

# COMPARATIVE ANALYSES OF SKINCARE PRODUCT ADVERTISEMENTS IN GEORGIAN AND ENGLISH

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**Abstract:** Across the gamut of media formats – from television to the Internet – beauty product advertising influences consumers on a daily basis. Each advertisement seeks to persuade potential buyers of the product’s value, or even its necessity for the buyer’s well-being and self-image. These techniques, sometimes manipulative in nature, affect consumers’ self-concepts. One of the signature strengths of the beauty advertisement lies in its ability to transform seemingly mundane objects into highly desirable products. In some cases, the beauty industry uses buzzwords and scientific words to convince consumers of a product’s value; these linguistic devices describe the product’s apparent capabilities and appeal to the consumer’s ego by suggesting that the product will enhance the assets the consumer already possesses. All things considered, the present paper deals with a comparative study of skincare product advertisements in English and Georgian and focuses on the use of persuasive strategies, buzzwords and scientific terminology in the advertisements that manipulate and influence potential consumers.

**Keywords:** skincare advertisement, manipulation and suggestion, buzzwords, scientific words/terminology, conceptual metaphor, implied metaphor

## 1 ADVERTISEMENT AND MANIPULATION – LITERATURE REVIEW

Advertisements are one of the human activities that affect the human subconscious. New trends in fashion and technology, first conveyed through advertising, establish new attitudes to various objects. We are exposed to different types of commercials and no matter whether we like it or not we readily absorb them. Moreover, advertising not only influences our purchasing behaviour, social beliefs, attitudes, lifestyle, values and emotions but also leads to their change. Besides, advertisers use many different strategies to intrude into customers' mental privacy and use their subconscious mind.

The study of the language of printed advertising has attracted the scientific interests of many scholars. Thus, there are a number of studies analyzing advertisements from the linguistic perspective (cf. Crystal & Davy 1983, Vestergaard & Schrøder 1985, Goddard 1998, Hermeren 1999, Tanaka 1999, Cook 2001, Dahl 2007, MacRury 2009 and Kalame 2012). Despite the fact that some of these analyses explicitly recognize the role of information in advertising or make concessions to other functions, such as amusing, worrying or warning, all of them admit that the ultimate aim of commercials is persuasion and manipulation.

The issue of manipulation in beauty product advertisements is widely discussed among current scholars and researchers analyzing the topic from the perspectives of sociolinguistics, pragmatics, psycholinguistics and applied linguistics (cf. Meilhac 2010, Karpenko 2016, Zirka 2015, Popova 2010, Searing & Zeilig 2017, Mara-Georgia Lixandru 2017, Ligo Koshy 2011, Greenfield 2018, etc.)

According to the overall assumption, an advertisement is launched into the market with the intention to sell the promoted product. Thus, persuasion and in certain cases even manipulative tactics are widely used to influence or modify a potential consumer's choice in order to make him/her buy a specific item and increase profits.

Copywriters hold the power to manipulate the people whom the advertised products have been intended for. It is widely known that the main purpose of manipulation in advertising is to create an impulse for humans to commit certain actions, whether the purchase of a product or a choice of service, a change of attitudes, opinions, etc.

Certainly, advertisers tend to hide their true intentions, creating the illusion of a person of confidence and independence in customers' decisions and actions. Manipulative influence is based on the association of words and images, as they both have an inspiring influence and cause a particular reaction in the imagination. The manipulator tries to encode the message in the advertisement so that the recipient can decode it in the way that makes him/her believe s/he really needs the product (by creating desire) and will get real benefits from it (getting the utmost profits). As Kara-Mursa (2001) states, the aim of manipulation is not only to make a person take some action, but do it the way they want to. The main aspect of advertising communication is to analyse the dynamics of consumers' needs and to give them a ready-made analysis so that they can believe that everything was done by themselves, in their interest.

One more feature of an advertisement manipulation tactic is "wearing masks", i.e. advertisers eliminate customers from the advertising text, appearing as communicants, advisors, interlocutors and emotional leaders.

