

## **Critical Discourse Analysis of Sinhala Cultural Identity in Celebrity Endorsement in Newspaper Advertisements**

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**Abstract:** Advertisements play major role in unfirming product and services to the market. Celebrity endorser as any individual who relished public credit and who uses recognition on behalf of a consumer good by appearing with it in an advertisement. In today's media cluttered environment where it is difficulty to grab consumer's attention. Celebrities develop a person through the type of roles they play in society as well as how they are portrayed in the media. When celebrities endorse a product, the meaning developed around a particular celebrity will transfer to a company, brand, or product. This study examined printed image advertisements via Critical Discourse Analysis perspective. This study mainly focused on the Sinhala cultural identity in celebrity endorsements employed by advertisers to influence their customers. This research followed Fairclough's three-dimensional framework. It demonstrates how the ideology of 'cultural identity' is produced and reproduced through advertisements in popular printed advertisement materials. A qualitative critical discourse analysis was done on 25 newspaper advertisements. Finding indicated that advertisers used various strategies to reach the consumers through cultural identity. The advertisements, which promote Sinhala cultural identity, norms and influence customers to a certain extent into believing whatever that is advertised is undeniably true. This study revealed that the Sinhala cultural identity was considered as an advertising strategy by few producers for positioning their products. Finding showed that cultural celebrity commendations as a means to exercise control over the unique culture, but it can be seen in few advertisements, but it is recommended that the producers and providers of services should consider the celebrity features, which set with the culture of the consumer, to whom the company targets.

**Keywords:** Critical discourse analysis, Cultural endorsement, Sinhala cultural identity.

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### **I. Introduction**

The celebrity endorsement, as a potentially effective advertising strategy, can simplify the process by which the audience interprets as advertising message. Each celebrity possesses a unique set of cultural meaning and can bring the meaning into the product he or she is promoting (McCracken, 1989). In this way, the celebrity can help greatly narrow down the thematic dimensions of meaning related to the product (Langmeyer & Walker, 1991). Previous literature focuses on use of celebrity endorsement, it is widely accepted than non-celebrity endorsers in generating all desirable outcomes (attitudes towards advertising and endorsement brand, intentions to purchase, and actual sales) when companies utilize celebrity whose public persona set with the products and target audiences. (Erdogan, 1999)

Use of celebrities for endorsement, not all celebrity endorsements has been successful. Consumers are not able to identify with some celebrity advertisements. Consumers don not comprehend the set of the celebrities advertisements. The list of ineffective example suggested that it would be wrong to consider celebrity endorsements, which have some ineffective response with the customer and the market. In order to enhance the effectiveness of celebrities, it has been suggested that marketers need to establish the link among the product, celebrity, and consumer culture by considering the type of product. Therefore, it is more important to have some operative endorsements to transfer to a selected consumer group.

There are four ethnic group live in Sri Lanka. There are Sinhala, Tamil, Muslim and Burger. Sinhalese are a people who speak the Sinhala language. Sinhalese traditionally lived in the wet zone of the central, southern, and western provinces of Sri Lanka. Where they are divided into two regional subgroups: the Kandyan Sinhalese of the highlands and the low country Sinhalese of the Maritime Provinces (Bartholomeusz, 1998). The Sinhala referred only to castes regarded as clean in the Hindu influenced social structure of Sinhalese society, the low ranking service castes were not considered members of elite group. Sinhalese Buddhist civilization based on irrigated rice agriculture arose in the central plains.

The early twentieth century a new elite of English speaking, largely low country Sinhalese raised to prominence in trading, small industry, and coconut and rubber plantation agriculture. The classical Sinhalese achieved remarkable feats in irrigation engineering, but the technology was lost after the collapse of the dry zone civilization, and Sinhalese today show little interest in engineering, mathematics, or service, preferring liberal arts subjects.

Traditional Sinhalese society is male dominated and patriarchal, with a strong division of labor by sex and a tendency to stigmatize female roles. Men are responsible for the provision of food, clothing, shelter, and other necessities, and women prepare food and care for children. Traditionally, a family lost status if it permitted its women to engage in extra domestic economic roles such as menial agricultural labor and cash crop marketing. Men and women led separate lives aside from the convergence brought about by their mutual obligations (Gomrich, 1971).

