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JURGITA
STEPONAITYTE

ETHICS IN BEAUTY ADVERTISING



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I dedicate this thesis to all who have been affected
by misleading and unethical advertising.

o júri

presidente

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palavras-chave

Publicidade; Anúncios; Ética na Publicidade;
Anúncios de cosméticos;

resumo

A indústria da moda, e por extensão da cosmética, tem ao longo dos anos vindo a propor um ideal de beleza feminina, assente numa figura feminina excessivamente magra, e em padrões de beleza perfeita, que são, praticamente, impossíveis de atingir. Constatamos, em diversos casos, que a representação da imagem da mulher e do seu corpo, nem sempre obedece às melhores práticas no que respeita a uma “ética” de comunicação publicitária. Através da manipulação da imagem, replicam-se e banalizam-se “standards” de beleza, que por serem inatingíveis, provoca nos consumidores, e mais especificamente nas mulheres, um sentimento de vergonha e uma enorme dificuldade na autoaceitação.

Muitos anúncios publicitários, deliberadamente ou não, levam os consumidores a acreditar em falsas expectativas, recorrendo por vezes a técnicas de manipulação de imagem, para veicular informações menos corretas, ou até mesmo falsas.

Sinais, mais recentes, fazem-nos acreditar, no esforço da indústria criativa, que deseja manter-se firme na posição, de que não deseja criar nos seus consumidores efeitos contraproducentes. No decorrer desta investigação constatámos, que nos últimos anos, na publicidade, e mais especificamente, nos anúncios de cosméticos, o corpo de uma mulher é representado de forma mais real, e tudo o que é comunicado às consumidoras, é feito de forma mais clara e honesta.

O propósito de esta dissertação é de comprovar que, a publicidade, na indústria da cosmética, nos últimos anos, tem crescentemente, vindo a

levar em consideração, fatores éticos nas suas campanhas publicitárias. Nesta investigação foram analisados, vinte e um anúncios de três cremes antirrugas, que foram apresentados ao mercado, no período que decorre de 2003 a 2017. Para realizar esta investigação foi escolhido um método de análise comparativa através do modelo *TARES test framework*.

Os resultados comprovam que nos anos passados os anúncios têm tido uma abordagem, do corpo feminino, mais honesta nas suas campanhas publicitárias. Embora se tenha comprovado a utilização de imagens reais em consistência com os elementos verbais; o mesmo não se pode afirmar sobre uma genuína responsabilidade social sobre os consumidores, mais especificamente as consumidoras, onde não se verificou nenhuma real evolução. Por fim, os testes demonstraram também que em geral existe uma tendência para a simplificação da mensagem, o que pode ser traduzido como símbolo de honestidade.

Keywords

ethics; advertising; ethics in advertising; beauty advertisings;

abstract

The beauty industry for years has been proposing ideals of feminine beauty. These ideals usually were based on thin and idealized images of a women, that are impossible to achieve. In many cases, could be found that the representation of female images and their bodies do not always regard to an ethics of advertising communication. Through manipulation of images, which are showing unattainable standards, advertisings have been causing for consumers a sense of shame and difficulty in self- acceptance, especially among female audience.

Many commercials, deliberately or not, lead consumers to believe in false expectations. Through the image manipulation techniques, to convey less correct or even false information.

Recent research and signs, made believe that, indeed, creative industry effort in creating more honest and ethical advertisings. Through the process of this investigation, have been noticed that in recent years advertisings, (more specifically in advertisements for cosmetics) women were represented in more real way. In addition, other aspects of adverting become more clear and honest as well.

The purpose of this dissertation is to prove that advertisings in the cosmetics industry, lately, has increasingly considered ethical factors, when creating commercial campaigns. In this investigation were analysed twenty-two advertisements of

three anti- wrinkle creams, that were represented to market from 2003 to 2017. To make an investigation comparative analysis method was chosen through the TARES test framework model.

The results prove that in the past years advertisements start show women image in more honest way. In addition, verbal elements become more truthful as well. Though, the same thing cannot be said about social responsibility over consumers. In this area has been no development. Finally, the test, also showed the general tendency for message simplification, which ca be considered as aspect of honesty.

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1. INTRODUCTION

In nowadays people are surrounded by all kind of commercials. Advertisements have their basic purposes, which is to deliver information in order to promote certain products or services as well as raise awareness of them. Though, in the ideal scenario adverts suppose to serve public interests by providing truthful information for consumers. Unfortunately, most of persuasive content we are facing today is providing misleading information, causing consumers to purchase products or services that are not in their interests and are using deceptive techniques in order to assure the purchase. This thesis is focused on ethics in advertising, more specifically, beauty advertisements. Beauty industry for years portrayed idealized images of females showing unattainable standards. This negatively affected women realization about themselves. This paperwork will analyze beauty advertisings in wider perspective through the prism of ethics.

The topic of ethics in advertising is widely discussed. Although, most of the time all these discussions lead to one problematic question - what is ethical or moral in advertisings and what is not? The professional practitioners of advertising have been years after years discussing what are the norms of ethics. However, these discussions never lead to the common agreement. Contrary to that, most of them ended up with moral myopia. Unfortunately, the need of certain norms and agreements in ethics of advertising was always there. Through all these years, there were several academics who developed tests and norms to define the ethics in advertising. These tests and norms helped to avoid confusion and disagreements among advertisers. One of the most known of them is the TARES test. This framework was created by Baker and Martison in 2010, as the guidelines of ethical communication for the persuasive content creators.

There could be found many papers that covers different topics of ethics in advertisings. For example, ones are speaking about ethics in advertising products that have a direct harm to society, as alcohol and tobacco. Others discuss the impact of contemporary advertising (e.g. beauty, fashion industry) on society in general. In this thesis, the beauty advertisings were chosen as the material for research. Speaking of it - there are a lot of feminist, paper works that cover the topic of beauty advertising impact on society.

Most of them are focusing on the images of the women, or in other words, how beauty standards and certain trends are created by using unattainable images of women. However, there is relatively small amount of paper works that speak about ethics in those advertisings and how ethics in beauty advertisings have been changing during the years.

Therefore, the aim of this thesis is - to make a study of the evolution of women portrait and ethics in the beauty advertisings by applying the TARES test and conducting comparison analysis of findings. The TARES test is an academic framework that defines moral limits of persuasive communication and sets a guideline towards ethical persuasion. It is important to note that, by applying the TARES test, in this thesis will be discovered wider perspectives of ethics in beauty advertising such as: truthfulness of the message, authenticity etc. Even though, the image of women will play a role as well. It will be used as a tool in describing and judging ethics in beauty advertisings.

As mentioned later, the aim of this thesis is to see how the ethics in beauty advertising have been changing during the years. To reach this goal, it was chosen three beauty product lines. Moreover, approximately the interval of ten years (starting from 2003 up to 2017) was taken in beauty advertisings in each of these product lines. Lastly, to implement the aim of this thesis, the hypothesis and research question are raised.

This hypothesis will be approved or denied in this study,

H.1 Beauty advertisings had become more ethical in the recent years.

The hypothesis will be followed by the answering research question

RQ.1 How beauty advertisings have changed through the years, in ethical compositional and textual perspectives?

In conclusion, this thesis will be structured in the following way: firstly, the literature on this topic will be briefly reviewed. This review will include the background of ethics, as well as, the main philosophical and historical approaches of morality.

Later, a short review of literature with a focus on the ethics in advertising will be given. Lastly, the literature of beauty advertising impact on society will be presented, by giving examples of the most important feminist paper works, books, movies and discussions.

The following chapter will discuss methodology and will go deeper in the concept of the TARES test. In addition, the formulations of the questions will be given. The questions will be formulated by using guidelines of the TARES test framework. In addition, aspects to be considered in comparison analysis will be reviewed.

The next chapters will include analysis. Firstly, it will include the TARES test assessment to the chosen advertisements (full test can be found in attachments). Secondly, the results found in the TARES test will be compared. The main aim of this section is to make a comparison analysis between latest and oldest advertisements of the same product. The comparison analysis will be conducted by considering results of the TARES test, as well as, compositional and textual elements will be compared.

In the two last chapters results analysis and conclusions will be introduced. In result analysis, the data found in the TARES test will be analyzed in detail. In addition, will be delivered comparison analysis results. The last chapter of conclusions will finalize the issue raised in this paperwork. In addition, the limitations and recommendations for future studies will be introduced.

2. LITERATURE REVIEW

The purpose of this chapter is to provide literature review on topic of beauty advertising and ethics in it. Starting with brief analysis on fundamental theories of morality as well as ethics in advertising. Though the emphasis of this review will be focused on unethical beauty advertising impact to society. The first part is focusing on the global approach of ethics in philosophical and historical background looking for parallels between philosophical moral theories and nowadays problems in advertising ethics. It also includes brief history of advertising ethics and review the prevailing problems. The second part will review an impact of misleading beauty advertisement to society, especially women, by explaining how media images affect a perception of woman's body and why it is unethical.

2.1 WHY BE MORAL?

According to Deigh (2011) "[Ethics] is a study of good and bad ends up to pursue in life and what it is right or wrong to do in the conduct of life. Is therefore, above all, a practical discipline. Its primary aim is to determine how one ought to live and what actions one ought to do in the conduct of one's life" (p. 7). This chapter intend to review the philosophical background of morality and emphasize why it is important.

Philosophical discipline- ethics, roots originate in Ancient Greek. A typical moral principle substantiation of Ancient society could be found in works of Socrates, Plato, Aristotle, Epicurus and stoic philosophical and ethical theories. Socrates and sophist are known as the first moral philosophers in Western civilizations. Socrates ethics is based on assumption about happy and virtuous life. As Socrates claimed to be happy means to be a moral and honest- always and everywhere, and opposite- to be immoral means harm on oneself. Though, he claimed that people are immoral cause they don't know what is good or bad and that is important to educate person, so one can analyze and define morality. Thus, according to Socrates morality is nothing but, knowledge, wisdom and rational thinking. He also claimed that without strong moral principles society is determined to destruction (Kalenda, 2014).

Socrates's student Plato, as well, paid a lot of attention to justice and human behavior. Plato developed Utopian society structure, where the highest position was given to philosophers. Plato seek to lay down a stability and importance certain norms and values. This moral structure he stated in his work "Republic". The ones who are familiar with Plato's "Republic" knows that he claims that justice is not only more effective and more rational, but also more valuable than injustice. Though, the real problem Plato questioned was: if there is any kind of systematic profit in ethical behavior and if there any kind of loss in unethical behavior. He addressed similar problems in his work "Laws," as well. In both works Plato came up with conception that to build mutual trust in society requires justice. In fact, Plato claimed, that a person must be just with others, as is the only way to make society work and that ethical behavior could be advantageous by itself. He explained this by stating that justice is creating desirable situations as it creates harmony and structure among the members of group (Velasquez, 1996).

Aristotle (2009) noted that: "Justice is thought to be 'another's good'; -because it is related to our neighbor; for it does what is advantageous to another Justice in this sense, then, is not part of virtue, but virtue entire." Aristotle claimed that morality is a feature that makes human beings different from animals. He also stated, that humans are political animals, who need to live in societies surrounded by other human beings and they cannot perform their natural functions apart from it. Aristotle's answer to question "why to be moral?" is that without morality humans lose their human form. Just like Plato, he remembrances, that ethical values are complex skills. Though, he states that instead of learning morality by studying science and metaphysics, people need to appreciate and understand goods as friendship, virtue, honor, pleasure and wealth and "fit them together as a whole" (Kraut, 2016). Thus, Aristotle, with his ideology wanted to convince that ethics is important as it the only thing that makes human beings operate as harmonious society.

It can be stated that for ancient philosopher's theoretical learnings was a core thing in understanding morality. It helped to assimilate the principles of society needs. Morality

was stated as the core thing in sustainable society. As Plato stated justice is creating the desirable situations that's why morality is more profitable and advantageous.

Different from Aristotle, Immanuel Kant was not focusing on virtues ethics that explore what makes a person morally good, instead of that he focuses to duty or, in other words, what actions or certain rules makes it right. Kant (1998), first raises the question what does it mean to be good? Kant claims that the only thing that is good without qualification is a good will to do the right thing. According to Kant the only good actions are those who are made for the respect of moral rules. He claims that morality is a logical thing to do and it should not be driven by other factors as emotions or expectation for certain consequences. It can be noticed that most philosophers at this point separate moral norms into two categories: one of them that focuses on self- benefit, while other on benefit to others. For example, the self-benefit norms are such as: moderation, integrity, temperance, prudence, meanwhile, norms towards others are: honesty, trustworthiness, generosity and kindness (Velasquez, 1996). Both kind of norms are driven by different motives. For example, self-benefit norms are beneficial because it is good for ourselves, in other words people are driven to act in a moral way because it is going to bring good results back. On the other hand, norms towards others are driven by empathy and feelings, people feel it is right thing to do, and it makes them feel good about it. The question arises: which one of those should be considered as more moral? Or why we should act moral towards others if it is not going to bring any benefits. Kant imply that: non-of this are more moral than other because they both motives are induced from expecting for certain consequences or are driven by desires and emotions. Kant's morality definition instead of being act in accord with duty should be acting because from duty. In other words, people should act from good will and this means acting from duty, despite your emotions or expectations. Basically, what Kant claimed that morality comes from pure reason, must to be moral because not to be moral is just wrong. He stated that to be good or moral is the logical and right thing to do and it should rise from the good will. Despite the critiques of Kant theory, it is one of the most significant theories of morality (Velasquez). The important aspect of Kant's theory that it brings morality away from external values as emotions, and benefits, and leaves it to the pure reason- good will.

In nowadays we are facing ethical issues just like in the past. Since Ancient world, philosophers are trying to question what is justice or “why to be moral?” We can find a lot of morality and moral theories developed ever since then. They intend to explain or set concepts about ethics, in other words, moral theory is trying to bring us explanation why something is wrong or right, and why should human beings and society obey these concepts. As from review of this chapter can be claimed that in Ancient Greek philosophers used morality as a concept to keep harmonious society. Plato with his work was trying to convince that morality should be desirable by itself or that justice by itself is advantageous and injustice- disadvantageous. These theories are adapted to nowadays and continued by psychological theories of morality. In the article by Velasquez (1996) “Why Ethics Matters: the defense of ethics in business organizations” author is trying to defense Plato’s statements about justice. In one of his arguments he is using prisoner’s dilemma model. Prisoner’s dilemma focuses on corporation of two individuals for reaching the most beneficial results for both parties. The core point of the game is that if both parties cooperate which each other they will both end up with certain benefits and opposite if they both defeat none of parties gets any of benefits. There is also a third condition where, if one corporates and other not, the one who corporate lose, and the one who defeat benefit. To conclude a prisoner’s dilemma is that if both parties collaborate they both benefit and if they both act in self-interest they will be defeated. This a good example to state why people should act moral, as it shows if everyone act just it could bring benefit to both parties. On the other hand, acting immoral could be motivated by attempt to befit form others by breaking the moral rules, others are following. Though, Velasquez in his article came to conclusion that ethical behavior, all in all, is more beneficial than unethical in a long run, emphasizing ethics importance in business: “unethical business behavior tends to be unprofitable and non-rational, while, ethical behavior will reap the rewards of mutual cooperation” (Velasquez). Though, in real life situations most people might act for self-befit advantages, rather than moral norms, it can be claimed that Plato was partiality right about stating that morality should be desirable as it brings advantageous results.

No matter which theory of morality could choose as the most acceptable, they all claim that morality or ethics is beneficial as it brings advantage in a personal and social level. If we observe Kant's theory which claimed that morality shouldn't be affected by external factors, and has to appear purely from good will or Aristotle's theory which claimed that morality is based on others- regarding norms, all of them prove that morality is beneficial and without morality we have no laws and we cannot create a cohesive system. The following chapter will try to convey these philosophical theories in the field of advertising ethics.

2.2 ADVERTISING ETHICS

By using core moral norms and ethics principles, this project work wants to rise hypothesis that advertising in beauty industry can be ethical. As well as rise proposition that customers would appreciate brand transparency and honest advertising more than appealing, but unethical advertising. This chapter will intend to explore issues in advertising ethics by reviewing paper works and articles relevant to the topic. In this chapter, also will be defined and narrowed ethical advertising categories relevant to this project work.

Defining ethics in advertising, might seem not that easy, as topic of ethics has not only one issue, but several. In other words, advertising ethics is not only including the context or message problem in advertising. Hunt and Chonko (1987) in their paper work on ethical problems in advertising agencies distinguished several ethical problems executives of advertising is facing every day, those included: treating clients fairly, creating honest socially desirable advertisements, advertising unethical products, treating employees and management of agency fairly, treating suppliers, vendors and media fairly, treating other agencies fairly. Though, all issues listed above could be equally relevant in advertising ethics, this project work is focusing on message and context problem in advertising as well as creating and honest advertising. Major literature review in this chapter will cover solely, topics involving message and context ethics in advertising.