## 1.1 Manipulative and non-manipulative persuasion in advertisements

Persuasive advertising is divided into two types: manipulative and non-manipulative. Thus, we should accurately discern the difference between the two. For this purpose, it is essential to understand the ethics that undergird persuasion. Some communication theorists have declared that persuasion is “ethically neutral.” That is to say, persuasion is neither good nor bad, but merely an impartial process. However, according to the Aristotelian viewpoint, persuasion is not neutral: it is inherently good because it is one of the primary means through which the truth becomes known. Through the persuasive method, an idea is put forth with evidence and a person is allowed to choose freely to either accept or reject that persuasive appeal. As Conger (1998: 88–90) states in his article “*The Necessary Art of Persuasion*”, “Persuasion does indeed involve moving people to a position they don’t currently hold, but not by begging or cajoling. Instead, it involves careful preparation, the proper framing of arguments, the presentation of vivid supporting evidence, and the effort to find the correct emotional match with your audience.” Hence, non-manipulative persuasion through advertising intends to present the product or service in the best possible light. This type of advertising is truthful, i.e. the facts presented are real, and the information is given in a clear, logical manner in order to convince by informing.

Manipulative persuasion used in advertisements is based on an exaggeration of the quality of the product, fallacious arguments and emotional appeals. As Teves (2009) claims, *Exaggeration of quality* can be merely false information about the product, but it can also be a form of puffery. A *fallacy* is any error in reasoning that occurs with some frequency. The advertising fallacy consists of using reasoning errors when creating, displaying or transmitting messages to the consumers. *Emotional appeals* are claims playing with consumers’ emotions both at conscious and unconscious levels. The advertisers can speculate on consumer emotions and the advertisements work out the advertisements in such a manner that seems to promise or imply a possible connection between a product and happiness, social acceptance, a good family and so on. Danciu (2014) suggests that advertisements comprising confusing, misleading or blatantly untrue statements when promoting a product can be labelled as *deceitful advertising* as the facts presented in the advertisement are either false, hidden or are not mentioned at all.

The ultimate goal of advertisements, including skincare product advertisements, is to meet the customers’ needs. According to Maslow (2009), apart from biological, safety, social and self-actualization needs, a person has one more need – the need for a positive estimation that comprises respect from others, need for status and achievements. Modern society places a high value on being attractive. Hence, being good-looking can mean tremendous social advantages. Over the years, human beings have been conditioned to believe that achieving a certain level of social success is only possible if you also attain a certain level of beauty and physical attractiveness. The social myth that attractive people are supposed to be smarter, more likely to marry successfully, and earn more money has resulted in establishing a general belief that if they are not beautiful, they will not be able to succeed. As Lévi-Strauss stated, “not how men think in myths, but how myths operate in men’s minds without their being aware of the fact” (1969: 12). Thus, having in mind both

the social and the psychological needs of an average consumer to be accepted in society and enhance their self-esteem, copywriters try to manipulate them by offering a product that will enable them to gain all the benefits of being beautiful, attractive and appealing. This tactic of manipulation in skincare advertising proves successful if it enthruses the customers to perform certain behaviour, in particular, to prefer, purchase and stay loyal.

## **2 LINGUISTIC MEANS OF MANIPULATION**

### **2.1 The scope of the paper**

In spite of the vast amount of studies on the linguistic peculiarities of skincare advertisements in the English language, there is a considerable lack of comparative linguistic studies on the peculiarities of skincare product advertisements in the Georgian language.

As the present paper deals with the two issues: i. to define which manipulative verbal strategies are commonly used in skincare advertisements and ii. to analyze and define the linguistic peculiarities of Georgian language skincare product advertisements, it aims at: 1. defining the overall linguistic features of present-day English and Georgian skincare advertisements focusing on manipulative linguistic means, and 2. to conduct a comparative analysis of the linguistic peculiarities of the Georgian and English skin care advertisements.

The linguistic analyses presented in the paper are based on a thorough study of the advertisements of the largest cosmetics companies and top beauty brands such as Lancôme; Estée Lauder; Oley; L’Oreal; Elizabeth Arden; CLINIQUE and Shiseido (20 advertisements in total). The advertisements were chosen deliberately, as the paper focuses only on the linguistic analysis of skincare products and not on other beauty products advertised by these companies. Due to the fact that there is a considerable lack of beauty product manufacturers in Georgia, the data for analysis were collected mainly from advertisements of the above-mentioned foreign brands translated into Georgian. The only exception is the advertisements of the currently established Georgian cosmetic brands “OYO” and “Neopharm” that have recently launched their skincare products (20 advertisements in total).