The largest kin group is the Microcaste (pavula), an endogamous and corporate bilateral kin group that represents the convergence of several families' bilateral kindreds. Pavula members share paddy lands, often dwell together in a hamlet, and cooperate in agriculture, trade, and politics. A pavula's members share a unique status within the caste: the group's internal equality is symbolized through life cycle rites and communal feasts (Jayaratnam, 1988). Most marriages are arranged between the two families, with a strong preference for cross-cousin marriage. Marriage implies caste equality, but with a double standard: to preserve the status of a pavula, women must marry men of equal or higher status within the caste: men, however, may have sexual relations with women of inferior status. Among the Kandyans, who are governed by Kandyan law, polyandry is rare, though villagers say it can be convenient for all concerned. The bride normally comes to live with her husband, and this pattern establishes a relationship of mutual aid and equality between the husband and wife's kin. In the less common binna residence, in contrast, the groom, who is usually landless, goes to live with his wife's parents and must work for his father-in-law. A dowry is rarely paid unless a woman marries a man of higher status within the caste. The marriage may not involve a ceremony if it occurs between equals and within a pavula. Among the Kandyans property is held individually and is not fragmented by the dissolution of a marriage, which is easy and common. Among the low country Sinhalese, whom Roman-Dutch law, matrilineal residence, governs is very rare and hypergamy, coupled with the dowry, is more common. After marriage, the couple's property is merged, and in consequence the allied families resist the marriage's dissolution (Gunawardana, 1979).

Culture has long been believed to be the force that influences people in a society to follow the norms of their collective identity. Kroeber and Parsons (1958) defined culture as "transmitted and created content and pattern of values, ideas and other symbolic meaningful system as factors in shaping of human behavior and the artifacts produced through behavior". A similar definition was given by Taylor (1964) in which culture is defined as that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as member of society.

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet visitors, how we behave with loved ones, and a million other things (Cristina Rossi, 2017)

Discourse is culture with all its multiple symbolic, ideational, intangible aspects as well as all its tangible ones. By culture we mean all products of human action which may be inherited and transmitted from generation to generation, the shared knowledge through which we perceive interpret and respond to social realities. We do believe that culture's main function is to provide a symbolic representation of the world, as we depend on a culture that helps us to negotiate the world, and furthermore to have to it a relationship properly represented in our culture (Robert Huber, 2015).

Hofstede (1980) treated culture as the collective programming of the mind that distinguishes the members of one group or category of people from another. He defined culture as the interactive aggregate of common characteristics that influence a human group's response to its environment. Sojka and Tansuhaj (1995) conducted a review of twenty years of cross-cultural research and provide their definition of culture as a dynamic set of socially acquired behavior patterns and meanings common to members of a particular society or human group, including the key elements of language, artifacts, beliefs and values.

The celebrity endorsement, as a potentially effective advertising strategy, can simplify the process by which the audience interprets an advertising message. Each celebrity possesses a unique set of cultural meanings and can bring the meanings into the product he or she is promoting. (Cracken, 1989). Sri Lankan market segmented based on age, race, gender, marital status, region, occupation, education and income. The buying behavior of final consumers individuals and households that buy goods and services for personal consumption, the individuals and households who buy or acquire goods and services for personal consumption. Many levels of factors affect our buying behavior-from broad cultural and social influences to motivations, beliefs, and attitudes lying deep within us.

The demographic segmentation divides customers into segments based on demographic values such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class and nationality (Armstrong, 2005). The consumer's needs and wants change with age. Therefore, some companies use age and life-cycle segmentation, where age and the life cycle determine the marketing approach. Using telephones (landline and mobile) as an example the marketers must take into consideration that although some 70-years-old use a landline telephone, e.g. due to the lack of technological knowledge, others may only use a mobile telephone. Thus, marketers using the age and life cycle segmentation must be careful to guard against stereotypes. Furthermore the age and life-cycle segmentation are associated with behavioral characteristics and buying patterns. An example of this is single people who have a tendency of purchasing new fashionable items due to the fact that they have no other economic obligations. This is opposed to married people, who have a large economic obligation and thereby they prioritize their economy different (Gunter, 1992).

Gender segmentation is used to differentiate the needs and wants between men and women due to the fact that men and women have different attitudes toward a product. The gender segmentation has long been applied in connection with clothing, hairstyling, cosmetics and magazines. Furthermore it must be taken into consideration that metro sexuality has become a common gender-factor and thus the marketers must not only define a product as being masculine or feminine.