Definition of advertising ethics can be described as “what is right or good in the conduct of the advertising function. It is concerned with questions of what ought to be done, not just with what legally must be done” (Cunningham,1999). Traditionally it is said that advertising is a normative process, that adapt moral qualities to projects and generate moral judgment (Balsi,1984). Authors Drumwright and Murphy (2009) in their work “The current state of advertising ethics: Industry and Academic perspectives” separated two kinds of ethics in advertising: message ethics and business ethics (Drumwright, 2009) Message ethics is concerned with issues as if advertisement message is honest, and business ethics is focusing on practices within agency, as treating fairly clients, employees and competitors (Hunt & Chonko, 1987). Corporation SocialResponsibility (CSR) is closely related with adverting ethics (Drumwright & Murphy, 2009). CSR covers “the obligations of the firm to society, or more specifically, the firm’s stakeholders—those affected by corporate policies and practices” (Smith, 2003).

Though, according to moral relativism, moral standards may vary between certain groups, individuals and cultures (Dreier 2006). Advertisers usually do not have a common agreement of what is right or wrong or what ought to be done (Schauster, 2016), because of that advertising business is facing with a problem as moral myopia, which appears as a distortion of moral values that prevents to focus on ethical issues. For example, someone with moral myopia might claim that consumers are smart enough not be affected negatively by advertising, which results in their independent choice for purchasing certain products, like this they explain that there are no moral issues in advertising (Drumwright and Murphy, 2009). Though, because of moral myopia, advertising practitioners have troubles to identify moral issues and most of the times are buffering them, there are some practitioners who are identifying moral issues and express these problems in terms of what is right or wrong (Schauster, 2016). In addition, to clarify norms scholars are proposing various models, that helps in decision making. One of these test, called the TARES was developed by Baker and Maritison evaluates if advertising message are ethical by these five factors: truthfulness, authenticity, social responsibility, respectfulness. Each principle in

this test are supporting each other, to determine whether persuasion is meeting the norms of ethics. If we compare agency values to the client values it will lead to the virtue theory, which suggest that advertising should act with transparency, respect and honesty by setting the right example for others. Nevertheless, ethical models, moral issues in advertising continue existing, by leaving lots of disagreements what is right or wrong in advertising (Schauster, 2016). Ethical issues are not a recent discussion. F. P. Bishop, who was member of Parliament and editor of The Times of London, wrote one of the first books on advertising ethics, where he stated a “moral accusations” of advertising. He claimed that advertising is stimulating ineligible desires, misleads consumers and provoke “consumptionism”, (term to describe “an ideology, or system of beliefs, that prioritizes consumption and spending above all else. Most Americans practice this, while their credit lender encourage it.”). This leads customer to buy unnecessary things they do not need. F.P Bishop (1962) in his book stated: “Advertising has come to occupy a key position in the great argument of today—the argument about the right balance between social control and individual liberty. Hitherto the effect of its use has unquestionably been to promote individual liberty, at the expense, some would say, of good order and social discipline”. Meanwhile, F.B Bishop were focusing on consumer’s freedom from advertising, authors Childs and Carter (1954) in their book on ethics in business accused advertising of distorting values in society, they claimed that this is one of the problems society is facing. Authors stated that advertising is using words as “character, faith, belief, integrity” to advertise beer and pills. This show that there is not much ethics in advertising, as when it comes it is more important to be profitable than ethical.

Other author Garret (1961), philosophy professor and priest tested ethical problems of “modern American advertising”. He attempted to explore social, ethical, economical implications in American advertising. The research of Garret prompt the further researches on other more complex problems in advertising.

Since 1980s until nowadays, two empirical streams of research on advertising ethics evolved. The bigger of two streams has targeted on understanding costumer’ perceptions

of possibly ineligible advertising - “for example, ads with persuasive appeals, ads with idealized imagery, ads for dangerous products, and ads targeting children” (Drumwright and Murphy, 2009). The other stream focused on examination of the views of advertising specialists. Two Australian academics Spence and Van Heereken (2005) examined a several concerns of advertising as stereotyping, truth in advertising and targeted advertising. Authors in their conclusion stated: “the pervasiveness and unrestricted proliferation of advertising that threatens to engulf all aspects of our private and public domains remains the biggest ethical problem in advertising”.

Arruda (1999) in his paper “Ethical Standards in Advertising: A Worldwide Perspective” claimed that philosophical approach to realism leads that intelligence must be focused on truth “to avoid any bias of the relativism”. Author continues to the statement that the will must be focused on the good. What he is criticizing about advertising that it conveys the theories of relativism, there is no definition what is good and what is bad, and it prevents them from reaching a certain agreement about minimum of basic principles of morality.

As clients and advertising agencies goals for campaigns to be effective (Schauster, 2016) the question is often being rise - that being honest and ethical in advertising might be less effective. Authors Roger and Thorson stated that the content of advertisement or creative content must “push limits” of what is acceptable and familiar to stand out from competitors. Authors also add that ethics of the final product of advertisement depends not only on creator, but also on client and channel through which message is being conveyed.

Drumwright and Murphy in their paper “Current state of advertising ethics” conclude that: “Advertising ethics is a continually evolving field, and the pace of change in the advertising industry has rarely been greater or more revolutionary than in recent years”. This brings a positive hope for future advertisement to take in consideration ethical aspects. In nowadays we already can notice the effect of growing concerns in advertising ethics as, more and more brands are becoming transparent. This result, not only for advertisers self-

conscious, but also from consumer's needs. As they are requiring brands to be more transparent. And as Plato stated, that morality is advantageous by itself, we can adjust this concept to brand transparency and honesty in advertising, as people with transparency builds trust, which is one of the fundamentals in building customers loyalty and creating sustainable relationship with consumers.

2.3 BEAUTY ADVERTISING IMPACT

There is a lot of articles and books covering the topic of impact made by misleading beauty advertising, which leaves with no doubt that necessity of ethical and honest advertng needed more than ever. This chapter will intend to review articles and paper works, on topic about beauty advertising impact to society.

It can be claimed that there is no doubt that media has a strong impact in people's life. Media usually shapes how we should live and how we should look. It also, can be noticed that woman's image is strongly affected by advertisements. Unattainable body and perfect skin images has years after years affecting woman's self-confidence and realization of themselves, which results in low self-esteem, need of plastic surgeries, dieting etc., Though, is not only about being beautiful, Cash & Pruzinsky (1990), in their research found that slim and attractive people are perceived as glamorous and live a "fancy" lifestyle and opposite, people who are overweight are percived as not worth or not able to achieve glamorous lifestyle. According to the "The Real Truth About Beauty: A Global Report" (2004) by Dove women all over the world associate psychical attractiveness and beauty as highly socially expected and rewarded. Report also adds these facts "Women today are expected to be more physically attractive than their mother's generation was" as 63 % of women agrees with this statement and 60% of women claims, "Society expects women to enhance their physical attractiveness". In addition, 45% of woman thinks that women who are more beautiful, have better opportunities in life. Thus, according to society physical

attractiveness is not only about being beautiful it also determines your social status or success in life.

Women years after years were comparing themselves to the stereotypes displayed in advertising, which affect their own understanding about themselves and their bodies. Retouched advertising is misleading females to reach unattainable standards of their body, according to Pollack – Seid (1989), most women think they are never thin enough, which leads that no matter what they do, they never feel good about their body. In Rumsey and Harcourt's (2014) "The Oxford Handbook of the Psychology of Appearance" dissatisfaction of the body, especially in women, is so common that it was classified as normative discontent". This leads to the point that so many females are dissatisfied with their looks that it makes it normal to feel it that way (Klein, 2013). This data is not a surprise as according to Silverstein, Perdue, Peterson, and Kelly (1986), there is more media images focused on woman's body than on men's. Paff and Buckley- Lakner (1997), claimed that advertising historically showed unattainable and unrealistic standards of woman's body. The models in advertisements usually are shown as sexy and have a perfect figure, which creates the idea that, to be considered beautiful, regular woman has to look like them. In the paper work "Why Don't I look like her? The impact of social media on female" author Klein (2013), argues that effect of body images has been intensified ever since, as nowadays we are not only affected by advertisements on TV, billboards or magazines, today we see these images all over social media platforms. As access to social media via smart phones, tablets and laptops is easier than ever, women are constantly surrounded by images of how they should look like. The other problem social media rise is that ideal beauty standards are no longer created only by professional models and photo manipulations of them, more and more average people are trying to embody ideal beauty standard on their social media accounts. Thus, it is not a surprise that it might result in deeper consequence and affect not only teenagers or adult women, but also girls in their early childhood by creating pressure from society. On The article on New York Times by Leslie (2017), were introduced research which showed that 70 % more parents googled "is my daughter overweight?" than "is my son overweight?". This shows that girls from childhood facing pressure from society to be

skinny. The research finding also showed that girls by age of 6 think they are not smart enough, as usually the smart role in media is transmitted in male characters meanwhile leaving woman's image associated with beauty and perfect body. This is just another example that media has a big impact in people's realization on themselves, starting from an early age, as girls start feeling pressure to change their look in to a commercialized perceived notion of "beautiful" (Bridgers, 2016).

As it mentioned before media images has psychological impact on woman image about her selves as it makes them feel shameful, stressed or even depressed about their bodies, according to Stice and Shaw (1994) all these emotional qualities appear as woman is being exposed to thin ideals. Unger & Crawford (1996) also added that woman has distorted image of body perception. They see themselves worse than they really are. A perfect example of this could be an advertising by skincare giant Dove on "Sketches" (2013) which showed that woman's see themselves worse than they really are, as they were asked to describe themselves to an artist who was making a sketch of them, but couldn't see them. Later, another person had to describe them to the same artist. All in all, it results that the image, where women were described by others, end up much more appealing than the one they described themselves. According to Cash, Ancis, and Strachan (1997) no matter of feminism movement against unrealistic beauty advertisements, media messages are not much of choice but more of a reinforcement to women. To be beautiful and have a perfect body lies down in the core beliefs of females. In the book "Measuring Up: How Advertising Affects Self-Image" authors Shields and Heineken (2013) is looking up at advertising not only as business to earn profits, but covers the topic how advertising makes people feel about themselves. Authors argue that the impact of advertising and media images leads woman's to eating disorders and other psychological issues. One of these issues includes the fact that in media women are seen through heterosexual man's eyes, which influence image of female to look more attractive to man's eye, the problem rises that not only men see women like this but also females start seeing themselves and other woman's through the eyes of the male. Authors claims that in today's advertising women, are shot in the poses to be attractive to the males. As women feels their appearance are constantly being

judged through the eyes of men's they develop self-control which leads them to "disordered and negative thoughts about one's body" The beauty advertisement by trying to convey seeing woman's through men eyes is significant through beauty advertisement history. In the paper work "More than a skin deep: an examination of the negative effects of advertising images on woman" Klein (2013) reviews historical perspective in advertising of women and discovers first advertising that used sex appeal in it. Campaign created in 90's by one of the most known advertising agency JWT for Woodbury Soap with showing a man touching naked skin of a woman with following headline "the skin you love to touch". Author continues, that although this advertisement does not look that impressive in nowadays as we are surrounded by much stronger sexual appeal advertisings, at the time it was revolutionary. The other example about woman's realization of themselves back then was magazines for women, which were advertizing beauty products as soaps, facial creams, nail polish etc.. The interesting thing about these advertisements were that they were built on psychological effect on females that effect their emotions (Sutton, 2009). They advised woman that they should always be fresh in order not to embarrass themselves in front of their husbands. This affect reflects in nowadays as well. The report by Dove "The Real Truth About Beauty: A Global Report" (2004), which was mentioned earlier, in their findings also revealed that social pressure for women are reinforced by the role of men, as 59% of women thinks that beautiful and attractive women are more valued by men. Advertising not only advised women, but also promised them femininity which can help to associate them with a higher class. With a help of advertising years after years were portrayed ideal standards of beauty of a woman, and without advertising the image of idealized woman would not have impact as it has now (Weaver, 2009).

If we look around us we can claim that brands are not only selling a product they also sell idea, lifestyle, status or attitude. This is what we can find in most branding handbooks: brand is not only a logo or product it is much more, they speak about idea, brand mantra and etc.. The patterns of advertising to sell more than a product can be noticed in nowadays as well, off-course they embody in different shapes, but idea remain the same (Sutton, 2009). Beauty industry not only sell products that make your skin look and feel softer they

also trying to convey that this is going to bring you some social or psychological benefits and determine your way of life.

In nowadays people are surrounded of advertising campaigns, in forms of regular advertising and social media. Marketers and advertisers more than ever are eager to use psychological techniques to ensure selling. And it works. One of the examples was that “women believed they could be perceived as being better housewives by buying a certain brand of laundry detergent”. The fact is that it worked in the past and in perfectly works in nowadays. University of Mississippi Integrated Marketing Communications professor Robert Magee (2014) conducted research based on persuasion in advertising. He analyzed technique called advertising paradox, where ad offer consumer what he thinks he don't have. Magee claims that this technique is based on insecurities of people, and advertisers use them, for selling propositions, as they claim if you use their product you are going to become more beautiful, skinnier, or even more confident or whatever you want to be. And the point of that is to arouse emotional response or certain kind of behavior. Other techniques, such as transference are using celebrities or people with desirable features, so this would be associated with the brand. In this case people will buy product because it implies the qualities what they want to be (Magee,2014). Advertising show people how to achieve what they want, as there is basically product for every flaw person can have, if they feel their skin is not perfect, there is a cream who going to make it, if they feel they don't fit in the small size there is pills, and diet programs and a lot of other product who can help them fit in there, but it is important to emphasize that most of those flaws, are created by idealized advertising images.

Interesting fact that many woman's thinks they are not affected by advertising and their choices are independent. In the book “Twilight Zones: The Hidden Life of Cultural Images from Plato to O.J.” author Susan Bordo (1999), rise the problem of beauty advertising impact on women. As she claims, that women more and more willing to do plastic surgeries, to look like idealized images in advertising. Even though, it can be stated that their decisions were affected by social pressure, they are not inclined to agree with that. Most women in

explanation why they do it, claim that they do it for themselves to feel better. At this point it is important to come back to question - why they are not feeling well about themselves in the first place? Here comes the impact of beauty advertising again. They don't feel good about themselves, cause, they don't feel beautiful and they don't feel beautiful cause they don't look like idealized woman portrayal. Though, Susan Bordo (1999) claims that this comes from the fact that advertising is showing not only beautiful woman but also convincing them that they must look like this to feel better. Thus, woman comes up with idea that they must do it for themselves, as they believe it will make them feel better, prettier and more successful. An author speaker and filmmaker Kilbourne (2010) in her documentary "Killing us softly 4" claims that woman do not think that they are influenced by advertising. Though, they do not even realize these images are repeating in their heads from the young age, affecting certain perceptions of beauty in a subconscious way. In her documentary, Kilbourne touches other sensitive topics as objectifying women, showing them as more vulnerable than men, and idealizing specific standards of body. Kilbourne, in her work rise a concern about young girls who from their young age are overwhelmed with these advertisings. And they build strong images and beliefs what does it means to be female based on media images. These advertisings are not empowering young girls, but opposite making them feel that they need to use some products or even plastic surgery to like themselves or be successful in life. Advertisements by using variety of psychological techniques are trying to sell people not just a product, but an idea that it is going to fulfill the lack of self-acceptance, which, indeed, was created by advertisements in the first place.

The question rises why these kinds of advertising exists and how they appear in the first place. The answer is simple, they sell. Ever since Woodbury Soap advertisings is clear that women beauty in advertising brings profitable results. In 1900s advertising agency JWT developed Woman's Editorial Department which was focused on selling for women. By the time JWT realized that majority of consumer were women, they decided to develop this department. Their main purpose, of it was to identify and target to woman. The department consist only of females with the focus that they knew what other women want. The establishment of this departmental was one of the most significant things in women

advertising, as it had a huge impact of female image till nowadays. The department not only dedicated big part of its work in building stereotypes, it also helped to grow beauty industry, as after revolutionary advertisings sales increased. Thus, historically is shown, that woman's image sells, especially as it shows what you do not have, or how you should look or be. Probably, that is one of the reasons, why ethics were forgotten in beauty advertising for a long time. It can be blamed myopia, and claimed that women are smart enough to realize that beauty images in advertising are not real, or it can be said opposite to Plato's statement, that being honest all in all is not profitable, at least, most of beauty industry representatives would say that. Thus, the fact remains that these advertising years after years were contributing in idealized and unrealistic image of females, by building distorted realization of how woman should look and be like.

3. METHODOLOGY

This chapter will discuss methodology used in this research. A subject of the study and description of them will be presented as well as instrumentation and procedures will be discussed.

The main aim of this research is to explore how beauty advertising have changed through past decade in the terms of ethics and display of women image. The goal is to find tendency of changes in advertising through years that supports or denies the hypothesis that advertising is becoming more ethical. As previously discussed in this thesis ethics might be hardly defined especially in the advertising area. What it is ethical to one, might not be ethical to another. Also, there are the different areas of ethics that should be considered in terms of morality in advertising. For example, ethics in advertising might focus on treating clients fairly, which might not always result in honest and non- misleading advertising. Though, this thesis is focusing on ethical and social responsible advertising that is fair for consumers and society. Most of paper works and articles about ethics in advertising focus on smoking or alcohol advertising, where they face the issue of advertising the products that is harmful to the consumers. Even though, there is a lot of data about impact of beauty advertising, there is relatively little paper that, test or discuss the ethics in beauty advertisings instead of impact. This might be a consequence that usually beauty products are not harmful by themselves or do not lead to certain addictions, but they cause deeper social issues, that should be taken in consideration, when creating advertisings in beauty industry. It is important to analyze beauty advertising through the ethical perspective as there could be noticed plenty of unethical issues that these kinds of advertisements embody. Most of them include widely discussed topic about woman's portrait in advertising and how theses advertisings are using unattainable image of woman what cause negative effects on women self-esteem. Even though, the ethics in beauty advertisement should not be only defined by realistic and truthful images. Moreover, the ethics in beauty advertisings, or any other kind of advertisement, should also disseminate truthful verbal or textual message, be respectful and equitable to everyone that can reach this advertisement and beyond.