### **2.2 Linguistic analysis of the selected lexical units in skincare product advertisements**

In today’s fast-moving, time- and labour-saving era, it is very important to create advertisements containing short, informative and impressive messages that will easily reach the target consumers’ emotions and needs. Copywriters try to make their messages as intense and effective as possible. For the most part, advertisements no longer force information about or rational reasons for purchasing a product on consumers. In the information society, almost all prospective buyers are already well informed about what to expect from the merchandise. Hence, advertisers try to squeeze as many powerful appeals into an advertisement as possible to grab the hearts of consumers, hold their attention for as long as possible, and make them buy their products on a regular basis.

From a syntactical point of view, skincare product advertisements are characterized by the use of simple sentences rather than complex structures to make information easy to read and remember. The main emphasis is placed on the usage of the present simple tense to underline the scientific truth of the statement. In certain cases, there are instances of passive constructions first, to give the claim a more solemn style, and secondly, impersonal statements enable copywriters to depersonalize the message by putting emphasis on the overall advantages and benefits of the product.

Advertising makes extensive use of the connotative meaning of words in order to achieve its main goal and make people purchase particular goods mostly by manipulating their emotions. It is assumed that the main target group of skincare products is women whose main characteristic features are emotionality, receptivity and sensitivity. Hence, the advertisements are focused on exploiting lexis connected with senses and emotions that leads to frequent use of synesthetic adjectives evoking feelings of pleasure and satisfaction: *air-soft, aromatic, fresh, cooling, creamy, delicate, gentle, illuminating, velvet, fragrant, sweet, etc.*

As the advertised product should be in accordance with the needs of a modern woman, copywriters try to use appropriate adjectives that implicitly evoke positive emotions. For example, presenting and offering a product that will provide peace and relaxation and positively affect the subconscious of a customer who leads a stressful, busy life. Adjectives used for the purpose are as follows: *renewal, refreshing, nourishing, invigorating, effortless, rejuvenating, etc.*

Consumers seek a results-driven miracle product. Thus, advertisers use adjectives connoting magic: *dramatic, exponentially, spectacular, results within minutes/hours/days, etc.* The purchased product should sound like it is “good value for money” so the following adjectives are exploited for the purpose: *valuable, versatile, blend of function & fashion, functional, etc.* Consumers derive their sense of status from the high-end products they purchase. Hence, adjectives conveying this idea of luxury are frequently used e.g. *premium, luxury, chic, opulent, premiere, an exclusive, etc.*

Consumers do not buy so much the product as the benefits and results it can provide. Thus, verbs and verbal adjectives are extensively used in skincare product advertisements to underline the benefits of the product. The verbs used in skincare advertisements can be grouped according to movement directions into: “up”, “down” and “reverse” types. They implicitly indicate notions of reduction, elimination of skin problems and regeneration of a new, all glowing skin texture. For instance: *eliminate, reduce, diminish, minimize, remove, correct, soften, relax* express “down” movement, while *boost, enhance, stimulate, invigorate, optimize, energize, and brighten* express “up” movements. As for “reverse” type verbs, (with the meaning of repetition, modification and producing a better result) they are derived by the prefix re-, e.g. **rebuild** the cutaneous barrier, **restore** elasticity, **restructure** cellular cement, **replenish** moisture reserves, **renew** the skin’s youthfulness, **rejuvenate**, **reactivate** the night-time **repair** process, **retexturize**, **refinish**, and **refine** the skin’s surface, **regenerate** damaged cells, **rebalance** the skin’s deep hydration, **redesign** facial contours, etc.

Skincare product advertisements are overloaded with jargon, neologisms, and coinages. All of these lexical items can be grouped under the umbrella term “buzzwords”.