Income segmentation divides the market into different income groups. It is used in automobiles, clothing, cosmetics, financial services and travel. Many companies within the mentioned categories seek to target the high-income customers. Others seek to target the customers with a lower income in order to gain consumer loyalty and lessen the competitive pressures. However, companies must consider the fact that the income does not always predict the most suitable customers for a given product due to the fact that some customers may have other preferences and prioritize their money different (Keller, 2009).

The geographic segmentation divides customers into segments based on geographical areas such as nations, states, regions, counties, cities or neighborhoods. A company can target one or more areas and must be aware of the fact that data according to geographic segmentation may vary due to population shift (Broderick, 2005). The geographic segmentation is furthermore useful when there are differences in a location where a product is marketed. The differences can be caused by cultural factors, traditions, politics etc. and furthermore the differences can be significant in one segment, whereas in other segments the differences can be minor and less significant (Gunter, 1992).

In many countries, celebrity endorsers are very match with the culture of the consumers. In Sri Lanka Sinhala, cultural consumers are attracted with the special endorsement advertisement, but in Sri Lanka even the Sinhala consumers are targeted by the foreign marketers, it is questionable whether they are attracted by cultural specific celebrity endorsements. The celebrity in the advertisement directly affects the purchase decision made by the consumers. Despite the frequent use of celebrities in cultural identity advertising and adolescents' strong interest in the celebrities, there is no study that investigates specific elements of celebrities in advertising that appeal the most to the adolescents. This study attempts to fill the gap. In order to target adolescent consumers successfully, advertisers need to understand how adolescents respond to advertising using celebrity endorsement. However, present study fills the gaps in critical identity in celebrity endorsement in newspaper advertisements.

## **Research Objectives**

- 1 To study textual representation in celebrity endorsement advertisements.
- 2 To study the discursive practice of the celebrity endorsement advertisements.
- 3 To identify the Sinhala cultural identities in celebrity endorsement advertisements in newspaper advertisements.
- 4 To suggest the strategies to attract the Sinhala consumers through celebrity endorsement modifications.

## **II. Literature Review**

Advertisement is at the front of delivering the proper message to customers and prospective customers. The purpose of advertising is to inform the consumers about their product and convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople's individual messages, draw customers to the business, and to hold existing customers (Taylor, John, 1978).

The celebrity endorsement, as a potentially effective advertising strategy, can simplify the process by which the audience interprets as advertising message. Each celebrity possesses a unique set of cultural meaning and can bring the meaning into the product he or she is promoting (McCracken, 1989). In this way, the celebrity

can help greatly narrow down the thematic dimensions of meaning related to the product (Langmeyer & Walker, 1991). Previous literature focuses on use of celebrity endorsement, it is widely accepted than non-celebrity endorsers in generating all desirable outcomes (attitudes towards advertising and endorsement brand, intentions to purchase, and actual sales) when companies utilize celebrity whose public persona set with the products and target audiences. (Erdogan, 1999).

Hofstede (1980) treated culture as the collective programming of the mind that distinguishes the members of one group or category of people from another. He defined culture as the interactive aggregate of common characteristics that influence a human group's response to its environment. Sojka and Tansuhaj (1995) conducted a review of twenty years of cross-cultural research and provide their definition of culture as a dynamic set of socially acquired behavior patterns and meanings common to members of a particular society or human group, including the key elements of language, artifacts, beliefs and values.

Culture has to do with shared ideas, the way a group of people conceptualize and represent the world and life to themselves, thus differentiating people of one society from another. The word "culture" is usually reserved for societies and it has been operationalized as nations or as ethnic or regional groups within or across nations (Hofstede, 2001). Schwartz (1999) stated that national boundaries do not necessarily correspond to the boundaries of organically developed, relatively homogeneous societies with a shared culture but there are strong forces towards integration that can produce substantial sharing of culture in nations that have existed for some time. A country's culture has long been identified as a key environmental characteristic underlying systematic differences in consumer behavior; culture norms and beliefs are powerful forces shaping people's perceptions, disposition, and behaviors (Markus & Kitayama, 1991).