This research is intending to test beauty advertisings in the last decade by using qualitative

research approach. This research approach was chosen because it is important to analyze, in depth, how advertising have changed in the norms of ethics. To determine the ethical norms the TARES test of ethical persuasion will be used. This test as well will be followed by comparison analyses that will compare newest released advertisings of products with the ones made several years ago. This will help to explore how advertising have changed in the aspects of ethical persuasion defined in the TARES test. Furthermore, it will help generally to see how ethics were considered in advertising through years.

3.1 SUBJECT DESCRIPTION

It was chosen three anti-aging lines and their print advertisements through years 2003-2017 for this study. In total, twenty-one advertisements were analyzed. Chosen products include these ones: Lancôme Génifique, L’Oreal Revitalift, L’Oreal Age Perfect. All these products belong to L’Oreal Group, which is one of the biggest beauty products manufacturer in the world. L’Oreal were chosen accordingly to the fact, that it was valued as a leader of the market in Brand Finance evaluation of “Global Top 50 Brands” (2015). Through years 2013-2015 L’Oreal were valued as the most valuable brand in the industry. In addition, L’Oreal comparing with other brands produced more advertising campaign for anti-aging products through past decades. For example, their competitor Dove, in total, produced only two advertisings that could be found in advertising archives, considering anti-aging products. Meanwhile other beauty industry giant Nivea had several campaigns of their anti-aging product “Q10”. On the other hand, the latest one was released several years ago and haven’t changed since then. It was considered relevant to this research to choose the advertisements which have a longer timeline. Moreover, it was necessary that chosen beauty lines would have newer commercial campaigns and would not be too dated. The reasons why the other advertisings were not analyzed are:

- 1) they have too little advertising to be analyzed;

- 2) there were difficulties in discovering the timeline and progress in advertising (Nivea is using their old campaign until nowadays);
- 3) there were not enough sources to collect the data.

The chosen advertisings of beauty lines were selected through online sources. According to the websites of these sources selected advertisings were printed, released in magazines or billboards. All advertisings are in English and were released either in UK or USA.

The selected advertisings, focus on different target groups. Though, these advertisings represent the anti-aging lines of the brands. Two of chosen advertisements present different products of anti-aging lines of the same brand – L’Oreal, the third one is Lancôme Génifique which includes only one product. Furthermore, each of chosen beauty line will be described in detail.

L’Oreal Age Perfect

Age Perfect is a skin care line for mature skin, targeting women over 50’s. The line on their UK website offers 8 different products that include: face masks, face cleansers and toners, night and days moisturizers, skin oils. According to the website of L’Oreal product is rejuvenating more mature skin by making it look more radiant and less dull. The main face of the line is famous actress Helen Mirren, which became the face of this line in 2015. She is representing these products from the line: “Golden Age”, and “Age Perfect Classics”. The other face of the brand is other famous actress Julianne Moore, who is representing “Cell Renew” products

L’Oreal Revitalift

Revitalift is a skin care line that targeting women of age thirty-five to fifty. According to the L’Oreal UK website products have “high concentration of active ingredients” that help to fight signs of aging. Compared to Age Perfect, this line has more choices and more inside skincare lines that include products as: Revitalift Laser Renew, Revitalift Magic Blur, Revitalift Filler. Each sub line is represented by different celebrity. It has been a decade when the main face of Revitalift skincare line is

American actress and fashion model Andie Macdowell. Other sub lines are presented by such the celebrities as American actress Eva Longoria and English actress Naomi Watts.

Lancôme Génifique

According to the Lancôme website in UK , Génifique is a line that suits every age group. Results of the cream suppose to provide “radiant and younger toking skin”. Range of products includes: serums, moisturizers and masks. The face of this skincare line is famous English actress Kate Winslet. On their website, Lancôme also emphasizes that this line is created for “all woman- every age, every ethnicity, every skin type.”

3.2 INSTRUMENTATION

To conduct the research two methods were used: the TARES test and comparison analysis. First part of study focuses on advertising analysis through TARES test, meanwhile second compare findings

3.3 THE TARES TEST

To analyze selected advertisements TARES test of ethical persuasion was used. TARES were created by Baker and Martison (2001). TARES were the first groundwork that clarify the notion of persuasive communication practitioner liability toward the message receiver. The TARES, through a five-parts, set up ethical boundaries for advertisings and other persuasive communications. The five principles, that are mutually supporting each other, in the normative model include this: truthfulness of the message, authenticity of the persuader, respect for the person that is being persuaded, equity of the persuasive appeal, and social responsibility. In TARES test series of questions from each section of principles have to be asked. To pass the test commercials have to meet all the requirements of each principle. The first empirical testing of the TARES test was conducted by Lieber (2005), when he made online survey of public relations professionals. Lieber's work were important for its input in the operationalizing and quantifying ethical knowledge of public relations practitioners. Even though, despite this contribution in measuring ethics, survey research towards ethics are difficult to be evaluated through self-reports (Lieber 2005).

Other study used TARES to test anti-smoking advertisings. The study was conducted by Lee and Cheng (2010). In this study, the model of TARES test was taken in different direction. The TARES test were used to test the content of persuasive message in anti-smoking adverts. This was the first study that empirically tested ethics of health communication. Antismoking messages by using the TARES test.

Though, this test was never used to test beauty industry advertisings. In this study, TARES

test will be used in the same manner as was used by Lee and Cheng. Advertisings with persuasive content will be directly analyzed and tested by using modified questions, offered in the paperwork in Baker and Martison. As a reference will also be used S. T. Lee and I.-H. Cheng made questionnaire, as it is the first one that used TARES in directly analyzing advertisements. The following section will explain, in detail, about each principle of the TARES test.

The five TARES principles.

As mentioned above the TARES test consist of five principles that determine the ethical persuasion in communications. It includes namely following: truthfulness (of the message), authenticity (of the persuader), respect (for the persuadee), equity (of persuasive appeal) and social responsibility. The following will provide detailed explanation for each of them.

1. Truthfulness

According to the Baker and Martison the first principle of the TARES test focuses not only on true but also truthfulness of the message.

There was a long historical and philosophical discussion about truth and trust, which is closely related to the discussion about morality, which has been reviewed in the second chapter. Though, Baker and Martison in their paperwork refers to Bok's themes about deception. According to him deception causes mischief not only to individuals, but also to society. Bok's called trust a social good, that has to be protected and that deception or lies sabotage that trust. In addition, Bok was comparing deception with violence. He claimed that there is two ways of assaulting people, which was deception and violence.

All societies have stressed certain basic injunctions against at least a few forms of wronging other people chief among these "force and fraud," or violence and deceit. From the Ten Commandments to Buddhist, Jain, Confucian, Hindu, and many other texts, violence and deceit are most consistently rejected, as are the kinds of harm they make possible, such as torture and theft. (Bok, 1995, p. 15)

Thus, violence works in the same way as deception- it takes the power away from the one it was used against and gives to the one that used it. In nowadays deception could be widely noticed in communication we are facing every day, such as advertising or newspapers. People trust in information given from others, which influence their life choices in a small or in a big way. Lies in advertisings or other any kind of communication distorts the information, that lead people who were persuaded by it mislead. In this case deception such as violence rise problems of use of power, abuse, and violations. Thus, it can be claimed that untruthful message is harmful for the audience, in addition it sabotages their trust, ad should be looked at with the same position just as an act of violence. (Baker & Martison, 2001

According to authors of the TARES test truthfulness principle gives much wider approach than literal truth. They claim that even without lying it is still possible to deceive audience. Thus, the principle of Truthfulness requires, not only tell the truth but also have no intention to deceive audience in any way. Truthfulness has to manifest with intention to provide viewers with truthful information that has no harm to their decisions.

2. Authenticity (of the Persuader)

In the TARES test authenticity issue focus on the aspects related to the persuader. It can be claimed that question of authenticity is often complicated and discussed in various literature through philosophical approach of existentialism developed in many branches (Tylor, 1991). In the TARES test authors is reaching for a specific definition of authenticity, that includes issues related to integrity and personal virtue in motivation and action; genuineness and sincerity in advertising certain products or services to certain audience; loyalty to particular people, duties and causes; moral independence and obligation to principle.

Generally, authors of the TARES test states that authenticity is about “expressing and discovering oneself”. Nevertheless, it also brings up the question of self in situation (Langan, 1992) which is the opposite of being self-centered. It believes that one can find sincere completion only in things that has strong independency of selfish desires. As Golomb (1995) said authenticity is “to live genuinely... to take responsibility for one’s actions and to foster true concern for others” and he

continue that it is about acting with authentic oneself in harmony by not threatening others.

The TARES test also gives more detailed explanations of the main aspects of authenticity. For example, integrity and personal virtue they relate with virtue ethics, where instead of putting attention of the action it is focusing on the person who acts. Authors by referencing to Pojman (1999) bring up that goal of human life or profession is to live well and accomplish superiority and that immoral life is not worth living. For this reason, in the TARES test Principle of Authenticity requires creator of communication to judge his or her motivations, aims, and beliefs that affect their persuasive activity, and by considering this to act nobly. By putting integrity and personal virtue in the Principle of Authenticity authors of the TARES test also meant that creators of persuasive communications have not only do good thing, but also to have essential dispositions, emotions and motives that drives them to be good and act good. As virtue ethics is not only about actions but also about good intentions.

The other component in the Principle of Authenticity is sincerity and genuineness. With this part, the TARES test also requires that creators of persuasive content also personally believe in the product or service they are advertizing. In addition, they should be able to advocate and support product personally, including to the people they care and love. Persuaders should also honestly believe that audience will benefit from advantages advertised and ensure that created advertising is “truthful, respectful, fair, equitable and responsible” (Baker & Martinson, 2001).

The Principle of Authenticity also involves loyalty and independence, which means that persuaders have to evaluate certain loyalties, even if they are conflating ones, and to find the balance between them. Persuader must choose to whom they want to be loyal. For example, to be loyal to client not always result in being loyal and truthful to the audience. In the cases like this creator has to adapt their personal moral norms and act in the way they drive them.

3. Equity of the Persuasive Appeal

The main point of this principle is persuasive appeal. In different countries, there are different regulations for persuasive appeals, for example in United States persuasive appeal is restricted about deceptive and comparative type of advertising, as well as advertisements that uses celebrity endorsements, though most of the laws are not protecting audience as it is protecting justice between competitors. Though, in the TARES test Principle of Equity is focusing on fairness to the audience that advertisings are directed to. This principle requires that creators of the advertisement consider as not only content, but also execution of the advertisements. In addition, they have to consider if they used power of persuasion in fair way and if persuaded or manipulated unfairly. Thus, adverts that are deceptive, clearly fails fairness condition.

The Equity Principles requires that there would be equality between advertising creator and audience in terms of data presented, understanding, awareness and so forth. If this requirement is no implement, the data presented in advertising must be adapted to be equitable to the audience it is going to be presented. In addition, vulnerable audience cannot be targeted in unfair manner. The claims of the campaigns should not be made among audience capacity to understand both the context of the message and latent intentions of the persuader. As useful tool to evaluate the equity of a certain appeal Baker and Martison is suggesting Rawl's (1971) notion of "veil of ignorance". The main point of this approach is to find a process of actions that will be just and equitable to all the parts of the audience that message is targeted at, especially including the parts that are more fragile, in order to assure that other do not benefit from the weakness of others (Cahn & Markie, 1998). Thus, "the veil of ignorance" requires advertising creators to step out of their role as persuasive content creators, and evaluate their actions through the perspective of the weakest parts that will be reached by advertisement or other kind of persuasive communication they are willing to create. The other reference authors use in evaluating equity of the message is The Golden Rule, which instead of representing moral values or laws, it stands for perspective that is crucial to the

act of morality: “that of trying to put oneself in the place of those affected by one’s actions, to counter the natural tendency to moral myopia” (Bok, 1995).

To sum up the Principle of Equity requires that persuasive appeal used by the persuader should still be rightful, in case he or she would be on the other side of communication, in this case- receiver or audience. And if communication is not equitable in that way it cannot pass this principle.

4. Social Responsibility (for the Common Good)

This principle requires advertising creator to be conscious and caring about interest of the society and work for social good. This principle is the representation of interest in “responsibility to community over [raw] self-interest, profit, or careerism (Baker,1999). To be social responsible stand for recognizing that human beings are responsible of each other, and that they are not isolated from each other, thus they have to live in society caring about common good. In addition, professional communicators are the part of certain community that they benefit from, and make their living and profit of. Thus, persuaders who act in balance with this statement would not advertise products or services that can in any way damage common good, instead of that they should be focusing in promoting and spreading ideas that will bring positive results to society. Authors Bok and Christians in their work also emphasized the importance of morality in community as they stated that communities are built through positive actions, and only these actions can ensure well-being for it. Thus, if someone is acting immoral or using power that might result in certain threat to community, that someone is not acting in self-well either, cause as being part of community these actions will reflect on oneself as well.

In the TARES test Social Responsibility Principle requires noble action from the persuader at macro and micro levels. In this case, the principle demand persuader to examine their communications impact to society, if there is only few wealthy and privileged voices that determine the market of ideas that dominate and distort the harmony on discussions about societal problems (Moyers, 1999).

Baker and Martison emphasize that there is several important issues society is facing nowadays. One of them, as it was agreed by critics, is that thorough media

and communication has been used as a powerful tool for manipulation of political, social and economic interest to influence society to act in certain way, in order to achieve certain goals that only small and powerful parties will benefit, which expenses the common good (Martinson, 1999).

Thus, the Principle of Social Responsibility in the TARES test ends up in the heart of all the other principles: respect for human beings and respect for community. Even though, there is a lot of different opinions about what is common good, in background of philosopher and politicians, there is a main connotation that prosperity of all members of community, rather than specific units, should be served fairly.

3.4 QUESTIONS FORMATION

As mentioned before to pass the TARES test series of questions have to be asked. Baker and Martison in their paperwork provide tables of questions to be asked by persuasive communication practitioners when creating ethical advertising. Though, this paperwork intends directly analyze already existing advertisings. The same practice was conducted by Lee and Cheng (2010), in their paperwork mentioned before. They modified questions presented in the TARES test framework to be adjust to their own research. If this research is directly analyzing beauty industry advertising questions will be formatted relying on papers of Baker and Martison or Lee and Cheng. In addition, in their guidelines authors of the TARES test imply that “the questions can be modified as needed to shed light on various and specific persuasive contexts faced by the practitioner.” (Baker & Martinson,2001). The following section will in detail explain by what guidelines and limitations question were chosen to assess the TARES test for anti-aging advertisings.

1. Truthfulness

Baker’s and Martison provide a table of fourteen questions to be asked by persuaders on Principle of Truthfulness. The full table could be found in attachments. The questions are based on works of Bok (1989), Klaidman & Beauchamp (1987), Cooper & Kelleher (2000), Deaver (1990), Fitzpatrick & Gauthier (2000) and by authors themselves. As authors mentioned main goal of truthfulness is not to deceive audience and provide information that will do no harm for their personal lives. In their table the questions to be asked varies from asking if the creator of advertisement believes in advert by himself as much as he or she wants others to believe in it, to questioning if it provided enough information to satisfy audience. Though in the paperwork of Lee and Cheng authors claim that message pass the test even if it is providing only part of the truth because most of advertisements are limited of content, as to put all information might take too much

space or time, in the case of audiovisual advert. Though, advertising is obligated to deliver the most important information that contains the benefits and dangerous of certain product or service. Thus, in TARES test truth is not only telling all the information, it is more complex understanding, that contains, the purpose not to deceive audience or not to mislead it in the ways it can affect their decisions or opinions in the untruthful way. The table of truthfulness formatted by Lee and Cheng will be used in this paperwork. As it was created to analyze advertisings directly, instead of analyzing them through the perspective of persuader, it is more relevant to this paperwork than a table provided by Baker and Martison. The following will present the questions for the Truthfulness Principle and detail explanation how they were adapted to research.

Question 1. Are textual claims truthful? (Lee and Cheng)

To pass this question advertising has not only to tell the truth, but also have no indication to deceive. As, Baker and Martison claimed that “it is possible to deceive without literally lying”. Thus, through in collated observations of advertisements of anti-aging, could be made assumption that most of them use statistical data that includes questionnaires and other kind of methods. Even though, data is delivered often there is no reference where data was taken from, or even if it is so information is not easily or mostly impossible to reach by audience. Thus, if to check data provided in advertising requires special connection or sources that is not easily reachable too general audience through internet, information cannot be considered as truthful. In addition, important information should not be missing.

Question 2. Are visual elements truthful? (Lee and Cheng)

To pass this question visual elements must truthful in this way: it cannot show unrealistic image of the woman, as it is exaggeration that misleads consumers. In addition, the images shown in advertising should be equitable for the target audience it is going to be presented. For example, if anti-aging cream is targeting woman’s over 50’s it cannot be shown image of considerably younger woman. To sum up image must be honest and realistic, as too much retouched image creates misleading illusion that the product can provide shown

result and if it is not truth the visual content has to be considered as untruthful and with intention to deceive the audience.