The Concise Oxford English Dictionary defines a buzzword as: a “slogan, or a fashionable piece of jargon, a chic, fashionable, voguish, trendy word that often originates in jargon, acronyms, or neologisms and derives from technical terms. Yet often much of the original technical meaning is removed through fashionable use, being simply used to impress others”. From the morphological point of view buzzwords used in skincare product advertisements include: **1. simple and compound neologisms:** *crepiness, cosmeceuticals, nanoparticulate, skin restorer, crow’s feet wrinkles, worry lines, laugh lines, marionette lines, oral commissures extrinsic/ intrinsic aging, photoaging, premature aging, chronological aging, biological aging, genetic aging, myoaging, etc.*; **2. hyphenated compound neologisms:** *skin-tensing, lipids-replenishing, radiance-boosting, pore-clarifying, acne-prone, botox-like, etc.*; **3. abbreviated neologisms:** *AHA (alpha hydroxy acid), BHA (beta hydroxy acid), BB CREAM (blemish balm cream), DD Creams (disguise and diminish), CC Creams (correct and cover), EE cream (even effect), RC (rejuvenating complex), DR (Derma Rolling), SPF (sun protection factor), TCA (TriCholoro Acetic peel), Pro-Hyp (prolylhydroxyproline), etc.*

An increasing number of beauty product advertisements employ scientific/medical-sounding buzzwords whose meaning may be lost on consumers. For decades, cosmetics companies have coined their own multisyllabic pharmacological-sounding words for proprietary ingredients used in skincare formulae but market researchers are reporting a spate of face-cream labels that borrow terminology from popular science with medical-sounding affixes. e.g. **biomolecular** eye cream, **microtechnology bioactive** foundation, **pro-collagen** serum, **microsmoothing** face serum, **phyto-vitalising** Factor and a **bio-stimulating** night cream with microlift.

### 2.3 Science and advertisement

The use of scientific language in a non-scientific domain like advertising lends skincare products the air of high technology, helps to differentiate one product from the myriad of others, justifies the price tag and eventually increases credibility. According to lexicographer Erin McKean, (the editor of the second edition of the New Oxford American Dictionary) words and phrases like *cellular, regeneration, bio-stimulating and cell-strengthening* connote health. If you pull out any single word, you do not know what it means but taken as a whole, the overall effect is youth, beauty, science, positivity and renewal. Thus, the idea behind the usage of scientific words in advertisements is to ensure consumers that by applying this product, they are not just going to look great, but what they are really doing is helping their skin on the inside. According to Harris (1990) linguistic manipulation means that a small idea or object will undergo some enhancement, change, transformation, mutilation, or mutation that is relatively unexpected by the reader/viewer. The manipulation usually stands out of the ordinary to grab the attention of potential purchaser, which increases the purchasing consideration of the advertised product to the exclusion of all other similar products or services. One of the common ways of doing so is the usage of pseudo-technical lexis or scientific terms for everyday things. This technique is widely used by manufacturers of cosmetic products and advertisers, to suggest the efficacy and credibility of the product.

Advertising is a certain kind of communication between the merchandiser, the copywriter and the target consumer. As the main idea behind the communication

of an advertisement is at first to state the claim and then transmit it to the addressee, the statement/claim should be clear and perceptible. However, a thorough analysis of skincare advertisements demonstrates more implicitness than explicitness, which makes the information given in the advertisement ambiguous. What is the idea behind the vagueness of the advertisement? Based on Sperber and Wilson's theory, Tanaka (1999) distinguishes two types of communication: covert and ostensive. The main peculiarity of covert communication is that despite the low degree of reliability shown by the addressee towards the addresser (a situation that easily compares with the relationship held between consumer and advertiser), they engage in a successful communicative act. This is rendered possible thanks to cooperation not so much at the social level as at the cognitive one. As Cánovas (2005) argues, advertisers appeal to specific stimuli in order to catch the target group's attention and once this is achieved, cognitive cooperation starts operating. In covert communication, the receiver takes more responsibility in deriving the sender's meaning than in ostensive communication, because the addressers rely more often on implicatures than explicatures in such a way that they cannot be blamed for backing the assumptions derived from them. Consequently, we can argue that the wide usage of scientific/medical terms in skincare advertisements is intended to lead the addressee towards the cognition process. Once the addressee hears/reads the words that are associated with science the credibility of the information is ultimately raised as it implies that the product is the result of scientific research and its outcomes. For instance, words like "bio" in *bio-stimulating technology*, "science" in *aquacurrent science*, "neuro" in *neuro-cosmetic technology*, "immunity" in *virtual immunity* are associated with credibility and though they are not fully perceived due to the ambiguity of the compound terms they are used in, the consumer comes to a conclusion that the product is medically/scientifically proven, and thus reliable.

