptions of luxury. The findings reveal that Dior utilizes a combination of linguistic strategies, such as emphasizing long- lasting perfection and inclusivity, and visual elements, including the use of global icons like K-pop's Blackpink members, to create a narrative that aligns beauty with both accessibility and exclusivity. The advertisements not only promote the ideal of flawless, enduring beauty but also link luxury with moral and ethical virtues, suggesting that true beauty is holistic, encompassing both external appearance and inner character. However, the study also highlights the inherent inequalities in these representations, as the aspirational ideals presented are often tied to socio-economic privilege. Overall, this research contributes to the understanding of how luxury beauty brands like Dior employ multimodal strategies to influence contemporary beauty ideals and reinforce societal norms, while simultaneously navigating the tensions between inclusivity and exclusivity.

I. INTRODUCTION

The concept of beauty has evolved significantly throughout history, shaped by cultural, societal, and individual perspectives. In contemporary times, beauty is often associated with physical attributes such as facial symmetry, clear skin, and a slim physique. These ideals are perpetuated through various forms of media, including advertisements, social media platforms, and entertainment industries, influencing societal standards and individual self-perceptions. While external appearance plays a dominant role in defining beauty, there is a growing recognition of the importance of inner beauty—traits such as intelligence, kindness, and authenticity. These qualities contribute to a person's overall attractiveness and hold significance in forming meaningful connections and fostering personal well- being.

The researcher employs Critical Discourse Analysis (CDA) to investigate the linguistic features and discourse strategies in Dior beauty product advertisements on YouTube. Grounded in Fairclough's (1995) seminal work, the study explores how Dior's online advertising campaigns utilize language choices, rhetorical devices, visual semiotics, and narrative techniques to construct and convey ideals of beauty, luxury, and identity. The analysis reveals how these advertisements reflect and reinforce dominant discourses surrounding modern beauty standards

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and societal perceptions of luxury, embedding these ideals within broader cultural and ideological frameworks.

II. METHODS

In this research, the writer used a descriptive-qualitative method, collecting data from 4 videos of Dior beauty product advertising on youtube. The goal is to construct meanings and convey messages about beauty and luxury through language, visuals and social practices. Creswell (2013) described qualitative methods as an approach that involves the collection of open-ended data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings.

Primary data were gathered from 4 advertisements beauty product video on Dior's official YouTube account, focusing on beauty product commercials. Selected video advertisements provided a comprehensive analysis of language, visual, and social practices. Secondary data were sourced from books, e-books, related articles, and journals. The data analysis employed Fairclough's (1992) Three Dimensional Framework, consisting of text, discursive practice, and social practice. Purposive sampling was used to select representative Dior beauty product advertisements, analyzing how language, visuals, and social practices convey meanings.

III. RESULTS

The analysis revealed that Dior's advertisements construct meanings of beauty and luxury through the strategic use of language, visuals, and social practices.

Textual Analysis

Within Fairclough's three-dimensional model of critical discourse analysis (CDA) the analysis of Dior's advertisements reveals how language, imagery, and narrative structures work together to shape meanings of beauty and luxury, evoking specific responses from the audience.

1. New Dior Super Potent Serum advertisement, the vocabulary emphasizes superior efficacy through words like "super potent" and "super results," suggesting powerful and effective skincare. The grammar is concise and impactful, using short, declarative sentences like "Super potent. Super results." The metaphor of "The skin-changer" positions the serum as transformative, while rhetorical devices like the repetition of "super" and appeals to scientific credibility with "20 years of research on mother cells" build trust and desirability.

2. The Forever Skin Glow Foundation advertisement uses terms like "iconic" and "clean" to suggest legendary status and purity, appealing to consumers seeking safe, non-toxic products. The repetition of "24H" in "24H no transfer" and "24H hydrating glow" emphasizes long-lasting benefits, and the phrase "42 shades in 2 finishes" highlights inclusivity and personalization. The grammar is straightforward, enhancing the advertisement's reliability and appeal.

3. In the Prestige La Crème advertisement, phrases like "Born to be extraordinary" and "Dior diamond rose" use metaphors and rich vocabulary to evoke luxury, elegance, and rarity. The grammar is direct and declarative, reinforcing the product's exceptional qualities, while rhetorical strategies like alliteration in "Triple skin repair" enhance memorability.

4. The Forever Glow Star Filter advertisement combines textual elements like "24H hydrating skin glow foundation" with lyrical expressions that explore themes of identity and moral character. Metaphors such as "glow star filter" and "Heaven heavy skates" suggest aspiration and the challenges of balancing ideals with reality. The style is both

sophisticated and introspective, blending modern beauty trends with deeper, emotional narratives.

Through these advertisements, the textual analysis reveals how Dior's advertisements strategically construct and convey ideals of beauty and luxury, reinforcing societal norms while appealing to consumers' desires for both inclusivity and exclusivity.

Discursive Analysis

The Discursive Practice Analysis of Dior beauty advertisements, guided by Fairclough's three-dimensional model of Critical Discourse Analysis (CDA), examines how these ads are constructed, distributed, and interpreted, focusing on the interaction between text and context. Dior's advertisements strategically convey power, authority, and control to shape consumer perceptions and reinforce the brand's dominant position in the beauty industry.

1. In the New Dior Super Potent Serum ad, which emphasizes "20 years of research on mother cells" to establish credibility and trust. The repetition of "super potent" and the phrase "The skin-changer" further reinforce Dior's authority by suggesting the product's superior effectiveness and transformative potential.