2. Authenticity

There is a wide perspective about authenticity in advertising. Though, in the TARES test authenticity is focusing on persuaders motivations and personal virtues. In this case, as adverting is analyzed directly, and not through the eyes of the persuader question of the test will focus on the contents of authenticity, provided in the TARES test framework, as sincerity and genuineness. This means that the message authenticity will be measured through the factors as: if persuader use the action of persuasion to deceive, manipulate for the purposes of the sell. In Baker and Martisons proved table of authenticity could be found eighteen question on the topic. Even though, in this paperwork the questions that involve personal virtue and integrity of the persuader will not be considered, as it can only be answered by pressured himself/herself. For example, in the table of question on authenticity, authors include questions as: "does this action compromise my integrity?" "Does it conform to my highest principles? Is it true to my best self? Does it conform to my religious convictions?". Questions that include answers about personal values of the creator of persuasive communication, cannot be objectively answered by directly analyzing advertisements. In the paper Lee and Cheng authors divided authenticity in two aspects. First of them is concerned weather message is sincere. In the terms, if certain product or service are needed, considering the variety of products or services already existing in the market. Other question focused on convincingness of the message that asks if the message shown in advertising is equally convincing to the creator and audience. As mentioned before the questions that included personal virtue of the ad were eliminated in this research. In addition, question that asks if there is a sincere need for the product in the market were eliminated as well, as there is danger of subjectivity, especially about speaking about beauty

advertisement as one might be a controversial discussion if beauty advertisements or products are needed at all. Even though, this paperwork is not intended to find out if this kind of advertisements needed, but to research if they are ethical. The following will present the questions for the Authenticity Principle and detail explanation how they were adapted to research.

Question 3. Does advertising is equally convincing to persuader and audience? (Lee and Cheng)

This question was referenced from the paperwork of S. T. Lee and I.-H. Cheng. To pass this question in the first part advertising must tell truth. For, example if it is showing unrealistic image or delivering untruthful facts, there is a big reason to believe that persuader is aware of misleading and deceptive information delivered. Though, consumer might not be aware of it, and perceive advertising differently than creator. This leads to the conclusion that advertising is not equally convincing to the audience and persuader, as one is provided by misleading information, and other are aware of it truth presence.

Question 4. Does the advertizing manipulates or use others for the purposes of selling? (Baker and Martison 2001)

Question originally presented in the paperwork the TARES test. To pass this question advertising of the product cannot use others power, or manipulation for purposes of selling. In case of products advertising is must the authentic and genuine. Advertise product through equitable sources. It cannot use celebrity endorsements, as it might be considered as using others for the purposes of selling. In addition, using celebrity endorsement might mislead audience's emotions forwards products or service as it might be indemnified with qualities of him or her. Thus, in this case to use celebrity will manipulate people's feeling forward product of the selling purposes.

3. Respect (for the Persuadee)

In this paperwork respect principle will focus on treating human beings with dignity and not disrupting their well-being and interests by persuaders self-interest or client's interests. As Baker and Martison stated: "Persuaders should disseminate truthful messages through equitable appeals with integrity and authenticity and with an eye to the common good because of their respect for the people to whom they are communicating and for all others who will be affected by the persuasion". In this case, beauty advertisements, has a sensitive point, that touches woman's image in advertisings. There is a lot of paperwork that discuss how distorted image of the women is created in nowadays media. Thus, the question rises if it respectful to show unrealistic image of a woman, as it is know it might affect her fears, self-esteem and weaknesses?

In the paperwork of Lee and Cheng, authors divide respect in two items. First of the is focused on the question if persuader is showing respect for the audience, meanwhile other questions if he or she could take full responsibility of the content shown in it. In Baker and Martison's provided table question varies form: "if communication respect human beings as worthy?"; to "does it facilitate persuadees capacity to reflect and to make responsible choices about their lives?". Though in this paperwork respect will cover the question about respecting women by not using their weaknesses against them he is following will present the questions for the Respect Principle and detail explanation how they were adapted to research.

Question 5. Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self-esteem, fears, anxieties? Does textual and visual language make women feel good about themselves and about their age? Is aging presented as positive or negative effect?

This question goes into deeper layers of beauty advertising, which is related to the woman's image in the advertisings. The important aspects of this question is if persuader is using unrealistic images or showing unattainable standards that can

lead audience, especially women, to self-dissatisfaction or low self-esteem. Thus, the image that uses image that is not proper for target audience and take advantage of it, should be considered as disrespectful. For example, displaying woman that is significantly younger than women that product is targeted to might cause the sense that be imperative, in the way that it suggest that they should be and look younger than they are, which is considered as taking advantage of none weaknesses and fears (e.g., getting old). The other important aspect to discuss on this topic is either the advertising make women feel good about themselves? Are textual and visual claims used in the way that make women need to look younger and imply to aging as a bad thing. If so, advertising, is clearly using unethical persuasion against women, as it implies that aging is something bad and they take actions to not look or feel young.

4. Equity

Equity principle in this paper work will be focused on fairness to the audience. As Baker and Martison stated:

“...either that there be parity between the persuader and persuadee in terms of information, understanding, insight, capacity, and experience, or that accommodations be made to adjust equitably for the disparities and to level the playing field ...”

Fairness to the audience in the advertising must equitable, in the terms of information parity between audience and persuader. For example, if used information have terms or concepts that most of targeted audience are not aware of, the advertising should be considered as unfair, and not equitable. Reason for this is that advertisers might use scientific language, that audience are not familiar with, for the selling purposes or to create more trustworthy or credible image, which might mislead people, if they are not aware with terms, to purchases products or services they do not need. Thus, advertising that uses unfamiliar terms should give at least brief explanation to the audience what they imply by it. As Lee

and Cheng, stated Equity Principle contains two principles, one of them ask question if audience should be unusual well informed to understand information displayed in the advertising, and other focus on the fact if it is using people's fears, anxieties and weakness for the selling purposes. Though, the last-mentioned aspect in this paper work were assigned to the Principle of Respect, as in the Baker and Martisons paper respect focuses on not violating well-being of people, meanwhile Equity Principle is more focused on parity between audience and persuader. Nevertheless, in the tables provided by authors of the TARES test in the section of Equity they include question like the one Lee and Cheng used, in this paperwork this section is accredited to the principle of Respect to avoid repetitiveness in the test questionnaire, which might usually occur in this test if most questions are closely related to each other. The following will present the questions for the Equity Principle and detail explanation how they were adapted to research.

Question 6. Does the audience have to be unusual well informed or bright to understand the claims?

As mentioned before, the claims have to be generic and easily understandable by the targeted audience. If there is term used with which people might not be aware there supposed to be at least brief explanation, what creator of advertisement meant or imply by that. Thus, all scientific terms if used must represented, if there is no representation of it could be claimed that there is no parity between persuader and audience, which consider message as inequitable.

Social Responsibility (for the common good)

This principle, especially, in beauty advertising could be considered as most important, as there more and more rising problems, that these kinds of advertisements cause damage to society by distorting woman image. Thus, this paperwork will cover deep societal issues that these kinds of advertisements represents, which include aspects as: objectifying image of a woman or sexualizing it. All these aspects result in consequences that, even though, advertisings targeting women by themselves, they are showing women image through the eyes of the men. This phenomenon appears in most beauty advertisement nowadays, and

it affects women's self-esteem, as well as realization about themselves by causing deep societal problems, especially among women. This topic is covered in literature review, in previous chapter, that analyzed impact of the beauty advertisement and rise discussion why it should be changed.

Though, in the Bakers and Martison test social responsibility focuses on society as the whole. They claim individual benefits should not prime societal needs and well-being of community. In the paperwork of Lee and Cheng, authors coded this issue in the five questions that focused on aspects as: weather advertising is making society better; if it has certain advantages for some groups; if it causes harm to someone; if people trust advertising and what is the level of it, in addition what is the general level of trusting other advertisements after watching the one presented; if creator of the ad is any way improving the well-being of society. The following will present the questions for the Social Responsibility Principle and detail explanation how they were adapted to research.

Question 7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?

As mentioned before advertising has to show respectful image of the woman, who is not objectified or sexualized nor idealized, as long as advertising is targeting women, they should not be shown through the eyes of men. In nowadays advertisings women are often idealized, they have perfect skin no blemishes, they are skinny and attractive. In other words, advertising is showing the prototype of woman that man would like. Thus, if advertising if showing any signs of objectifying women or representing her though the eyes of the men, it means it is not improving welfare of society, but opposite endorsing the problem, that persisting in society. These kinds of advertisements cannot pass The Principle of Social Responsibly as it is not fair and might cause psychological damage to the targeted audience.

To sum up the six questions in total will be asked in analysis of advertisements of ethical persuasion, which will help to confirm or deny rises hypothesis and answer

research questions. The following section will discuss the other part of research which include comparison analysis.

3.5 COMPARISON ANALYSIS

After twenty-one advertisements of anti-aging products will be analyzed through the TARES test, the comparison analysis will be conducted. This analysis intends to deeper explore how advertising have changed in the terms of ethics, weather they become more ethical or not. If yes, what is the progress and how it is measured. It will question if the main issues in beauty advertising remain or they disappear. The advertising will be compared in this order for the same product line: the newest collected with the oldest collected. For example, Age Perfect newest advertising was created in 2017, meanwhile oldest, analyzed in this research, were created in 2004.

In addition, to get even deeper insight the newest campaigns of all three will be analyzed with themselves, to research if the ethical principles work in the same way for different target groups. (All creams are targeting different groups, considering age.) Thus, comparison analysis will help to find out the answers to the main research questions as how advertising have changed through time and if there is a positive progress in advertising.

4. ANALYSIS

This chapter intend to conduct analysis of twenty-one anti-aging advertisements by using the TARES test. Full analysis that include: images of advertisements, test questions, answers and explanation can be found in attachments (103p.) . The following section will review comparison analysis that was conducted after the images were analysed with the TARES test.

4.1 COMPARISON ANALYSIS

This chapter intend to conduct comparison analysis of the result given in the TARES test. The main goal of it will be to analyse and compare product lines. The most recent advertisings will be compared to the oldest ones, that were analysed in this research. In addition, content analysis will be conducted, that will include detailed description of each advertising in the aspects of composition and textual elements.

Table 1.

L'Oreal Revitalift

L'Oreal Revitalift oldest analysed advertisement were released in 2003, meanwhile the most recent in 2016 (see image 4; image 5). Both products displayed in adverts are anti-wrinkle products that according to manufacturer help to reduce appearance of wrinkles. As mentioned before this product is targeting to women from thirties to fifties.

L'Oreal Revitalift 2003 compositional and textual elements analysis

The first advertisement, shown in the image below (figure 1.), is displaying a young woman, approximately in her twenties-thirties. In advertising is shown only the face and part of the hand that is holding a product-anti-wrinkle cream. Woman is smiling. On her face, there is graphical elements- arrows, that, intentionally, indicate the direction product treat the wrinkles.

L' O R É A L PARIS

Wrinkles. Firmer skin.
My choice? Targeted action.[®]

REVITALIFT
ANTI-WRINKLE + FIRMING

Effectiveness on the appearance of wrinkles: 80%*

- Pro-Retinol A encapsulated in Nanosomes[®] to target where wrinkles need it most.
- Appearance of wrinkles visibly reduced in 4 weeks.

Firming effectiveness: 75%**

- Enriched with Par-Elastyl, a powerful firming agent.
- Significantly firmer skin in 8 days.

Your ideal anti-wrinkle programme:

- UV protection for the day.
- With Bio-Vityl for the night - designed for regenerating action.
- Specialist care for the delicate eye area.

BECAUSE YOU'RE WORTH IT.

30537019

WORLDWIDE No 1 IN ANTI-WRINKLE CREAMS
L'OREAL
PARIS

www.lorealparis.com

Andie MacDowell

*% of women showed improvement in appearance and already used the product for 4 weeks. **% of women showed improvement in appearance and used for 10 days.

Figure 1. L'Oreal Revitalift Advertisement 2003 (Image Courtesy of The Advertising Archives,2003)

Language used in the advertisements is statistical and scientific. It used a analytical data, provided the facts in percentage of effectiveness of the cream. The main claim is straightforward, there words: wrinkles, firmer and targeted are emphasized from other by making it bigger.

L’Oreal Revitalift 2016 compositional and textual elements analysis

The most recent advertising campaign by L’Oreal Revitalift is displaying three women sitting together (figure 2). All women are famous models that are over forties. Women are captured in full body. They are wearing pastel colours clothes. In the background in advertisement could be visible the ocean or sea, that seems that the picture was captured in the beach. The whole colours is blueish and pastel. In the right bottom of the page there is a render of package of the product, which is red colour. In the left bottom of the page there is a text describing the product. The language used in advertisement is simple and “dry” there is explanation how product works and what it is targeting. In addition, in the top right corner there is a main slogan of campaign that has a hashtag to link it to social media platforms.



Figure 2. L’Oreal Revitalift Advertisement 2016 (Image Courtesy of The Advertising Archives, 2016)

L’Oreal Revitalif content analysis comparison

Comparing these two advertisements could be noticed that first advertising is using relatively younger women, that a target group. In the 2003 advertising women is airbrushed, her skin left without flaws. Meanwhile in the 2016 women look more mature. The other difference is that in the first advertising women is captured closely, showing her skin precisely. In the other women are more far away it is hard to

see certain details, though, it could be told that women look more natural and closer to the target group age. Meanwhile in the first advertisement presented background were white the second one were using more natural atmosphere. As considering background there could be identify two different photographic approaches: environmental and constructionist. The last one indicate that picture where taken in studio environment and the other that it was taken in natural environment, in this case in the background of the ocean or sea. Both advertising using simple and “cold” language, though the recent one is not using statistical data. Other textual contents are mostly similar.

The TARES test result comparison.

As mentioned before both advertisements are analysed by using the TARES test. the following table will provide with results given from each. According to results given from the TARES test could be claimed, that recent advertising case, compared to the older one, had improved in these areas: truthfulness, and equity. Though, other aspects as: respect, authenticity and social responsibility were failed by both advertisings. The main reason recent advertisement had passed more principles than the one released in 2003, that it used more realistic and truthful image of a women. In addition, Truthfulness Principle includes the condition that textual claims would be honest and correct. The older advert had failed this principle as it was using statistical data as “92% effective” or similar that was considered as unethical persuasion as it might mislead consumer. Meanwhile in the recent one these claims where refused and left only information with certain indications, that do not trying to convey certain facts. The Equity principle were passed by recent advert, meanwhile other failed. The main reason was that the latter were using notions that general audience c=might not be familiar with, or need prior knowledge to fully understand the content of advertising, and the latest one was not. To sum up could be claimed that by comparing two advertisements the most significant firings were in these areas: women age in advertising, truthfulness and equity in advertisements. It is important to note that these were the areas where most recent advertising had made progress the most. In addition, comparing results given from content analysis compositional aspects have changed as well as it was chosen to capture women from more far away. Environment from constructionist have changed to environmental one. These factors made latest advertising be more realistic and more emotional comparing with the older one

Frame 1. The TARES test result comparison in L’Oreal Revitalift advertisings (2003;2016)

Years	Truthfulness	Authenticity	Respect	Equity	Social Responsibility
2003	Fail	Fail	Fail	Fail	Fail
2016	Pass	Fail	Fail	Pass	Fail

Table 2.

L'Oreal Age Perfect

The latest analysed advertisement from the product line L'Oreal Age Perfect were released in 2017 meanwhile the earliest analysed were from 2004 (image 6; image7). Both products were advertising the anti-wrinkle cream that decrease on minimize the appearance of wrinkles. The Age Perfect line is targeting mature women who are over fifties.

L'Oreal Age Perfect 2004 compositional and textual elements analysis

Advertising is displaying white women, who is famous actress. She looks around forties. Woman is smiling there is part of the shoulder visible she is wearing white t-shirt and holding her arm near her face, her hair is loose medium length. The background of the advertisement is yellowish golden gradient who comes to white colour in the left side where the woman is placed. In the right side of the page there is an image of products surrounded by text. The language used in this communication is straightforward, there is also statistical data given about effectiveness of the product. In addition in the left side of page there is quote from actress that says: "For beautiful skin at any age". This quote is used as testimonial from the celebrity about the product, though it could be claimed that sentence is abstract and there is no mentioned the name of the product".

The advertisement features a close-up of actress Dayle Haddon smiling and looking upwards. The background is a soft, golden-yellow gradient. At the top, the L'Oréal Paris logo is displayed in a large, spaced-out font. Below the logo, the text "DERMO-EXPERTISE" is written in a smaller font. The main headline reads "New 2-in-1 technology for double the anti-aging action: de-crinkles and illuminates." Below this, the product name "AGE PERFECT" is prominently displayed, followed by "DOUBLE ACTION TREATMENT". A small box indicates "INNOVATION FOR Mature Skin". The product is shown in a white and gold bottle. Two key benefits are listed: "1. De-crinkles with Elastium™ hydrates for new resilience. 85%* saw smoother skin." and "2. Illuminates with Pure Vitamin C to target age spots and even skin tone. 92%* saw brighter skin." At the bottom left, a testimonial from Dayle Haddon, aged 55, says "For beautiful skin at any age." The phone number 30540817 is visible. The bottom right corner features the L'Oréal Paris logo and the text "FOR MATURE SKIN OVER 50."