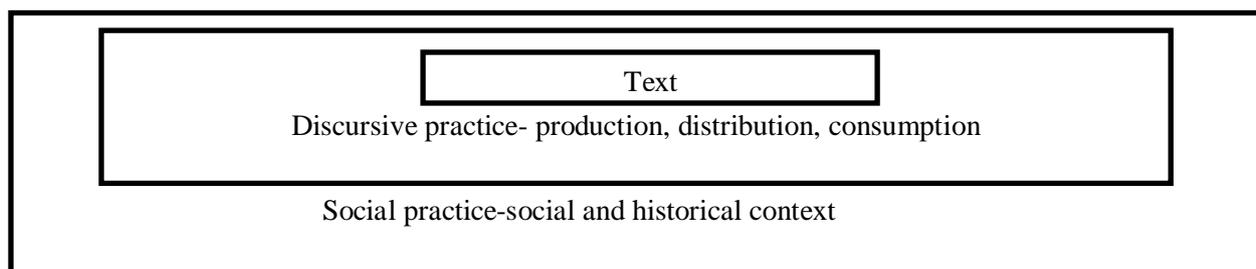
Hofstede (1980) presented one of the first empirically validated typology of culture across different nations. He identified four dimensions of culture on which a country's culture could be placed. He named them as power distance, uncertainty avoidance, individualism- collectivism, and masculinity- femininity. Later, based on the work done by Michael Bond (1988), Hofstede (1980), added a new dimension of long-term versus short-term orientation to extend the number of dimension to five.

### **III. Methodology**

Fairclough's 3-D model of Discourse Analysis is applied to analyze the 25 selected advertisements. Each advertisement has been analyzed on textual, discursive and cultural level. A qualitative research design was adopted which seek to investigate how discourse in advertisement involves people in constructing meaning of culture. Data collection was done on 25 commercial advertisements and each advertisement was analyzed at text (Micro level), discursive practice (Meso level), and socio-cultural practice (Macro level).

#### **Data analysis**

Figure 1: Critical Discourse Analysis model



#### **Data presentation and analysis**

##### **Fair Clough Critical Discourse Analysis (CDA) model**

Fair Clough (1989-1995) gave his model for CDA analysis and this model consist of three dimensions all these dimensions are interrelated with each other.

1. The target of analysis (visual, verbal and visual texts)
2. The methodology on the basis of which we can receive and product text (viewing/ speaking/ listening/ writing/ reading/ designing) by creature aspect.
3. All the conditions which are the key aspects of the socio-historical conditions and carry out these formations.

Fair Clough gave three aspects to critically analyze any text

- Text analysis (description)
- Processing analysis (interpretation)
- Social analysis (explanation)

Chouliaraki & Fairclough (1999) said that the communicative interaction according to the CDA shows the linguistics and semiotic features on conversations and interaction that how they are systematically connected with one other and what's going on linguistically or thematically in a society Fairclough's three dimensional model of analysis is very much useful not only in linguistics, but also in other field like semiotics and so many other disciplines if we want to critically analysis any text either its spoken or written Fairclough (1992). Three experimental stages are linked to discourse definition. He said in his model that all languages are part of social practice. He also located three dimensions on the basis of which he operate Language as a discourse. Margret (2005) use fairclough approach of CDA to analyzing English as a second Language. He said that availability of and access to linguistic reassures is part of a person's political economy which means that the analysis of ESL (English as secondary language) texts lies well within the purview of CDA.

**Advertisement 01:** This advertisement is to promote the sales of motorcycles.

**Textual analysis:** The text in the advertisement expresses the freedom to life. This motorcycle adds a beautiful look to life. Prestigious, black theme with black colored alloy wheels, engine, muffler and rear grab rail, fuel efficiency, up raised handle bar and front set foot pegs, powerful and comfortable. In the textual context, special features of the engine, internal features, motorcycles shape and features of the engine are described in a detail. Every product features are clearly described in a point format. It gives a clear picture about the product to the user.

**Discursive practice:** In this advertisement, celebrity endorsements are used to convey the message of freedom and happiness with the Discover motorcycles. The celebrities give the messages that the Discover motorcycle can use to travel to everywhere where they want to do their works and more over they tell that the customers can travel in the bike with their family or their love one.

**Social practice:** (cultural identity conveyed by the celebrity endorsement) Celebrities in the advertisement are very much set with the Sinhala culture, the faces of the celebrities, dress code, way of dressing color, facial expression, this men and women celebrity's hand all set the Sinhala culture.