#### 2.4 Anti-aging – conceptual metaphor in advertisements

As has been stated above, skincare advertisements are aimed at evoking certain feelings, needs, and values of the audience. The claim that comes along with skin-care products is that they are essential not only to help women look more beautiful but rather to maintain their skin's natural properties. Therefore, advertisers play with the audience's emotions to make them aware of the dangers around their skin, engaging in a war-like process of attack and defense reflected in the vocabulary, and more specifically, in the exploitation of the metaphorical value of the phraseological units (Arroyo 2009). The whole process of metaphorically translated "warfare" includes three components: "attacker", "defender" and the "tool" for defense, creating the conceptual metaphors "aging is a battle" and "skincare is a battle".

Almost all anti-aging product advertisements are construed according to the following scenario: first, a customer is informed about the possible threats from the outer world and the inner physiological/biological changes connected with aging. The possible "attackers" are all the more dangerous as they appear in the shape of stress, the sun, pollution, UV rays, biological/hormonal changes, loss of collagen, dehydration, etc. Linguistically this process is transmitted via the verbs *to lose*: "skin **loses** its optimum level of moisturization" and *assault*: "your skin is **assaulted** by stresses from the environment", the nouns *strain*, *stress*: "skin that needs intensive care due to environmental

**strain and stress**”, and the adjective *environmental* giving way to new collocations with *damage*: “helps to protect skin from **environmental damage**”.

The second phase of the process is “defense” or actions that should be taken. This process is manifested metaphorically through the following verbs: *to combat*: “this skincare product **combats** the harmful effects of external stress factors”, *to fight*: “It effectively **fighters** wrinkles and fine lines”, *to defy*: “don’t deny the age, **defy** it”, and *to resist*: “firmly **resists** the look of aging”. Some nouns connected with “warfare” are, for instance, *battle*: “prepare yourself for the beauty **battle**” or “join me in the **battle** against aging”, *defense*: “the serum is a perfect way for cellular **defense**” or “the best **defense** against climate change, air travel, and hormonal shifts that all create dryness”.

The third phase is a triumphal victory. What is the tool of the victory? of course, the multifunctional product that is offered by the advertiser and which is able to “protect”, “help”, “correct”, “reduce”, “replenish” “restore”, and “recreate” the customer’s skin.

### 3 LINGUISTIC ANALYSIS OF GEORGIAN SKINCARE PRODUCT ADVERTISEMENTS

Like many consumer products, cosmetic products have undergone an important phase of globalization, transitioning from the domestic market, to stand next to the global brands marketed worldwide by a number of large international corporations. Today there are many small and big companies selling beauty products throughout Georgia. Advertisement of the products is of crucial importance for merchandisers. Copywriters, hand in hand with merchandisers, are sparing no effort to persuade Georgian purchasers to buy their products. As the present study focuses on a comparative study of skincare products, data collected from Georgian skincare advertisements are analyzed according to the criteria presented in the previous section i.e. linguistic peculiarities of lexical items used in the advertisements and their manipulative use.

It should be noted that production, merchandising and advertising of skincare products are comparatively new in Georgia, therefore copywriters mainly follow the technique and strategies already existing and tried out in leading European countries. The majority of skincare product advertisements are translated copies of the original advertisements, so consequently, it is no surprise that they demonstrate similarities from the point of view of structuring, choice of lexical items and manipulative strategies.