Figure 3. L'Oreal Age Perfect Advertisement 2004 (Advertising Arhieves,2004)

L'Oreal Age Perfect 2017 compositional and textual elements analysis

The latest campaign for Age Perfect line is displaying well known actress Helen Mirren. Actress looks her real age, which is around seventies. She is captured a little below the chest, wearing white shirt. Loose, short blond hair. Actress is touching her neck with the right arm. The décolleté area is open, as product is specifically for this area. Advertising is divided in two parts: one there the actress is places and other where the product is placed. The first space where model is captured has a home-look background, of whites, light grey colours filled with yellowish light. The second pace, where the product is placed is left white. There could be found several graphical and textual elements. The language used in this advertisement could be described as slightly mischievous, more emotional, instead of facts or effect there is language that appeals the consumers in emotional way, by encoring them to be more courageous in opening the décolleté area.



Figure 4. L'Orel Age Perfect Advertisement 2017 (Coloribus,2017)

L'Oreal Age Perfect content analysis comparison

The difference between these two advertisements are that the first one (released in 2004), is using women that looks younger than the target group. In addition, image is airbrushed, only few wrinkles are shown and the face seems to be flawless. Meanwhile the recent campaign of Age Perfect line has changed their strategy by exposing much over actress, and not retouching the wrinkles or flaws of the skin.

There also could be noticed the differences in background compositions as well, as the first one is using constructionists approach that is captured in studio. The latest one is using environmental approach, where model is captured in the certain environment, or at least there are made such a illusion. Furthermore, there could be noticed dissimilarity in the colors used, as the earlier advertisement used more intense gold color, that were almost bronze and the recent one were wittches to more natural and pastel tones.

There is big difference between the tone of language used in these advertisements. As the recent is using emotional and consumers appealing language, while earlier one is using "dry sentences" and statistical data about effectiveness.

The TARES test result comparison

As mentioned before both advertisements are analysed by using the TARES test. the following table will provide with results given from each of advertisements. According to results given from the TARES test could be claimed, that recent advertising case, compared to the older one, had improved in these areas: truthfulness and respect. Though, other aspects as: social responsibility and authenticity had remained the same - negative. In addition, both advertising passed the Equity Principle and failed Social Responsibility.

There was noticed improvement in Truthfulness Principle in the recent advertisement, as visual and textual language become more sincere and honest compared to previous year campaigns. There is also noticed a difference in the Respect Principle due the fact that the recent advertising had passed it. This occurrence was determined by the fact that aging in this advertisement were shown as positive aspect. It was not affecting audience in the negative way, nor made them feel bad about themselves.

To conclude these were most significant differences between two advertisements: women age difference, textual claims, compositional approaches. As mentioned before in the recent campaign advertisers used more realistic image of the women that is more suitable as a reference to target audience, which are the women over fifties. Textual claims become more emotional and were refused to use statistical data. Composition become more natural as it was chosen to use environmental approach instead of constructionist.

Frame 2. The TARES test result comparison in L'Oreal Age Perfect advertisings (2004;2017)

Years	Truthfulness	Authenticity	Respect	Equity	Social Responsibility
2004	Fail	Fail	Fail	Pass	Fail
2017	Pass	Fail	Pass	Pass	Fail

Table 3.

Lancôme Génifique

The latest analysed advertisement from the product line Lancôme Génifique were released in 2017 meanwhile the earliest analysed were from 2013 (image 8; image 9). Both products were advertising the anti-wrinkle cream that decrease on minimize the appearance of wrinkles. Lancôme Génifique is targeting women of all ages.

Lancôme Génifique 2012 compositional and textual elements analysis

Advertising released in 2012 is displaying young white women. Close up shot, could be seen part of shoulder. Women is naked and holding her left arm by her face. She has bright skin and flawless skin. Female looks young around late twenties.

Background in advertising is gradient going from dark blue to light blue around the model. Model is placed in the left of the page, taking one third of composition. Next to the woman there is shown a package of the products with graphical elements around it. On the right side of the page there is text that fills almost from top to bottom.

Language used in advertising is delivering fact and statistical data. In addition, there is delivered time reference “youthful radiance in just 7 days”. Language is not emotional, it’s more informative, as it delivers 10 signs of aging, the product supposed to improve.



Figure 5. Lancôme Génifique Advertisement 2013 (Image Courtesy of The Advertising Archives,

2013)

Language used in advertising is delivering fact and statistical data. In addition, there is delivered time reference “youthful radiance in just 7 days”. Language is not emotional, it’s more informative, as it delivers 10 signs of aging, the product supposed to improve.

Lancôme Génifique 2017 compositional and textual elements analysis

Advertising is displaying a woman, who is famous actress- Kate Winslet. Even though, her face is airbrushed image look more realistic than images used in previous years. Actress in shot sitting and shown till waist. Her hair is loose and curly. She is wearing black clothes. Décolleté area is open. She is reclining her head to arm to the right arm. Part of knee is also visible. Women look relaxed, slightly smiling. In the print advertising could be found two framed images that equally share space by fifty percent. In the frame on the right side there is a picture of the actress in the blue background. On the image on the left is image of the product. In the background of the product there is water bubbles like effect behind them is another image of the package.



Figure 6. Lancôme Génifique Advertisement 2017(Harper’s Bazaar, 2017)

Language in the advertising is more emotional and short, there is shown main claim of the advertisement, which is “the more I live the younger I am”. Under this claim there is short information about the product.

Lancôme Génifique content analysis comparison

Comparing these two advertising there could be noticed a big difference in the image of the women. Starting with compositional aspects: first advertising is displaying a close up of the women, meanwhile the second is taken from more far away. The other difference is that recent advertising is displaying older and more mature women. In addition, first is skin looks unrealistic as it is airbrushed, meanwhile second is showing more realistic image of a women. The difference could be also found in the way space is divided in these two advertisings, as the older one is separating space in three parts, where model is taking one third of the space. In the more recent composition is divided in half, as half is occupied by model and other by product. Moreover, there could be noticed significant less amount of text. In the first advertising, we can notice much larger amount of text, meanwhile other is using minimal amount of textual information.

The language in the advertisements is different as well. First one, as mentioned, is using bigger amount if text where is speaking about benefits of the product and giving some statistical data about effectiveness. Meanwhile the second one is limited to the main claim, and some text below. Comparing the tone of advertising could be claimed that the newer one is more emotional and simple, meanwhile older is “cold” and dry

The TARES test result comparison

As mentioned before both advertisements are analysed by using the TRAES test. the following table will provide with results given form each. Comparing result found by conducting the TARES test for these two advertisings results had shown that advertising released in 2017 score more in these principles: truthfulness and respect. The main reason results are different as the recent advertising was truthful by using textual claims, and visual images. Meanwhile the older one had failed these principles as it was not showing realistic image of a women, and was giving untruthful textual information. The other important difference in comparing these two advertisements is that second one passed the Principle of Respect. This aspect required that advertisings not to show aging as a negative effect. Thus, the first advertising is selling youth, or in it words “youthful radiance”, in addition is showing young women without any wrinkles. The second advertising instead of selling youthfulness is showing aging in more positive manner. Even though the claim “the more I live, the younger I am” could be interpreted in several ways. The idea is selling maturity, instead of youth. Even though, both advertisements had failed principle of authenticity and Social Responsibility. The latter one required advertisements not to objectify or sexualize women, which they both failed. As first one was idealizing image of female, and second sexualizing.

Frame 3. The TARES test result comparison in Lancôme Génifique advertisings (2013;2017)

Years	Truthfulness	Authenticity	Respect	Equity	Social Responsibility
2013	Fail	Fail	Fail	Pass	Fail
2017	Pass	Fail	Pass	Pass	Fail

Advertisings have changed through years. There could be claimed that adjustments become more positive in some ways. Even though, some things remain the same. For example, advertisings stopped idealized women, but start to sexualize instead. In addition, all advertising keeps failing to the Principle Authenticity, which one of requirements were that advertising would be equally convincing to the audience and creator of it. All in all, there could be noticed progress in it, though, there is still long way to go to ethical advertisings in beauty industry.

5. RESULT ANALYSIS

This chapter will analyze and discuss the findings from this research. First section will overview general result from the TARES test, by providing charts and graphics. Second part will discuss separate cases of advertisements analyzed with the TARES test. In the third part, the newest adverts will be compared with the oldest collected ones and identify the main differences, that either confirm or deny hypothesis, that in nowadays advertisings is more ethical than before. The last part will discuss the limitations of the study.

Sample

As described in the methodology part as a sample were chosen three anti-aging products (L’Oreal Age Perfect; L’Oreal Revitalift; Lancôme Génifique) from the biggest beauty industry manufacturer L’Oreal. In total twenty-one advertisements were analyzed, from which 8 were adverts of L’Oreal Age Perfect; 10 L’Oreal Revitalift; 3 Lancôme Génifique. All products advertisements were chosen considered the years they were created, so would be possible to see how they have changed through time. The oldest advert that was collected in this research were released in 2003 (L’Oreal Revitalift) and the newest in 2017 (L’Oreal Pro Age; Lancôme Génifique). All anti-aging lines represent different age groups. L’Oreal Age Perfect targeting women over fifty years old. L’Oreal Revitalift target women from thirty-five to fifties, and Lancôme Génifique claims that they product is targeting women of all age.

Method

For advertising analysis, the TARES test of ethical persuasion was used. The more detailed description about test can be found in methodology chapter. To pass the test advertising must pass five principles presented in the TARES test paperwork by Baker and Martison in 2001, which includes these:

- I. I. Truthfulness (of the message);
- II. II. Authenticity (of the persuader);
- III. III. Respect (for the persuadee);
- IV. IV. Equity (of the persuasive appeal);
- V. V. Social Responsibility (for the common good).

Each principle has either one or two question to be answer that determine whether the advertising meet the requirements of the principle. The formation of the questions could be found in the previous chapter.

Results

From twenty-one advertisements, none passed the TARES test of ethical persuasion. Though, there was a significant change in the newest campaigns in the assets as Truthfulness, Respect, Social Responsibility. Results had found that newest campaigns are showing more realistic image, showing more respect for consumers and in general have more positive message than advertisements created before. Though the significant change could be only noticed in the 2016 and 2017 campaigns, as a year before, especially form 2013-2015 advertising were the most unethical from all analyzed, in the aspects as: advertisings were sexualizing or idealizing women image, displaying deceptive message, or using women weaknesses against them for the purpose of selling. In general, results might partly confirm hypothesis that nowadays advertising is more ethical than before. To validate this statement the following results from the principles of the TARES test will be shown.

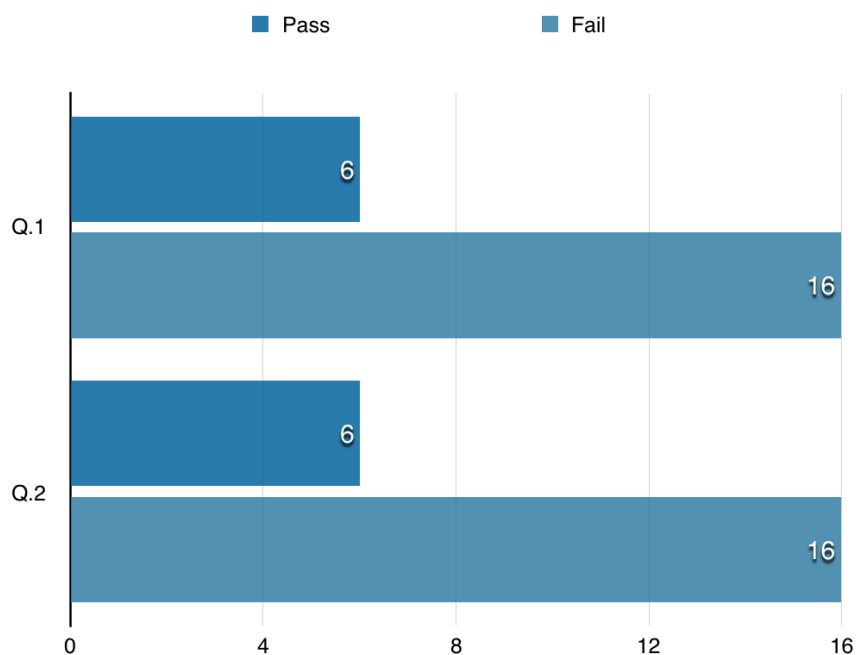
I. Truthfulness (of the message)

This chapter intent to explain, in detail, the results found in applying the TARES test, Principle of Truthfulness, to twenty-one advertings of anti-aging line products, by delivering the main founding and insights. This principle contained two questions:

1. Are visual elements truthful?
2. Are textual claims truthful?

TABLE 4.

Frame 4. Results of assesing Truthfulness Principle to anti-aging ads (n=22)



The results shown in the Frame 4. reflects the data from the truthfulness principle.

Result had shown that most of advertisings were untruthful (77%), in both visual and textual message. Though in some cases visual message were considered truthful meanwhile textual not, or opposite. The most honest adverts, in the terms of visual truthfulness were created by L'Oreal Age Perfect.

Age Perfect. Three latest campaigns passed the question of visual truthfulness. This line collected the most truthful adverts among other analyzed adverts.

Visual message. Most advertisements failed question of visual truthfulness due to using retouched images, that showed airbrushed skin, without any flaws, while advertising anti-wrinkle cream. In addition, most of them were using image of a model that was much younger than target group.

Textual message. Truthfulness of textual claims was a big issue to advertisements as well as, as only six advertisements passed it (the same amount as visual truthfulness). The major problem in textual claims were, that they were using statistical data that cannot be confirmed or easily reachable for general audience. Only some advertisements had a reference were displayed data was taken from, even though most of them could not be found, due the fact were outdated (as some advertisements were released more than ten years ago. The other issue that determine advertisements in failing was untruthful and deceptive claims. For example, some advertisements were using claims as “skin looks five years younger in four weeks” (L’Oreal Revitalift 2012) or “youthful radiance in just 7 days” (Lancôme Génifique 2013), these claims were considered as deceptive as they were not truth or was exaggerated in the way that might mislead consumer. Though, tendency to using deceptive message (especially by giving a time reference) occurred more in the years 2003-2011, in later years advertisements stopped using these claims, thus continued using statistical data that could not be proven. The newer advertisements passed textual truthfulness question, as they simplified messages. The tone of claims had changed as well. Previous years commercials were tend to use scientific language, meanwhile recent advertisements switched to emotional claims. Thus, emotional language used exaggerations, but they were not misleading consumer. According to the TARES test if message is using persuasive exaggeration, but audience can clearly recognize it, it can pass Truthfulness Principle.

In general, it could be claimed that advertisements become more truthful in the past years. Thus, the hypothesis that advertising becoming more and more ethical can be confirmed, in terms of truthfulness.

Frame 5. Assessing Truthfulness Principle for anti-aging advertisements. Yearly Perspective.

Years ads were released	Q1. Visual truthfulness	Q2. Textual truthfulness
2003	Fail	Fail
2004	Fail	Fail
2006	Fail	Fail
2009	Fail	Fail
2010	Fail	Fail
2011	Fail	Fail
2012	Fail	Fail

2012	Fail	Fail
2013	Fail	Fail
2013	Fail	Fail
2014	Fail	Fail
2014	Fail	Fail
2014	Pass	Fail
2015	Pass	Pass
2015	Fail	Fail
2015	Fail	Pass
2016	Pass	Pass
2016	Pass	Pass
2016	Fail	Fail
2017	Pass	Pass
2017	Pass	Pass

II. Authenticity (of the persuader)

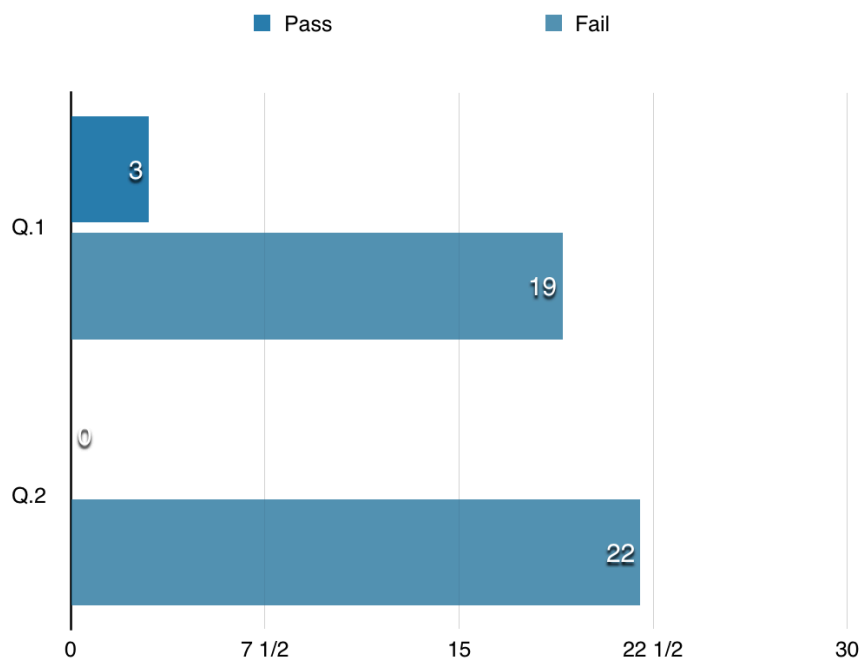
This chapter intent to explain, in detail, the results found in applying the TARES test, Principle of Authenticity, to twenty-one advertisings of anti-aging line products, by delivering the main founding and insights.