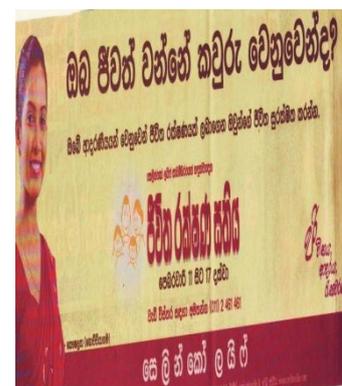


**Advertisement 02:** This advertisement related to the insurance services.

**Textual analysis:** This advertisement rich in texts. Content is very high. In big font size highlighted the “whom are you living for”. Insurance company offering to the very best of life, love and protection to their customers. It confirms that everyone can succeed in their life. This advertisement targets mother in the family and words tell the customers to get the insurance for your family members and save their lives.

**Discursive practice:** Through the celebrity endorsement in the advertisement, the insurance company transports posts to the mother celebrity played as a mother in the advertisement. That the company supports the mother celebrity to get life insurance and secure their family life. Mother celebrity passed the message that they are happy by this insurance service and she expresses that she achieved a great success in her life, with the company's support.

**Social practice** (cultural identity conveyed by the celebrity endorsement): The celebrity endorsement used in the advertisement very much set with the Sinhala culture, her happiness, dress code, way of dressing (Osariya), jewels everything set with the Sinhala culture. The celebrity transforms the message very perfectly to the target customers. The celebrity invites the customers to share her story in the company.



**Advertisement 03:** This is an advertisement to promote the sales of hair oil



**Textual analysis:** This advertisement targets the younger women. In this advertisement, the advertisement maker uses different font size to draw the customers' attention to various information. The advertisement maker uses the image in two ways- one is model another one is products picture. Hence, the audience will first be attracted by the image and then read a text. Both images are very large in comparison to text. As well as who are interested to buy 200ml Kumarika hair oil bottle can win a free bracelet. The words in red color font highlight that you can choose the best five colors as your preference.

**Discursive practice:** Through this advertisement of hair oil shows a big visual image of a pretty woman with long hair. This black color and long hair indirectly indicates that after using their products your hair may also

become black and long hair in nature. Most of the hair oil advertisements use visual images of beautiful women. The female model wears green color dresses, which indicate the natural of this product.

**Social practice (cultural identity conveyed by the celebrity endorsement):** Celebrity endorsement in this advertisement perfectly set with the Sinhala culture. Dressing code, way of dressing, color, facial look and even the hairstyle also set with the Sinhala culture. In Sinhala, culture women have long hair. So this celebrity transforms the message very perfectly to the target customers.



**Advertisement 04:** This advertisement is to promote the sales of children milk powder.

**Textual analysis:** Texts in the advertisement couriers to the mothers, that the milk powder encourages the brain development of the child. In the white color with big font size, it expresses message the 'hero of mom's world". The texts on the advertisement is small fonts tells the needed nutrients to the children from more than 2 years old. This milk powder gives the full nutrients to the children they need to grow for their growth.

**Discursive practice:** Through the celebrity endorsement this advertisement tries to tell the mothers about the active and learning capacity from the milk powder and how the child quickly learn from his childhood. If they do not have enough nutritional components from their food and milk, it leads to slow the brain development of a child. Position in the advertisement let the mothers to dream on his child hero of mom's world.

**Social practice (cultural identity conveyed by the celebrity endorsement):** In Sinhala culture mother prefer to Brest feed the child. Breast-feeding is the traditional way Sinhala mothers favor to grow their children. In Sinhala culture a family system has two children and more than that, mother feed to her child/children the traditional and healthy, natural food, then she feed the child, therefore the child and mother both are rich in health and it fasts brain development.

More than two years old children can encourages this bottle-feeding usage. This milk powder gives the full nutrients to the children they need to grow for their growth.



**Advertisement 05:** It is an advertisement to promote Rocell bath ware.

**Textual analysis:** This advertisement expresses strong and durability and the visibility of the Rocell bath ware. The texts on the advertisement in the big font say this product is appropriate for clear mind and wonder. The company has been introduced in various colors, shapes and different prices special responsibility Rocell bath ware and accessories.

**Discursive practice:** This advertisement posts a message to the customers through the advertisement is the durability of the Rocell bath ware, and it expresses the corrective decision-making by the customers. Customers admire the shapes and colors and the style of the product. The female model wear white color frock, which indicate the cleanness and purity usage of the product. Through the advertisement

the company wants to inform to the customers about particular brand through the celebrity endorsement, this advertisement carries the happiness of customers using this bath ware in their homes.