2. In the Forever Skin Glow Foundation ad, Dior asserts its power through the phrase "The iconic clean foundation," aligning the product with the demand for ethical and safe beauty solutions. The claims of "24H no transfer" and "24H hydrating glow" enhance the brand's authority, presenting the foundation as a reliable, high- performance product. Dior controls the narrative by highlighting inclusivity with "42 shades in 2 finishes," setting the standard for diversity in the beauty market.

3. The Prestige La Crème ad leverages power by describing the product as "Born to be extraordinary," suggesting superiority and exceptionalism. The term "Dior Diamond Rose" evokes luxury, reinforcing the brand's authority in crafting high-quality, refined beauty products. By focusing on benefits like "Smoother," "Denser," and "Uplifted Skin," Dior controls consumer perceptions, framing desirable skin within its defined parameters.

4. In the Forever Glow Star Filter ad, Dior emphasizes innovation and exclusivity through phrases like "New multi-use glow star filter," positioning itself as a leader in beauty technology. The authority is reflected in the claim of "24H hydrating skin glow foundation," and the lyrical content reinforces high standards of beauty. Dior maintains control through precise messaging, structuring the narrative to subtly influence how the audience perceives values and character.

Overall, Dior's advertising strategies demonstrate a careful balance of power, authority, and control, effectively shaping consumer perceptions and maintaining the brand's leadership in the beauty industry.

Social Practice Analysis

The Social Practice Analysis of Dior beauty advertisements, within Fairclough's three-dimensional model of Critical Discourse Analysis (CDA), explores how these ads reflect, constitute, and are shaped by broader societal and cultural norms. Dior's advertisements contribute to the construction and reinforcement of social realities, norms, and values within the context of beauty and luxury, highlighting power dynamics, social identities, and institutional influences.

1. The advertisements New Dior Super Potent Serum reflects and reinforces existing social structures by positioning the product as a symbol of luxury and scientific advancement, tapping into societal respect for science and expertise. The ad promotes societal norms that prioritize youthfulness and vitality, framing these attributes as essential to beauty. However, it also underscores social inequalities by presenting the serum as a luxury item accessible

only to those who can afford it, thereby reinforcing economic disparities in access to high-end skincare.

2. The Forever Skin Glow Foundation ad aligns with broader social structures that emphasize durability and inclusivity in beauty standards. It promotes norms of flawless, long-lasting beauty and the expectation that products should cater to all skin tones. However, it also subtly reflects social inequalities, as the emphasis on cosmetic enhancement can perpetuate societal pressures to conform to idealized beauty standards, which may not be attainable for everyone.

3. The Prestige La Crème advertisement reinforces social structures that value exceptionalism and luxury, promoting the idea that extraordinary beauty is achieved through the use of high-end products. It normalizes rigorous skincare routines as necessary for attaining smooth, firm, and youthful skin, thereby reinforcing societal expectations around perfection and self-enhancement. The ad also highlights social inequalities by suggesting that extraordinary beauty is tied to wealth and access to luxury products, marginalizing those who cannot afford such enhancements.

4. The Forever Glow Star Filter ad, featuring a K-pop Blackpink member, reflects the blending of global pop culture with luxury branding, illustrating how contemporary beauty standards are shaped by media and celebrity endorsements. The ad sets norms that tie beauty and success to celebrity status and global appeal, encouraging consumers to emulate the lifestyle of the stars they admire. However, it also perpetuates social inequalities by reinforcing the idea that beauty and success are accessible primarily to those who are already privileged with fame and influence. Despite promoting diversity and inclusivity, the ad underscores class distinctions by presenting luxury products as markers of social status, even as it appeals to a broader and more diverse audience.

Overall, Dior's advertisements reveal the complex interplay between discourse and social practices, shaping and reinforcing societal norms and values while also highlighting the inequalities inherent in the beauty industry.

IV. CONCLUSIONS

Dior beauty product advertisements on YouTube construct meanings and convey messages about beauty and luxury by strategically blending language, visuals, and social practices to shape and reinforce modern beauty standards and societal perceptions. Through linguistic choices such as "24H hydrating glow" and "multi-use glow star filter," Dior emphasizes beauty as a blend of perfection, durability, and versatility. The inclusion of global icons like Blackpink's Jisoo in visuals ties luxury to celebrity culture, reinforcing the exclusivity of high-end products while signaling inclusivity through diverse representation. Social practices highlighted in these ads link physical beauty with moral excellence, aligning external appearance with societal expectations of inner virtues. This approach positions modern beauty as a holistic ideal—attainable for some yet a marker of status and privilege for others. Dior's intricate interplay of language, visuals, and social practices effectively shapes and perpetuates contemporary ideals of beauty and luxury.

Suggestion

For further research, a comparative analysis of advertising strategies employed by other luxury beauty brands on YouTube is recommended. Future studies could explore the linguistic strategies used by brands like Dior, Chanel, and Estée Lauder, identifying common themes and unique approaches. Additionally, investigating the impact of these linguistic elements on consumer behavior through surveys or focus groups can reveal how language influences

purchasing decisions and self-perception. Analyzing how different demographics perceive these strategies can provide insights into targeting diverse audiences effectively. Furthermore, examining the psychological impact of advertising language on self-esteem and mental health, particularly among younger viewers, would be valuable for understanding the broader implications of luxury beauty advertising.

<div align="center">REFERENCES</div>

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