The questions for the Authenticity Principle were:

1. *Does the advertising is equally convincing to the creator of it and consumers?*
2. *Does the adverting manipulates or use others for the purposes of selling?*

TABLE 5.

Frame 6. Results of assesing Authenticity Principle to anti-aging ads (n=22)



The results shown in the Frame 6. reflects the data from the authenticity principle.

Authenticity was the one principle that none of the advertisings passed. Even though, three advertisements passed the first question, they all seemed to fail on the second one. The second question required, not to use others or manipulate for the reasons of selling.

Celebrity endorsement All the advertisements, except one were using celebrity endorsement, which were considered as using others to the purposes of selling. Though celebrity endorsement might look ethical from the first sight, to pass Authenticity Principle others cannot be used for the purpose of profit. According to the Ad Age article “recent studies of hundreds of endorsements have indicated that sales for some brands increased up to 20% upon commencing an endorsement deal” (Crutchfield,2010). This concept, that using celebrities is unethical usually, could be described as inequity forwards competitors as well. As celebrity endorsement creates feelings and emotions about the products, which might not always conform the reality of the real qualities of the product or service.

Convincingness. Even though six advertisings were visually and textually truthful, it does not determine they were authentic. Only three commercials passed the question of convincingness. Advertisings that passed it, had a tendency to simple message and truthful image and were presented to market in years 2016 and 2017. Exaggerations of the text were tolerable in the principle of textual truthfulness. Though, they were not acceptable for authenticity principle, as there they made information inequality between audience and advertisement creator.

To sum up in the TARES test Authenticity is complicated principle that involves advertisements creator’s personal judgement to his or her own values and virtues. In addition, creator has really believed in the product. He or she should be able to advocate the product, even in front of those who they love or care (Baker and Martison, 2010). Considering the first question requirements for convincingness parity between persuader and audience could be noticed a positive change in the recent years. Though, the second question requirements had shown no improvement during the years.

Frame 7. Assessing Authenticity Principle for anti-aging advertisements. Yearly Perspective.

Years ads were released	Q1.	Q2.
2003	Fail	Fail
2004	Fail	Fail
2006	Fail	Fail
2009	Fail	Fail
2010	Fail	Fail
2011	Fail	Fail
2012	Fail	Fail

2012	Fail	Fail
2013	Fail	Fail
2013	Fail	Fail
2014	Fail	Fail
2014	Fail	Fail
2014	Fail	Fail
2015	Fail	Fail
2015	Fail	Fail
2015	Fail	Fail
2016	Fail	Fail
2016	Fail	Fail
2016	Pass	Fail
2017	Pass	Fail
2017	Pass	Fail

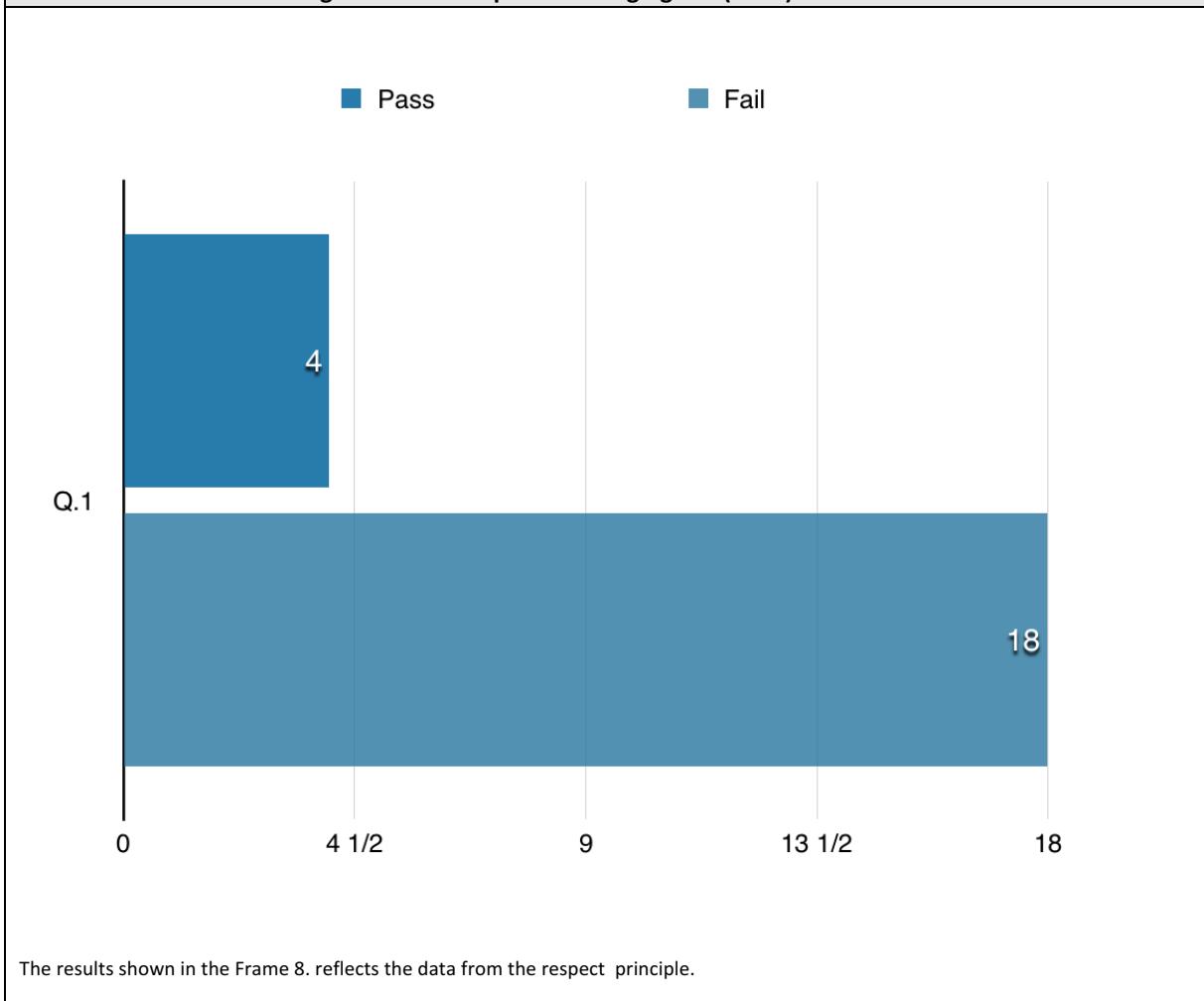
III. Respect (for the persuadee)

This chapter intent to explain, in detail, the results found in applying the TARES test, Principle of Respect, to twenty-one advertings of anti-aging line products, by delivering the main founding and insights.

1. *Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self-esteem, fears, anxieties? Does textual and visual language make women feel good about themselves and about their age? Is aging presented as positive or negative effect?*

TABLE 6.

Frame 8. Results of assesing Resoeect Principle to anti-aging ads (n=22)



In general, four advertisements from twenty-one passed the Principle of Respect. It is important to note that all five were released after 2014.

Women age. Older advertisements had a tendency to display much younger women compared to the audience they were targeting. In addition, images were airbrushed, leaving skin without any wrinkles or flaws. Textual claims implied aging as a bad affect. Though, the latest advertisements had shown improvements. One of the examples, to prove the progress were L’Oreal Age Perfect line. In 2013 they were using actress Julianne Moore to represent their product. At the time advertising was released actress was fifty-two, though she looked much younger, due the airbrushing. Thus, in the recent years L’Oreal Age Perfect have changed their strategy and start showing more realistic image. In addition, they start to display older women. In the advertisings released in 2016, brand displayed actress Helen Mirren who were over seventy years old at the time advertising was released. This was a significant “jump” to the product line that target women over fifties. Older women there no longer avoided to be displayed in advertisings. It showed the progress in respect for aging and stopped showing it in a “negative light”.

To sum up results from the Respect Principle can be stated that advertising in the terms of treating audience with a dignity had improved in the past several years. The main considerations of improvement were that advertising become more realistic and started to use images of a women that considerably have the same age as the target audience.

Frame 9. Assessing Respect Principle for anti-aging advertisements. Yearly Perspective.

Years advertisement were released	Q1.
2003	Fail
2004	Fail
2006	Fail
2009	Fail
2010	Fail
2011	Fail
2012	Fail
2012	Fail
2013	Fail
2013	Fail
2014	Fail

2014	Fail
2014	Fail
2015	Pass
2015	Fail
2015	Fail
2016	Fail
2016	Pass
2016	Pass
2017	Pass
2017	Fail

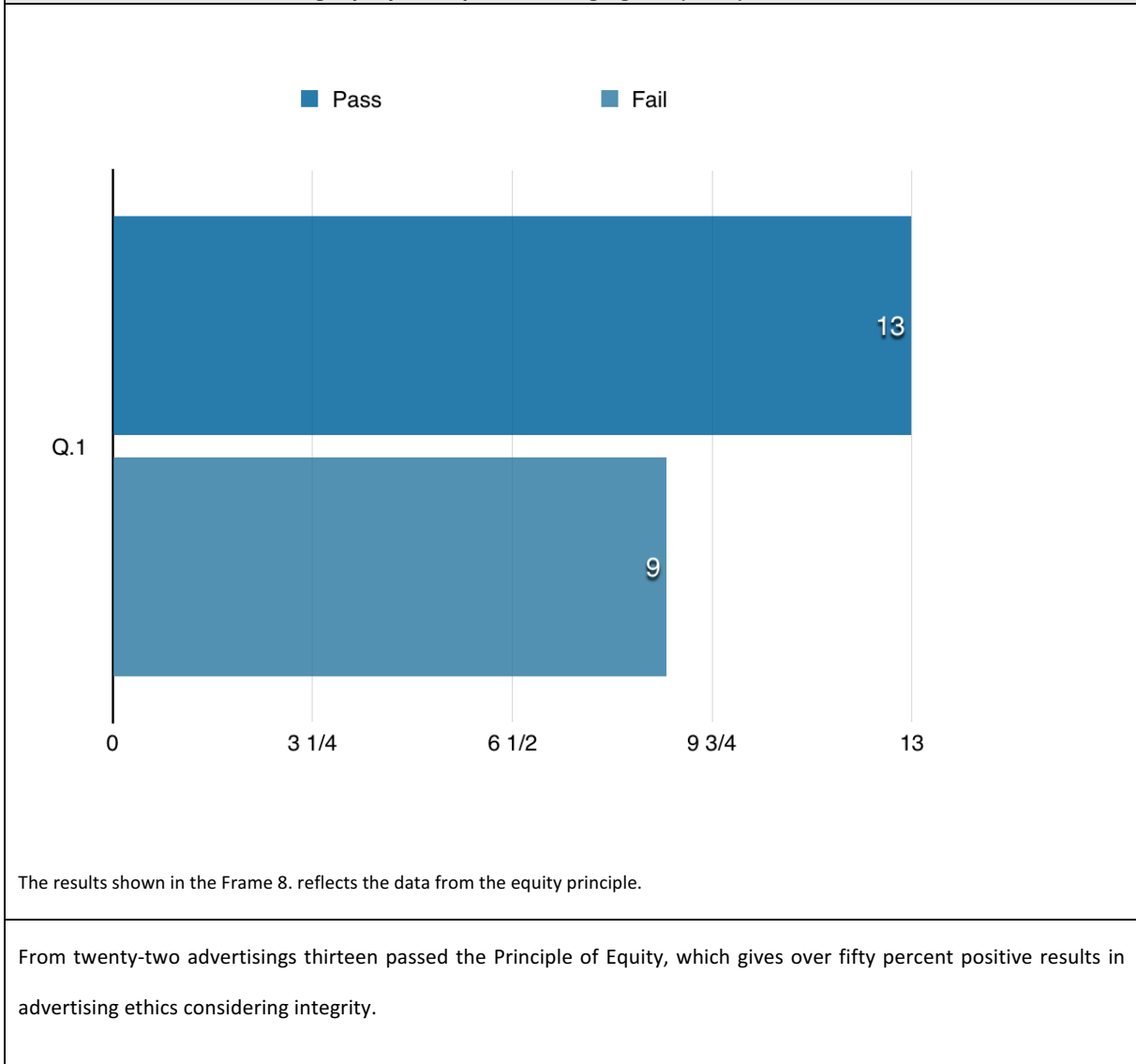
IV. Equity for the Persuasive Appeal

This chapter intent to explain, in detail, the results found in applying the TARES test, Principle of Equity, to twenty-one advertisings of anti-aging line products, by delivering the main founding and insights. The question of Equity Principle:

1. *Does the audience have to be unusual well informed or bright to understand the claims?*

TABLE 7.

Frame 10. Results of assesing Equity Principle to anti-aging ads (n=22)



Terms. Most advertising that failed the Principle of Equity were using scientific language that is not easily understandable to audience. In addition, most of advertising were using terms or name of substances that were not explained. The progress have been noticed in advertisings that used simplified language, that was easily understandable without prior knowledge.

To sump up, there was noticed a positive improvements in recent advertisements, considering equity. Though, there was several cases in previous years (2004, 2006,2010...) that also passed the principle.

Frame 11. Assessing Equity Principle for anti-aging advertisements. Yearly Perspective.

Years advertisement were released	Q1.
2003	Fail
2004	Pass
2006	Pass
2009	Fail
2010	Pass
2011	Pass
2012	Fail
2012	Pass
2013	Fail
2013	Fail
2014	Fail
2014	Fail
2014	Pass
2015	Pass
2015	Pass
2015	Pass
2016	Pass
2016	Pass
2016	Pass
2017	Pass
2017	Pass

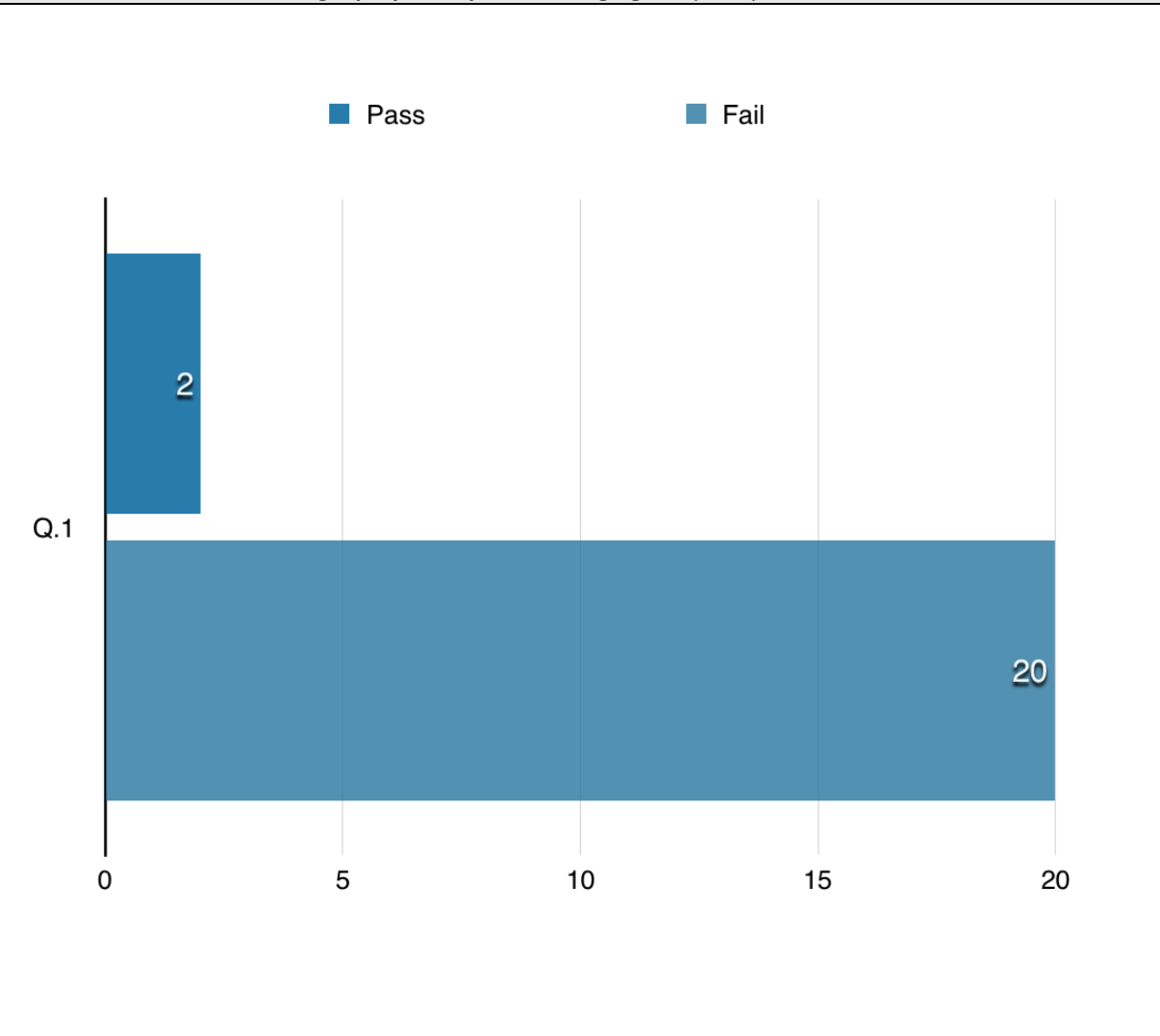
V.Social responsibility

This chapter intent to explain, in detail, the results found in applying the TARES test, Principle of Social Responsibility. The question for social Responsibility:

1. *If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?*

TABLE 8.