**Social practice** (cultural identity conveyed by the celebrity endorsement): Celebrity endorsement in this advertisement perfectly set with the Sinhala culture. Dressing code, way of dressing, color, facial look and even the hairstyle also set with the Sinhala culture. This product is fabulous for young women and order to make choices for a woman has been used on make celebrity advertisement.



**Advertisement 06:** This advertisement is to promote the sales of three wheelers.

**Textual analysis:** In this advertisement “I love you more than my life” that word tells three wheelers is called family vehicles. As well as minimum maintenance, fuel efficient, resale top selling price, post-sale excellent service, unmatched-co-responsibility and as the family vehicles for earing and self uses. In the textual context, special features of the engine, vehicle shape and features of the engine are described in detail. Every product features are clearly described in a point format. It gives a clear picture about the product to the user. Special strength as a finance, insurance service and other facilities and advice post-sale excellent services suggests giving to their customers.

**Discursive practice:** In this advertisement, celebrity endorsements are used to convey the message of happiness and family comfortable with the vehicle. The celebrities tell the happiness to the customers, and promote the families to purchase the vehicle for their family use and for business.

**Social practice** (cultural identity conveyed by the celebrity endorsement): Celebrities in the advertisements are very much set with the Sinhala culture. The faces of the celebrities, dress code, kid celebrity, and way of dressing color, facial expression, the background table and the belongings on the tables and traditional sweets on the table these all set the Sinhala culture. In Sinhala culture home makers traditionally cook the milk rice with chilly their daily needs as well as for their function.



**Advertisement 07:** This advertisement is to promote the noodles

**Textual analysis:** Texts in the advertisement couriers to the mothers that the noodles give for their children. This company produces noodles with three variants chicken, chicken pizza and cheezy onion flavors. The product has no added MSG or any artificial flavor enhancers and contains of five grains of nurture. Advertisement makers use both Sinhala and English languages in advertisement in order to attract the consumer’s attention and thereby to sell their products. In this advertisement, the advertisement maker uses different font size to draw the customers’ attention to various information.

**Discursive practice:** Through the celebrity endorsement, this advertisement tries to tell the mothers about the MCG or any artificial flavor enhances and contains of five grains of nurture noodles to bring for their children. In this advertisement celebrity, endorsement tries to express that the MCG carries the happiness of mother and child after

using this product.

**Social practice** (cultural identity conveyed by the celebrity endorsement)

Celebrity endorsements in the advertisement are not match with the traditional Sinhala culture. The traditional mother gives to her babies hand make rice, grains instead of provides noodles to her babies. The modern mother rush lifestyle makes her to change western style food patterns. So she grows her children with other nutritious foods.

Celebrity endorsements in the advertisement perfectly match with the Sinhala culture. Dress code, way of dressing, jewels, hair brand, color, and facial expression are match with the Sinhala culture.

**Advertisement 08:** It is an advertisement to promote the sales of Lux soap.

**Textual analysis:** Texts in the advertisement expresses of in the sentences “your smell better than a rose”.



Viewers can see a beautiful Hollywood actress; her skin is up, which demotes positive feeling. Life becomes easier when you choose Lux soap. This product consisted of new floral fusion oil. It depicts a message that 100g only for 50rs, which can use for beautiful skin.

**Discursive practice:**The advertisement of Lux soap shows a big visual image of a pretty woman with fair skin. The pinkish background indirectly indicates that after using their products your skin may also become pinkish in nature. Most of the advertisement use visual images of beautiful younger woman.

**Social practice** (cultural identity conveyed by the celebrity endorsement): Celebrity endorsement in this advertisement perfectly set with the Sinhala culture. Dressing code, way of dressing, color, facial look and even the hairstyle also set with the Sinhala culture. In Sinhala culture younger woman, more think about skin color. Therefore, this celebrity transforms

the message very perfectly to the target customers.



**Advertisement 09:** It is an advertisement to promote the sales of Lifebuoy soap.

**Textual analysis:**This product is manufactured to protect from 10 viruses that cause disease. Red color font highlight the outcome of the product, the fever may also be protected by the fever during rainy season. The texts on the advertisement is small fonts tells this product is production based on indicated organisms. As the same time, this company is introducing various types of soap for the fulfillment of their customers’ needs.