Georgian skincare product advertisements, like English ones, are characterized by wide use of adjectives to create an idea of uniqueness and to persuade purchasers that the product holds superb and essential qualities. Adjectives that are used in Georgian skincare advertisements can be divided into synesthetic and evaluative adjectives. Synesthetic adjectives are used as follows: *გასხივოსნებულო* [*gasx’hivosnebuli*] illuminating, *გლუვი* [*gluvi*] smooth, *ჰაეროვანი* [*haerovani*] light, *რბილი* [*rbili*] soft, *ნაზი* [*nazi*] tender. Evaluative adjectives emphasize the excellence of the product: *საოცნებო* [*saot’snebo*] marvellous, *ჯადოსნური* [*j’hadosnuri*] magic, *ძვირვასი* [*dzvirp’hasi*] precious/valuable, *სრულყოფილი* [*srulk’hop’hili*] perfect, *ელეგანტური* [*eleganturi*] elegant, *ჯანმრთელი* [*j’hanmrt’heli*] healthy, *ახალგაზრდული* [*ax’halgazrduli*] juvenile/youthful, 100% *ნატურალური* [*100% naturaluri*] 100% natural, *სუპერდამატებანებელი*

[*superdamatenianebeli*] *super moisturizing*, etc. All of the mentioned adjectives are connected connotatively with positive concepts of health, youth and safety.

Verbs are the main actors in skincare product advertisements as they convey the meaning of the action the advertised product is supposed to commit, for magical transformations and a perfect result. They are intended to convey the idea that the product reduces and even eliminates skin problems and as a result “pushes” the button of rejuvenation. The verbs that are intensively used in Georgian skincare product advertisements are as follows: *ასხივოსნებს* [*asx'hivosnebs*] *illuminates*, *ასწორებს* [*ast'sorebs*] *improves*, *ეხმარება* [*ex'hmareba*] *assists*, *აჯანსაღებს* [*aj'hansag'hebs*] *gets healthier*, *იცავს* [*it'savs*] *protects*, *აფერხებს* [*ap'herx'hebs*] *halts*, *აუმჯობესებს* [*aumj'hobesebs*] *ameliorates*, *აძლიერებს* [*adzlierebs*] *enhances*, *აუფერულებს* [*aup'herulebs*] *discolours*, *ამცირებს* [*amt'sirebs*] *diminishes*, *აქრობს* [*aqrobs*] *eliminates*, *თრგუნავს* [*trgunavs*] *represses*, *უზრუნველყოფს* [*uzrunvelk'hobs*] *ensures*, *დაჰყავს მინიმუმამდე* [*dahk'havs minimumade*] *minimizes*, *ზრდის* [*zrdis*] *increases*, *ებრძვის* [*ebrdzvis*]  *fights*, *წმენდს* [*t'smends*] *purifies*, *არბილებს* [*arbilebs*] *softens*, *კვებავს* [*kvebavs*] *nourishes*, *ალადგენს* [*ag'hadgens*] *restores*. The impact of the verbs is intensified by the use of adverbs and adverbial constructions, for instance: *მაშინვე* [*mashinve*] *immediately*, *სწრაფად* [*st'srafad*] *in no time*, *საოცრად* [*saot'srad*] *miraculously*, *ინტენსიურად* [*intensiurad*] *intensively*, etc.

Nouns used in the advertisements can be grouped as compound and simple. Compound nouns are represented by e.g. *ამქერცლავი ნიღაბი* [*amqertslavi nig'habi*] *exfoliating mask*, *ალმდგენი შრატი* [*ag'jmdgeni shrati*] *restoration serum*, *მკვებავი ბალზამი* [*mkvebavi balzami*] *nourishing balm*, *დამატენიანებელი საცხი* [*damatenianebeli sat'sx'hi*] *moisturizing cream*, *ასაკის საწინააღმდეგო შრატი* [*asakis sat'simaag'hmdego shrati*] *anti-age serum*, *მკვებავი კრემი* [*mkvebavi kremi*] *nutritive cream*, etc.

It is obvious that the usage of the words *nourishing*, *nutritive*, *moisturizing*, *restoring* evokes the associations of taking care of the skin as something fragile and unprotected. Thus, we can conclude that skincare discourse is based on the structural metaphor “skin is a baby”. Skin as a fragile and unprotected being should be protected, nourished and watered just like a baby. The following diagram can demonstrate this assumption:

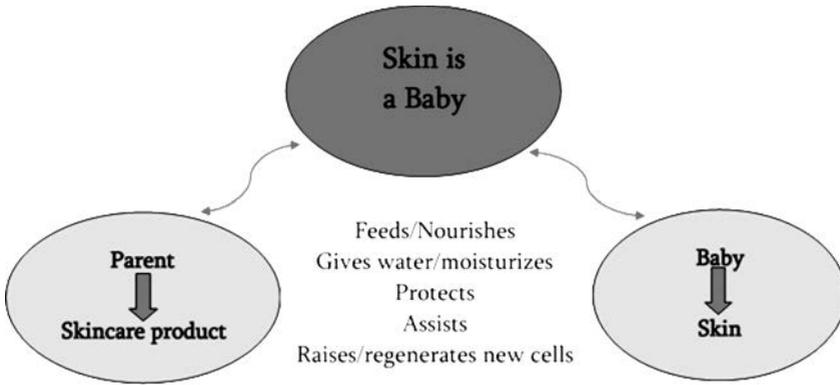


Figure 1: Example of a structural metaphor

As for the second element of the compounds *balm*, *serum*, *mask*, they evoke the association of some mystical substance that can halt the negative outer and inner forces and their impact. Advertisers artistically use implied metaphors to appeal to positive emotions. Implied metaphors are defined as a literary device that is used to compare two unlikely things with common characteristics without mentioning one of the objects of comparison. This type of metaphor slightly differs from regular metaphors in the sense that it does not specifically state what it is comparing; the information is implied and decoded and grasped by the addressee with the help of background information stored in cognitive knowledge. e.g. *the cream nourishes the skin* (cream is compared to food); *the serum moisturizes the skin* (serum is compared with water); *the balm protects the skin from the Sun's harmful rays* (the balm is compared to a shield).

Simple nouns like: *მელონოგენეზი* [*melonogenezi*] *melanogenesis*, *კოლაგენი* [*kolageni*] *collagen*, *ელასტინი* [*elastini*] *elastin*, *სილინოლის მჟავა* [*silonis mj'hava*] *linan acid*, *კერამიდები* [*keramidebi*] *ceramides*, *ფიტოსტეროლი* [*p'hitosteroli*] *phytosterol*, *რეტინოლი* [*retinoli*] *retinol*, *ჰიალურონის მჟავა* [*hailuronis mj'hava*] *hyaluronic acid*, *ოქსიდატური სტრესი* [*oqsidaturi stres*] *oxidant stress*, *პოლიპეპტიდი* [*polipepditi*] *polypeptide*, *ფიბრობლასტები* [*p'hibroblastebi*] *fibroblasts*, *ფიბროგენეზი* [*p'hibrogenezi*] *fibrogenesis*, *პროვიტამინი B5* [*provitamine be 5*] *provitamin B5*, *ჰამამელიის ექსტრაქტს* [*hamamelesis eqsraqti*] *extract of hamamelis*, etc. are mainly represented by scientific terms that are transliterated. As it was stated in the previous section, usage of scientific lexis burdens the advertisement with ambiguity, but on the other hand, it endows it with credibility and helps advertisers to overcome the social feeling of distrust advertising is often faced with. The feeling of trust in the advertised product is reinforced by the insertion of the information about the ingredients used in the product. The parceled list of ingredients with a detailed description of its positive effects ensures the customers of their right choice and makes them believe that the product will guarantee the best result without any harm to their health as it is 100% natural and dermatologically tested. The phrases that are used for the purpose are as follows: *შედეგები დამყარებულია მეცნიერულ*

კვლევებზე [shedegebi damk'harebulia met'snierul kvelebze] the results are based on scientific studies; გავლილი აქვს დერმატოლოგიური კონტროლი [gavlili aqvs dermatologiuri kontrolili] dermatologically tested; ეკოლოგიურად სუფთა ნედლეული [ekologiurad sup'hta nedleuli] ecologically pure materials/raw materials; ორგანული ზეთები [organuli zet'hi] organic oil; 100% მცენარეულია [100 procentit mt'senareული] 100% herbal/natural; ნატურალური კერამიდები [naturaluri keramidebi] natural ceramides; მაღალტექნოლოგიური ფორმულა [mag'halteqnologiuri f'hormula] high technological formula, etc.

From the syntactical standpoint, the sentences are simple and short for easy comprehension. The most noticeable peculiarity of Georgian skincare advertisements is the usage of parallel constructions presented as a list and conveying the information about the outcomes and ingredients of the product (as demonstrated in the example of the advertisement for the face nutritive cream produced by Georgian dermatological company “Neopharm”). By parceling the information into separate, short sentences, advertisers make it easy to read and persuade the customer to purchase the superb, natural, multifunctional product that deals with the solution to many problems altogether.