Frame 12. Results of assesing Equity Principle to anti-aging ads (n=22)



The results shown in the Frame 8. reflects the data from the social responsibility principle.

Only two advertisements passed Social Responsibility Principle, which gives relatively high percentage of negative answers (91%).

Sexualizing and idealizing. This comparably low results were determine by the fact that most beauty advertisings are tend idealize or sexualize image of a women. Advertising that passed Social Responsibility Principle were from L’Oreal Age Perfect line. They were released in 2015 and 2016. Though the newest campaign created in 2017 did not meet the requirement not to sexualize women or not show it through the eyes of male. Actress Helen Mirren, in recent campaign by brand were sexualized.

To sum up results found in this part, could be stated that in Social Responsibility Principle, advertisings are not showing positive improvement. In addition, two advertisings that met the requirements were from the same line of products, which might be considered as an exception. Other two product lines had shown no improvement considering this principle.

Frame 13. Assessing Social Responsibility Principle for anti-aging advertisements. Yearly Perspective.

Years advertisement were released	Q1.
2003	Fail
2004	Fail
2006	Fail
2009	Fail
2010	Fail
2011	Fail
2012	Fail
2012	Fail
2013	Fail
2013	Fail
2014	Fail
2014	Fail
2014	Fail
2015	Pass
2015	Fail
2015	Fail
2016	Fail
2016	Pass

2016	Pass
2017	Fail
2017	Fail

Comparison analysis

In addition to conducting the TARES test, comparison analysis was made. It compared newest advertisings from each line to the oldest ones. It was investigated these aspects: women's image; background and composition; language (tone, mood of it.); the TARES test results. The following paragraphs will discuss results found in each of them.

Women image

One of the most significant findings had shown that earlier advertisements tended to show younger women, meanwhile nowadays brands choose to display more mature and older women. Image analysis had shown that in earlier years advertisings used to idealize women and in recent years image of a women is sexualized .

Background and composition

Analyzing advertisings from the earlier years could be noticed that most of them were using two-thirds compositions, where women were taking one third of the page and the rest were left for text and image of the product. In the recent advertisements, compositions were divided fifty to fifty: half image of a women and other half for other elements. In addition, in earlier advertisements models were captured from closer (images included only face and part of shoulders). In recent advertisings, women are shown from more far away (most of advertisings include image of a women captured full body or waist-high.)

Language

It could be noticed that in recent advertisements, were used less textual information compared to older ones. In addition to refusing long texts, usage of statistical data, or giving timing reference were eliminated. Moreover, language become less scientific and more emotional

6. CONCLUSIONS

The purpose of this study was to find out whether beauty advertising become more ethical and how it has changed through years. Hypothesis and research question were raised:

H.1 Beauty advertisings had become more ethical in the recent years.

RQ.1 How beauty advertisings have changed through the years, in ethical compositional and textual perspectives?

This thesis analysed three anti-aging product lines advertisements released in years: 2003-2016. The framework of earlier mentioned TARES test and comparison analysis were chosen as methodology tools to deny or confirm hypothesis, and answer research question. The TARES test questions were reformulated to meet the nature of this paperwork. The comparison analysis gave insights to research question. In the TARES test five principles of ethics were analysed:

1. Truthfulness
2. Authenticity
3. Respect
4. Equity
5. Social Responsibility

This paperwork in general confirmed hypothesis raised in the beginning. It suggests that advertising become more ethical, but only in certain dimensions. Advertisings in recent years had become more ethical in these aspects: it started to show more realistic image of a women; textual elements in advertisings become more truthful, respect for audience and equity of information had improved. Even though, advertisings had shown no or little improvement in facing ethical issues as authenticity and social responsibility(see frame 10).

Frame 14. Assessing the TARES test for anti-aging advertisements — Yearly Perspective.

Years	Truthfulness	Authenticity	Respect	Equity	Social Responsibility
2003	Fail	Fail	Fail	Fail	Fail
2004	Fail	Fail	Fail	Pass	Fail
2006	Fail	Fail	Fail	Pass	Fail
2009	Fail	Fail	Fail	Fail	Fail
2010	Fail	Fail	Fail	Pass	Fail
2011	Fail	Fail	Fail	Pass	Fail
2012	Fail	Fail	Fail	Fail	Fail
2012	Fail	Fail	Fail	Pass	Fail
2013	Fail	Fail	Fail	Fail	Fail
2013	Fail	Fail	Fail	Fail	Fail
2014	Fail	Fail	Fail	Fail	Fail
2014	Fail	Fail	Fail	Fail	Fail
2014	Fail	Fail	Fail	Pass	Fail
2015	Pass	Fail	Pass	Pass	Pass
2015	Fail	Fail	Fail	Pass	Fail
2015	Fail	Fail	Fail	Pass	Fail
2016	Pass	Fail	Fail	Pass	Pass
2016	Pass	Fail	Pass	Pass	Pass
2016	Fail	Fail	Pass	Pass	Fail
2017	Pass	Fail	Pas	Pass	Fail
2017	Pass	Fail	Fail	Pass	Fail

In this paperwork by conducting comparison analysis research question was answered. The most significant finding in this paperwork was the development of women’s portrait, in advertisings through years. In the past anti-aging product’s adverts tend to use image of younger women (see figures 9, 10). Meanwhile in nowadays older women appearance in commercial become more often (see figures 11,12).

Comparison analysis had revealed that in the recent years advertisements showed more realistic images that had tendency to be shot from more far away by showing more body of a model. In addition, in most cases this phenomena resulted in sexualized image of a women. In earlier years, the image of a women was shown idealized, especially skin. Advertisements with idealization of skin was shot as portrait or close up of the face. The same occurrence was noticed in the Principle of Social Responsibility. By conducting the TARES test were noticed that in the past advertisings tend to idealize women, show it

cheerful and more “innocent”. Meanwhile the latest advertisings start to sexualize females, and show them through the eyes of men (see figure 13,14).

In the textual elements of advertisings were noticed a tendency of more sincere and honest message. In addition, advertising start to use less information and tone become more emotional.

To summarize there is a noticeable change in the beauty products advertisings. The positive developments had been made. Even though, some important problems, as sexualisation of women’s image and lack of authenticity persist.

4 MILLION NEW CELLS EVERY DAY*
SKIN IS LIKE REBORN

AGE PERFECT
CELLULAR RENAISSANCE

NEW WITH NATECIUM® DHC
POWERFUL ANTI-OXIDANT.

“A TRUE REBIRTH FOR MY SKIN.”
Julianne Moore.

Because you're worth it.
L'ORÉAL PARIS

DISCOVER OUR 1ST FUNDAMENTAL REGENERATIVE SKIN CARE THAT STIMULATES INTENSE CELLULAR REGENERATION.
NATECIUM® DHC, A POWERFUL ANTI-OXIDANT, PROTECTS MOTHER CELLS FROM FREE RADICALS**.
EVERY DAY, 4 MILLION NEW CELLS RISE FASTER TO THE SKIN'S SURFACE*.
THE SKIN IS FRESHER, PLUMPER, RESPLENDENT.

* Test in vivo to make skin on 23 women. Calculation of the average number of new generated cells each day for 4 days. ** Test in vitro.

Figure 7. L'Oréal Age Perfect (Le Book, 2013)

YOUTHFUL RADIANCE IN JUST 7 DAYS.*

—ADVANCED—
GÉNIFIQUE
YOUTH ACTIVATING CONCENTRATE

Advanced Génifique reveals skin that looks smoother, more radiant and rejuvenated, leaving skin incredibly soft to the touch. One serum so powerful, drop by drop, it reactivates 10 key signs of younger-looking skin:

FINE LINES		TEXTURE
COARSE WRINKLES		ELASTICITY
RADIANCE		TONICITY
CLARITY		FIRMNESS
EVENNESS		SAGGINESS

See it. Feel it. Believe it.†
In just 1 application, 73% of women felt softer skin.
In just one week, 85% of women saw more luminous skin.
In just one month, 85% of women felt their skin rejuvenated.

LANCÔME PARIS

† In vivo test on 23 women. * In vivo test on 23 women. ** In vivo test on 23 women.

Figure 8. Lancôme Génifique (The Moodie Report, 2013)



Figure 9. L'Oréal Age Perfect (Advertising Archives, 2016)



Figure 10. Lancôme Génifique (Celebrity Endorsment Ads, 2017)

L' O R É A L PARIS

DERMO-EXPERTISE

New 2-in-1 technology for double the anti-aging action: de-crinkles and illuminates.

INDICATION FOR MATURE SKIN

AGE PERFECT
DOUBLE ACTION TREATMENT

1. **De-crinkles**
with Elastium,[®] hydrates for new resilience. 85%* saw smoother skin.

2. **Illuminates**
with Pure Vitamin C to target age spots and even skin tone. 92%* saw brighter skin.

For skincare advice visit www.lorealparis.com

DERMO-EXPERTISE. FROM RESEARCH TO BEAUTY. BECAUSE YOU'RE WORTH IT.[®]

FOR MATURE SKIN OVER 50.

L' O R É A L PARIS

"For beautiful skin at any age."
DAYLE HADDON
AGE 55

30540817

Figure 11. L'Oréal Age Perfect (Advertising Archives, 2004)

THE ONLY SKINCARE TO CHALLENGE INJECTION TREATMENTS
PROVEN TO PLUMP VOLUME, FILL LINES

BECAUSE YOU'RE WORTH IT.

NEW

REVITALIFT
FILLER [HA]
FILL WRINKLES/ RESTORE VOLUME

■ **SCIENTIFIC BREAKTHROUGH**
THE 1st HIGHLY CONCENTRATED HYALURONIC ACID RANGE FROM L'ORÉAL PARIS.

■ **SPECTACULAR RESULTS**
FILLS WRINKLES FROM THE INSIDE. RESTORES VOLUME PROGRESSIVELY.

■ **PROVEN EFFICACY**
FULLER, PLUMPER, YOUNGER FACE AFTER 8 WEEKS*
12% DECREASE OF NASOLABIAL FOLDS.
24% REDUCTION OF FOREHEAD WRINKLES.
26% INCREASE IN SKIN PLUMPNESS.

*Clinical test on Revitalift Filler (HA) Rejuvenating Day Cream - 68 women.

GO TO WWW.LOREALPARIS.COM TO SEE REVITALIFT FILLER (HA) IN ACTION

loreal-paris.com

L' O R É A L PARIS

Did I do something to my face? Yes, I did!
Naomi Watts.

Figure 12. L'Oréal Revitalift (Le Book, 20015)

Limitations

The main limitations of this paperwork included these aspects:

1. For analysis were chosen only three product lines. In addition, they all belongs to L'Oréal group. In case different brands were chosen results might vary.
2. In this thesis was not considered cultural differences. As advertisings were chosen form UK and USA, might distorted results as well. As UK have more strict laws, for beauty advertising. In addition, advertisings campaigns analysed in this thesis might differ from country to country.
3. The other limitation of the study was the TARES test, as it was not initially created for this nature of research. As mentioned earlier, the TARES test was created for persuasive communication creators as guidelines. Even though, the TARES were used in different paper works in the same manner (Lee & Cheng, 2010).
4. The formulation of the question might not include the important aspects or included aspects that distorted results.

Recommendations

For analysing ethics in advertising different academics frameworks than the TARES could be used. In addition, the questions could be formulated in the different manner.

In this research advertisings from the U.K and U.S.A were analysed. Further studies might include other countries in order to find out development of ethics in advertising in different cultural backgrounds.

Lastly, there could be researched more brands in shorter time perspective. As each brand have different strategies. This might bring wider perspective.

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8. ATTACHMENTS — Assessing the TARES test to Beauty advertisements

L’Oreal Revitalift advertisement 2003.

L' O R É A L PARIS

Wrinkles. Firmer skin.
My choice? Targeted action.[®]

REVITALIFT
ANTI-WRINKLE + FIRMING

DEEPLY REGENERATING
WITH PRO-RETINOL A NANOSOMES

Effectiveness on the appearance of wrinkles: 80%*

- Pro-Retinol A encapsulated in Nanosomes[®] to target where wrinkles need it most.
- Appearance of wrinkles visibly reduced in 4 weeks.

Firming effectiveness: 75%*

- Enriched with Par-Elastyl, a powerful firming agent.
- Significantly firmer skin in 8 days.

Your ideal anti-wrinkle programme:

- UV protection for the day.
- With Bio-Vleyl for the night - designed for regenerating action.
- Specialist care for the delicate eye area.

BECAUSE YOU'RE WORTH IT.

WORLDWIDE No.1 IN ANTI-WRINKLE CREAMS
L'ORÉAL PARIS

Andie MacDowell

30537019

Principle	Questions	Answer
Truthfulness	Q1. Are visual elements truthful? (S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2. Are textual claims truthful? (S.T lee,H.Cheng, 2010)	No. It is delivered statistical information about the product, for example, that firming effectiveness is 75%, though it is not said, where this statistics is taken form, which leaves to the point that form information delivered cannot be claimed as lie, nor truth, due the missing proves.
<i>Answer</i>		No. 2/2.
Authenticity	Q3. Does the advertising is equally convincing to the creator of it and consumers? (S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4. Does the advertng manipulates or use others for the purposes of selling? (S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
<i>Answer</i>		No. 2/2

Respect	Q.5 Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language make women feel good about themselves and about their age? Is aging presented as positive or negative effect? Does visual language in advertising endorse women to feel good about her age or opposite?	Advertising can be considered as disrespectful for the audience. Cause they are showing young women with only few visible wrinkles around the eyes. Aging is presented as something to fight against, thus it's shown as something negative. Advertising is not endorsing women feel good about their age as it is showing young women, for anti-wrinkle cream.
<i>Answer</i>		No. 1/1
Equity	Q6. Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	Yes.They are using sentence as "Pro-Retinol A encapsulated into target where the wrinkles need the most". If you are not aware of these terms message might seems confusing. Terms are not introduced in advertising.
<i>Answer</i>		No.1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. The advertisement does not have any positive message. In addition, it is not a neutral message either, as long as it is showing airbrushed skin of a woman, which means woman in this advertisement is idealized, especially considering the fact that it is anti-wrinkle cream ad.
<i>Answer</i>		No. 1/1
		NO 7/7

L'Oreal Age Perfect advertisement 2004

Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. There is statistical data shown, that cannot be proven.
Answer		No. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and data that cannot be confirmed. Thus, it creates different views from the audience and persuader.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q.5 Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect? Does visual language in	No. It is showing unrealistic and retouched image of a actress who do not look like this in reality, which might mislead women about how they suppose to look, when age like this, which might result in them feeling bad about themselves, that

	advertising endorse women to feel good about her age or opposite?	they do not look like a women in advertising. Textual claims, endorse to "have a beautiful skin at any age" , which is quite opposite with other claim that appear in the ad that says for mature skin. Though, we see two different messages that might confuse audience.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No. There is a terms used as Elastium, though, it is explained what it does.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. The advertisement do not have any positive message. It is showing unrealistic image of the woman who is idealized.
<i>Answer</i>		No. 1/1
		NO 7/6

L'Oreal Age Perfect advertisement 2006



Principle	Questions	Answer
Truthfulness	Q1 .Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2. Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. It is delivered statistical information about the product, for example, that firming effectiveness is 75%, though it is not said, where this statistics is taken form, which leaves to the point that form information delivered cannot be claimed as lie, nor truth, due the missing proves.
Answer		No. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5.Q.5 Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears,	No. It is showing unrealistic image of actress, covering her wrinkles and trying to hide her real age. The

	anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	textual claim is not making women feel good as it is using their flaws to persuade to buy the cream. Aging is presented as a flaw.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7.. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. The advertisement do not have any positive message. It is showing idealized image of the actress.
<i>Answer</i>		No. 1/1
		NO 7/6

L’Oreal Revitalift Advertisement 2010



Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. It is delivered statistical information about the product, for example, that firming effectiveness is 75%, though it is not said, where this statistics is taken form, which leaves to the point that form information delivered cannot be claimed as lie, nor truth, due the missing proves.
Answer		No. 2/2.

Authenticity	Q3. Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4. Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5. Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	No. It is taking advantage of a women weakness about their appearance, cause it is showing the woman which do not have any flaws mentioned in the advertisement. It make women feel bad if they had ones. Aging is presented as a negative affect.
Answer		No. 1/1
Equity	Q6. Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	Yes. They are using terms as "vitabirine", which is not explained.
Answer		No. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. It is exposing women weaknesses and implying if they are not looking like a a model in the advertising they have to fix it.
Answer		No. 1/1
		NO 7/7

L'Oreal Revitalift Advertisement 2009

L' O R É A L PARIS
SKIN-EXPERTISE

Now defend against photo-aging:
The #1 cause of wrinkles.
Deflect UV light + repair past damage.

NEW
REVITALIFT
COMPLETE
PHOTO-AGING REPAIR

Every time light touches your skin, it causes more wrinkles. It's called photo-aging. That's why L'Oréal's Revitalift brings you our strongest photo-aging defense ever. It deflects damaging UVA/UVB light away from your skin with SPF 30. Simultaneously, it helps repair wrinkles from past damage with Pro-Retinol A + Elastin.