**Discursive practice:** Through the celebrity endorsement this advertisement, motive the family members to purchase this product for special for children. This product is manufactured to protect from 10 viruses that cause disease, even during the rainy season, the consumer is informed that children can protect the common cold.

**Social practice** (cultural identity conveyed by the celebrity endorsement): Celebrity in the advertisement are very much set with the Sinhala culture, the company selected the kid celebrity use expresses message and facial expression, dress code, way of dressing are set with the Sinhala culture.



**Advertisement 10:**This advertisement is to promote the Sales of body lotion.

**Textual analysis:**This advertisement targets the women. In this advertisement, the advertisement maker uses different font size to draw the customers’ attention to various information. It is found that the advertisement maker uses the name of the product in the front of the page. A lot of texts have been used in this advertisement and express the features of the product. In this advertisement advertiser specially highlight the 24 hours moisture, no artificial colors included to this product.

**Discursive practices:** Advertisement makers of fairness advertisement use various light colors like white, yellow, pink, light green, orange and

so on in the advertisement to attract the attention of the consumers. This product is a delightfully light and non-greasy blend of natural wonders to help you stay beautiful. No mineral oil used that’s a promise, no artificial colors and 24 hours moisture. Through the celebrity endorsement this advertisement convey a message that the after using this product seem happy & healthy skin.

**Social practice** (cultural identity conveyed by the celebrity endorsement):Celebrity endorsement in the advertisement perfectly set with the Sinhala culture. Dress code, way of dressing, jewels, makeup, flower, hair dress, color, and facial expression is set with the Sinhala culture. In Sinhala culture girls pay a lot of attention to skin and the various quality coating in the market.



**Advertisement 11**

It is an advertisement to promote the sales of herbal black henna.

**Textual analysis:** Texts in the advertisement express the included natural nine sharper drugs. Every product ingredients are clearly described in a point format. It gives a clear picture about the product to the user. Approval from the National Drugs Authority and have the SLS 1440 certification.

**Discursive practices:** Through the advertisement of black, henna a visual image of a Sri Lankan actor with the black and long hair. The female model wears green color dresses, which indicate the natural of this product. This black color indirectly indicates that after using their products your hair may also become black and seem happiness of after using this product.

**Social practice** (cultural identity conveyed by the celebrity endorsement): Celebrity endorsement in this advertisement perfectly set with the Sinhala culture. Dressing code, way of dressing, color, facial look and even the hairstyle also set with the Sinhala culture. In Sinhala culture women black hair. So this celebrity transforms the message very perfectly to the target customers.

**Advertisement 12:** This advertisement is to promote the sales of Motha Jelly

**Textual analysis:** The texts in the advertisement expresses this New Year best is good Motha competition. The company has been introduced in various colors, taste and prices product for their customer. It depicts a message that 100g only for 85rs and above.

**Discursive practices:** Through the celebrity endorsement this advertisement motives the purchase this Motha jelly New Year season special for children and every one seen happy after using this product.

**Social practice** (cultural identity conveyed by the celebrity endorsement):Celebrity endorsements in the advertisement are totally set with the Sinhala culture. In Sinhala culture New Year festival is an important centenary to them and children are likely to play New Year game. Advertisement maker used kid celebrity transform the message very perfectly to the target customers and dressing code, way of dressing, colors, facial look all are set with the Sinhala culture.



**Advertisement 13:** This advertisement is to promote the sales of cereal food product.

**Textual analysis:** Texts in the advertisement courier to the mothers that the junior cereal with milk encourage the brain development and strong of the child. It is a nutritiously complete cereal that helps your toddler grow healthy and strong. It comes in an exciting new taste, complete with the natural goodness of Wheat; Honey & Dates that make your child look forward to every meal. This cereal can use for your 1-3 year old children. Every product features are clearly describe in a point format. It gives a clear picture about this product for the user.



**Discursive practices:**Through the celebrity endorsement this advertisement tries to tell the mothers about the balance nutritious food give for children and this product is appropriate for child brain development. To assure healthy growth and development Ceregrow is fortified with nutria protect containing important immune nutrients. This advertisement carries the happiness of mother and children after using this product.