One more noticeable feature of Georgian skincare advertisement practice is to put emphasis on the natural ingredients of the product. The sentence “*and no chemical addition*” together with the list of biologically sound, natural ingredients (cocoa oil, rose, olive oil, beeswax oil, spermaceti) is a way to persuade the customers that the product is chemical-free and harmless for them. The advertisers’ use of green colour as the colour of nature for the background as well as floral print supports and reinforces this idea. The manipulative strategy draws the purchaser’s attention and persuades him/her to decide on the product out of an abundant number of skincare products offered by merchandisers.

There are a large number of anti-age skincare products on the Georgian market. Advertisers try to persuade customers to be ready and well-equipped in the battle against aging. A lot of different creams, serums, peelers and balms are advertised that fight, defeat, and halt the signs of aging. However, the social discourse of aging in Georgia is defensive rather than offensive. Defensive positioning relies on the assumption that aging is a natural process that you can protect against. Offensive positioning, on the other hand, suggests a battle to eradicate signs of aging, with promises of rejuvenation. The below demonstrated advertisement starts with the unveiled, scary claim: “time flow causes unpleasant changes to women’s appearance”. However, a supportive statement follows the claim: “It is never late to take care of beauty,” encouraging women and offering the solution: to get – magical cream that can deal with all mentioned problems. Comparing the verbs employed in the advertisement, it is easy to detect the use of contradictive verbs: *skin loses elasticity, blood supply decrease, deep wrinkles, and fine lines appear vs. reduce the wrinkle, prolong the appearance of fine lines, moisturize/nourish the skin, protect from sunrays, and ameliorate skin colour*. As is known, striking fear into the addressee and immediate suggestion of a solution to the problem afterwards is one of the strategies of manipulation. The advertisement depicts a woman who is in her fifties but looks much younger. Her relieved, calm look demonstrates that she is happy with her age because she feels safe and protected as she can postpone the appearance of wrinkles and fine lines

(as the advertisement claims). The discourse of the advertisement is rather defensive than offensive. The usage of the verbs: *protect*, *reduce*, *help*, *nourish*, and *ameliorate* proves the above-mentioned cultural assumption: “aging is a natural process that you can halt, but not fight against”.

## 4 CONCLUSION

Summing up, we can conclude that for the most part Georgian skincare product advertisements reveal similarity in lexical and syntactic structuring due to the fact that the majority of the advertisements are translated copies of the existing advertisements. Manipulative strategies in both language advertisements are arranged to alarm consumers about the inferiority caused by age-related changes or imperfect, flawed skin, and offer an all-in-one solution to the problem.

Returning to the idea of manipulative strategies stated above, it is obvious that by providing convincing and seducing medical information, advertisers easily manipulate potential consumers struggling for agelessness and a flawless appearance. On the other hand, couching advertisement claims in scientific language helps advertisers to overcome social distrust. Copywriters artistically manipulate customers to purchase the advertised product, using science as a source of credibility, taking advantage of the opacity of specialized terms and deploying specific language that connotes with pleasure, luxury, protection and satisfaction,

Modern women are experiencing incredible pressure from social demands. The stereotype of a beautiful woman with flawless skin and no signs of fine lines is modelled and transmitted by the media on a daily basis and channelled through advertisements. Advertising can debatably be seen as a ‘reflection’ of social values, at least to the extent that we collectively and commercially endorse messages, images, and values that resonate. Thus, customers are assured that by purchasing the cream, serum or any other ordinary skincare product, they magically acquire the substance that make them well-equipped in the “everlasting battle” for beauty and youth.

The data drawn from the analysis of Georgian skincare product advertisements have revealed the following differentiating features: 1. In the majority of cases advertisers stress the natural ingredients of the products and veil other ingredients to promote the product on the competitive Georgian market and persuade the customer to choose their product; 2. due to the cultural peculiarities, Georgian aging social discourse is less offensive, as the aging process is perceived as a natural cycle of a human being. This socio-cultural attitude is vividly manifested in Georgian anti-age skincare advertisements as the majority of advertisements are based on more defensive than offensive positioning.

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