Only possible from the #1 anti-wrinkle brand worldwide.*

"Reverse the signs of photo-aging every single day."
Andie MacDowell

Can I help you find the perfect skincare regimen?
Go to lorealparis.com/canihelppyou

L'ORÉAL PARIS
Because you're worth it™

Principle	Questions	Answer
Truthfulness	Q1. Are visual elements truthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2. Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. They are trying to deceive, as selling the product that can "repair past damage" made by sun, which is hardly believable.
Answer		No. 2/2.
	Q3. Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4. Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5. Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and	No. It is taking advantage of a women weakness about their appearance. To have wrinkles is represented as a bad thing. It might women feel bad about themselves,

	about their age? Is aging presented as positive or negative effect?	as they do not look like retouched model in adverting. Aging is presented as a flaw.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.There is unfamiliar terms, but they are explained.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. It is exposing women weaknesses and implying if they are not looking like a a model in the advertising. Model is idealized in advertising.
<i>Answer</i>		No. 1/1
		NO 6/7

L'Oreal Age Perfect Advertisement 2011



Principle	Questions	Answer
Truthfulness	Q1. Are visual elements truthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2. Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. There is claim that says reticent skin just in 4 weeks.
Answer		No. 2/2.
	Q3. Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4. Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5. Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	No. It is taking advantage in the way that citation of the actress claim that she feels more comfortable in her skin than ever before. Implying the fact that most women suppose to feel not comfortable if they skin is not resilient enough.

<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No.Women is idealized.
<i>Answer</i>		No. 1/1
		NO 7/7

L'Oreal Revitalift Advertisement 2012



Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. It is textual claims have exaggeration that mislead audience.
<i>Answer</i>		No. 2/2.
Autheticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
<i>Answer</i>		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	No. It is taking advantage of a women weakness about their appearance, cause it is showing the woman which do not have any flaws mentioned in the advertisement. It make women feel bad if they had ones. Aging is presented as a

		negative affect and need to fight with.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	Yes, there is terms of substances used, without explanation.
<i>Answer</i>		No. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. Women is idealized.
<i>Answer</i>		No. 1/1
		NO 7/7

L'Oreal Revitalift Advertisement 2012

"IT'S NOT A FACELIFT, IT'S REVITALIFT."
Rachel Weisz

VISIBLE RESULTS VERIFIED BY EXPERTS

Skin looks **5** years younger in **4** weeks*

NEW **REVITALIFT** with Stimulift

SCIENTIFIC INNOVATION
L'Oréal Paris has identified 8 natural lifters that are present in your skin. Stimulate their production, and rejuvenate your skin from within.

PROVEN RESULTS:
- wrinkles for 87% of women
- firmness for 82% of women

BECAUSE YOU'RE WORTH IT.
L'ORÉAL PARIS

* Study in 48 women representing 87% of the total 2007-2010 population. December 2008.
** According to a survey of 1000 women aged 30-60 years old. Average score obtained on the scale of the effects on the wrinkles after treatment. Scores may vary by climate and product.
*** According to a survey of 1000 women aged 30-60 years old.
**** According to a survey of 1000 women aged 30-60 years old.

Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. Its used exaggerations and claims as “skin looks younger in 4 weeks”
Answer		No. 2/2.
Answer	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive	No. It is taking advantage of a women weakness about their appearance, cause it is showing the woman which do not have any flaws mentioned in the advertisement. It make women feel bad if they had

	or negative effect?	ones. Aging is presented as a negative affect. Advertising is suggesting that women suppose to look 5 years younger they are.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. It is exposing women weaknesses, idealizing women, exposing the fear of getting old. Sexualizing and idealizing.
<i>Answer</i>		No. 1/1
		NO 7/7

L'Oreal Age Perfect Advertisement 2013

OLUTION IN FACIAL CARE
 EXPERIENCE THE UNIQUE POWER
 OF ESSENTIAL OILS

...RE WORTH IT

My every day beauty ritual, extraordinary!

ORDINARY OIL
 EXTRAORDINARY FACIAL CARE
 #A UNIQUE BLEND OF 8 ESSENTIAL OILS
 #EXCLUSIVE, NON-GREASY TEXTURE
 #CONTAINS 99% INGREDIENTS OF NATURAL ORIGIN
 LUXURIOUS FACIAL CARE WITH 1001 USES

SKINCARE
L'ORÉ
 PARIS

Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	Yes.
Answer		No. 1/2
	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of	Textual claims are not taking advantage of women, though visual

	their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	are.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. It is exposing women weaknesses, idealizing women.
<i>Answer</i>		No. 1/1
		NO 7/7

L'Oreal Age Perfect Advertisement 2013



Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. Its used exaggerations and claims as “4 million cells everyday”
Answer		No. 2/2.
	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
Answer	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	No. It is taking advantage of a women weakness about their appearance, cause it is showing the actress who is retouched and do not have any flaws, image looks unrealistic. It also taking advantage of women's to get old. Aging presented in the negative manner.
Answer		No. 1/1

Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	Yes. They are using terms as, which is not explained.
Answer		No. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. It is exposing women weaknesses, idealizing women, exposing the fear of getting old. Sexualizing and idealizing.
Answer		No. 1/1
		NO 7/7

L'Oreal Revitalift Advertisement 2014



THE 1ST ANTI-AGING SKINCARE
TO TREAT WRINKLES AND DARK SPOTS
SIMULTANEOUSLY**



N°1 L'ORÉAL
FACIAL CARE
WORLDWIDE
PARIS

Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	No. The image is retouched.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. Its used exaggerations and claims as “scientific breakthrough”...
Answer		No. 2/2.
	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched images, and misleading information, that consumer might believe it is true, though creator knows it is not.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	No. It is taking advantage of a women weakness about their appearance, cause it is showing the actress who is retouched and do not have any flaws, image looks unrealistic. It also taking advantage of women's to get old. Aging

		presented in the negative manner.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	Yes. They are using terms as, which is not explained.
<i>Answer</i>		No. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. It is exposing women weaknesses, idealizing women, exposing the fear of getting old. Idealizing.
<i>Answer</i>		No. 1/1
		NO 7/7

L'Oreal Revitalift Advertisement 2014

IN A L'ORÉAL STUDY OF 245 WOMEN
82% AGREE IT'S BETTER THAN ANY OTHER
ANTI-AGEING PRODUCT THEY'VE TRIED*

BECAUSE YOU'RE WORTH IT.

**REVITALIFT
LASER RENEW**
RE-PLUMPS / RE-FIRMS / REFINES

THE SCIENCE
HYALURONIC ACID INDEPENDENTLY TESTED.
3% PRO-XYLANE, OUR HIGHEST CONCENTRATION.

PROVEN EFFECTIVENESS
TRIPLE ACTION:
RE-PLUMPS: WRINKLES APPEAR REDUCED.
PLUMPED WITH MOISTURE.
RE-FIRMS: SKIN FEELS FIRMER.
REFINES: SKIN LOOKS SMOOTHER.

REVEAL SKIN THAT LOOKS LIKE NEW.
Andie MacDowell

30579451

L'ORÉAL
SKINCARE EXPERT/PARIS

Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	Yes.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. Its used statistical data, but do not say there from.
Answer		No. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using data that audience cannot confirm.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	Visual language is respectful, it is showing realistic image of a women, though textual claims are not.
Answer		No. 1/1

Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	Yes. They are using terms as, which is not explained.
Answer		No. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	Even though it is not idealizing women and showing significantly more realistic image than before, textual claims is still facing the issue of respect.
Answer		No. 1/1
		NO 7/7

L'Oreal Age Perfect Advertisement 2015

FOR THE PERFECT AGE LOOK REJUVENATED IRRESISTIBLY RADIANT

BECAUSE YOU'RE WORTH IT.

AGE PERFECT

A LIGHT, NOURISHING CREAM THAT MELTS RIGHT IN.

WITH SOYA PEPTIDES

TAILOR-MADE FOR YOUR SKIN:

- AGE SPOTS APPEAR REDUCED
- SKIN FEELS NOURISHED WITH MOISTURE
- COMPLEXION LOOKS MORE RADIANT

FOR REJUVENATED LOOKING SKIN.

loreal-paris.co.uk/perfectage

L'ORÉAL PARIS

Grow another year bolder.
Helen Mirren.

Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	Yes.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	Yes.
Answer		Yes. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	Yes. Advertising is respectful in the way that it is showing realistic image if a woman. I do not have claims that aging is negative effect.

<i>Answer</i>		Yes. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	Advertising have more positive effect compared to the previous ones, as it is more real, age is not shown as something to hide. Thus, advertising has a positive affect in the way that it starts to use older women in it.
<i>Answer</i>		Yes. 1/1
		NO 7/7

L'Oreal Revitalift Advertisement 2015



Did I do something to my face? Yes, I did!
Naomi Watts.

THE ONLY SKINCARE TO CHALLENGE INJECTION TREATMENTS
PROVEN TO PLUMP VOLUME, FILL LINES

BECAUSE YOU'RE WORTH IT.

NEW
REVITALIFT FILLER [HA]
FILL WRINKLES/ RESTORE VOLUME

- **SCIENTIFIC BREAKTHROUGH**
THE #1 HIGHLY CONCENTRATED HYALURONIC ACID RANGE FROM L'OREAL PARIS.
- **SPECTACULAR RESULTS**
FILLS WRINKLES FROM THE INSIDE. RESTORES VOLUME PROGRESSIVELY.
- **PROVEN EFFICACY**
FULLER, PLUMPER, YOUNGER FACE AFTER 8 WEEKS.*
12% DECREASE OF NASOLABIAL FOLDS.
24% REDUCTION OF FOREHEAD WRINKLES.
26% INCREASE IN SKIN PLUMPNESS.

*Clinical test on Revitalift Filler (HA) Rejuvenating Day Cream - 33 women.
GO TO WWW.LOREALPARIS.COM TO SEE REVITALIFT FILLER (HA) IN ACTION.
loreal-paris.com

L'ORÉAL PARIS

Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	No.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No. Terms as “scientific breakthrough”, “spectacular results”,and statistical data that cannot be confirmed, is not truthful.
Answer		No. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using data that audience cannot confirm and retouched image.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and	No. Advertising is taking advantage from women that feel dissatisfied with their aging, thus do not want to use injections, thus nor visual image, which is airbrushed, nor textual

	about their age? Is aging presented as positive or negative effect?	claims do not make women feel better about themselves. Aging is presented in the negative way.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. Woman is idealized and sexualized at the same time.
<i>Answer</i>		No. 1/1
		NO 7/7

L'Oreal Revitalift advertismnet 2016



Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	Yes
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	Yes
<i>Answer</i>		Yes. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. Creator is using famous models to advertise product, that might mislead audience, that they reach results the way look by using the product.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about

		product, depending what they feel about certain celebrity.
<i>Answer</i>		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	No. Advertising is taking advantage from women that are dissatisfied with themselves, thus they are showing well-looking models, to persuade buy product, to get effect.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. Though, women is not idealized and showing quite realistic image of the models, they look better than most of regular womens.
<i>Answer</i>		No. 1/1
		NO 7/7

L'Oreal Age Perfect advertisement 2016



Principle	Questions	Answer
Truthfulness	Q1.Are visual elementstruthful?(S.T lee,H.Cheng, 2010)	Yes.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	Yes.
Answer		Yes. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	Yes.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
Answer		No. 1/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	Yes. Aging is showed in a positive way.

<i>Answer</i>		Yes. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	It has a positive direction compared with other advertisings.
<i>Answer</i>		Yes. 1/1
		NO 6/7

L’Oreal Age Perfect advertisement 2017

**TONE, TIGHTEN... UNBUTTON.
FACE, NECK & DÉCOLLETÉ.
REVEAL A LITTLE MORE...**

NEW

AGE PERFECT
FACE, NECK & DÉCOLLETÉ SPF 15

WHY SHOULD GROWING UP MEAN COVERING UP? UNVEILING OUR NEW
SILKY SMOOTH **RE-HYDRATING LOTION WITH SPF 15** TO HELP PROTECT, TONE AND
PROTECT EVEN THE MOST DELICATE AREAS OF THE SKIN. **TARGET SAGGING**
AND AGE SPOTS AND SAY "AU REVOIR" TO HIDING AWAY. SKIN FEELS
NOURISHED AND LIVES FAR TOO SMOOTH TO KEEP UNDER WRAPS.
YOUR PERFECT AGE REVEALED.

[SOYA CERAMIDE]

L'ORÉAL
PARIS

BECAUSE WE ARE ALL WORTH IT.

"WHY SHOULD YOUR SKINCARE
STOP AT YOUR FACE?"
Helen Mirren

LOREAL-PARIS.CO.UK

Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	Yes.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	Yes.
<i>Answer</i>		Yes. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	Yes.
	Q4.Does the advertising manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes. Advertising is using the celebrity endorsement, which might affect consumers own judgement about product, depending what they feel about certain celebrity.
<i>Answer</i>		No. 1/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	Yes. Aging is showed in a positive way.

<i>Answer</i>		Yes. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	It has a positive direction compared with other advertisings. Though the women is sexualized.
<i>Answer</i>		No. 1/1
		NO 1/7

Lancôme Génifique Advertisement 2013

The advertisement features a close-up of a woman's face on the left, looking directly at the camera with a soft expression. In the center, a glass bottle of Lancôme Génifique Youth Activating Concentrate is shown with its silver dropper. A single drop of the product is falling from the dropper. The background is a dark blue gradient with a subtle grid pattern. On the right side, there is text and a circular diagram.

**YOUTHFUL RADIANCE
IN JUST 7 DAYS.***

—ADVANCED—
GÉNIFIQUE
YOUTH ACTIVATING CONCENTRATE

Advanced Génifique reveals skin that looks smoother, more radiant and rejuvenated, leaving skin incredibly soft to the touch. One serum so powerful, drop by drop, it reactivates 10 key signs of younger-looking skin:

- FINE LINES
- COARSE WRINKLES
- RADIANCE
- CLARITY
- EVENNESS

TEXTURE

- ELASTICITY
- TONICITY
- FIRMNESS
- SAGGINESS

See it. Feel it. Believe it.®
In just 1 application, 73% of women felt softer skin.
In just one week, 85% of women saw more luminous skin.
In just one month, 85% of women felt their skin rejuvenated.

LANCÔME
PARIS

Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	No.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No.Claims as “youthful radiance in just 7 days are not truthful”.
<i>Answer</i>		No. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using data that audience cannot confirm and retouched image.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes.
<i>Answer</i>		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	Yes. By displaying unrealistic image of a woman, and taking advantage, or even creating situation, that women become dissatisfied about themselves.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message?	No.

(S.T lee,H.Cheng, 2010)		
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. Woman is idealized and sexualized at the same time.
<i>Answer</i>		No. 1/1
		NO 6/7

Lancôme Génifique Advertisement 2015



Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	No.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No.Claims as “youthful radiance in just 7 days are not truthful”.
Answer		No. 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using data that audience cannot confirm and retouched image.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes.
Answer		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears,	Yes. By displaying unrealistic image of a woman, and taking advantage, or even creating situation, that

	anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	women become dissatisfied about themselves.
<i>Answer</i>		No. 1/1
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. Woman is idealized and sexualized at the same time.
<i>Answer</i>		No. 1/1
		NO 6/7

Lancôme Génifique Advertisement 2016



Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	No.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	No.
<i>Answer</i>		No. 1/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	No. The creator is using retouched image.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes.
<i>Answer</i>		No. 2/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	No. Advertising is displaying airbrushed women, with no wrinkles in advertising anti-wrinkle product. Selling "feel beauty", thus it can affect women, that if they are not using the product they do not feel beautiful.
	<i>Answer</i>	No. 1/1
Equity	Q6.Does the audience have to be unusual well	No.

	informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	
<i>Answer</i>		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. Woman is idealized and sexualized at the same time.
<i>Answer</i>		No. 1/1
		NO 6/7

Lancôme Génifique Advertisement 2017



Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	Yes.
	Q2.Are textual claims truthful?(S.T lee,H.Cheng, 2010)	Yes.
<i>Answer</i>		Yes 2/2.
Authenticity	Q3.Does the advertising is equally convincing to the creator of it and consumers?(S.T lee,H.Cheng, 2010)	Yes.
	Q4.Does the advertng manipulates or use others for the purposes of selling?(S.Baker, D.Martison 2001)	Yes.
<i>Answer</i>		No. 1/2
Respect	Q5.Does the advertising respects audience of persuasive message by not taking advantage of their weaknesses such self esteem, fears, anxieties? Does textual and visual language makes women feel good about themselves and about their age? Is aging presented as positive or negative effect?	No. Advertising is showing realistic image of a women, thoughthere is a textual claim might be considered disrespectful.
	<i>Answer</i>	
Equity	Q6.Does the audience have to be unusual well informed or bright to understand the message? (S.T lee,H.Cheng, 2010)	No.

Answer		Yes. 1/1
Social responsibility	Q7. If everyone in target group will be affected by the message of the advertisement, would it bring common good, would society as a whole be improved? Does women is objectified, idealized, or sexualized in this communication?	No. Woman sexualized.
Principle	Questions	Answer
Truthfulness	Q1.Are visual elements truthful?(S.T lee,H.Cheng, 2010)	Yes.