**Social practice** (cultural identity conveyed by the celebrity endorsement) : Sinhala mother prefer to give after six months extra food patterns for her child. Therefore mother likes to give balance nutritious food for his child and it is a nutritiously complete cereal that helps your toddler grow healthy and strong. Celebrities in this advertisement are set with the Sinhala culture. It leads the mothers to be a western mother. The child and mother both are set with the Sinhala culture; her happiness, dress code, and way of dressing everything set with the Sinhala culture.

**Advertisement 14:** This advertisement is to promote the sales of toothpaste.

**Textual analysis:** Texts in the advertisement say the toothpaste gives fresh mouth to customers. No 1 brand in toothpaste market and also First brand of toothpaste to have SLS certification and SLDA. Advertisement maker explaining the Sinhala New Year customs and wishes them a happy new year.

**Discursive practices:** In this advertisement celebrity endorsement are used to convey the message of beautiful teeth and brighter smile. This advertisement maker used Sinhala and Tamil celebrities. It is possible to use this toothpaste without racialism. This advertisement attracts children and parents in the family. Who purchase this toothpaste they are always enjoyed their smile with family members, relatives and face to face with the people.

**Social practice** (cultural identity conveyed by the celebrity endorsement): In Sinhala culture New Year festival is an important centenary to them. Celebrities used to convey the messages to the customers are using Sinhala culture and with Tamil culture. This dining table is seen in Sinhala cultural sweets included Kaum, Kokis, Asmi, banana, milk rice, and macaroni. Their position on the advertisement, facial expressions, pottu, their culture, kid celebrities, way of dressing matches with the Sinhala and Tamil culture. This advertisement overall perfectly set with the Sinhala and Tamil culture and specially designed for the Sinhala culture.



**Advertisement 15:** This advertisement is to promote the sales of Dandex shampoo.

**Textual analysis:** A text in the advertisement expresses the five scalp benefits of this product. There are fights dandruff, provides freshness on scalp, nourishes scalp for healthy hair, relieves itchinness, protects oil balance on scalp. Every product benefits are clearly described in a point format.

In this advertisement, the advertisement maker uses different font size to draw the customer attention to various information.

**Discursive practices:** The advertisement of shampoo shows visual images of younger boy and girl with healthy and beautiful hair. This healthy and black hair indirectly indicates that after using their products your hair may also become easier and happiness when you choose dandex shampoo.

**Social practice** (cultural identity conveyed by the celebrity endorsement): Celebrity endorsement in the advertisement perfectly set with the Sinhala culture. Dress code, way of dressing, jewels, color, and facial expression are set with the Sinhala culture. Sinhala youngest are more interesting about healthy and black hair. This celebrity transforms the message very perfectly to the target customers.

**Advertisement 16:** This is an advertisement from a jewelers shop.

**Textual analysis:** This is an advertisement from a jewelers shop, which promote the wedding jeweler collection. A moment that last forever, bridal jeweler par excellent to enjoy forever. Customers can make advance booking for that their special day.

**Discursive practices:** In Sinhala culture especially they wear many jewels bridal on that day. This advertisement expresses the message, that purchasing a golden jewel on that wedding day gives more happiness and richness in their life in day. This advertisement target women, who purchase jewel for that their wedding day. The advertisement strongly suggest the target group to have a golden jewel on that occasion will give more and more beautiful for women.

**Social practice** (cultural identity conveyed by the celebrity endorsement): The celebrity in the advertisement is very much supported the Sinhala culture. Her dress code, facial expression, beauty, make ups,



jewels are wearing, the way she wore the Osariya, flowers, smile of the celebrity, hairstyle, everything is in the perfect manner. Therefore, this advertisement very much attracts the people, to whom the advertisement was posted.



**Advertisement 17:** This advertisement is to promote for Gold loans:  
**Textual analysis:** It is an advertisement to promote gold loans at finance company. It expresses messages, that gift for customers about the gold loan on this New Year season. This advertisement posted during the New Year festival period. New Year festival season finance company invites the customers to deal with them and getting gift for them and wish the customers for enjoying the New Year festival.  
**Discursive practices:** This advertisement links the traditional events, the advertisement attract the women through the gold loan. A women constantly thinking about family happiness and during festival season keep happiness behalf of them.  
**Social practice** (cultural identity conveyed by the celebrity endorsement): In Sinhala culture New Year festival is an important centenary to them. This advertisement overall perfectly set with the Sinhala culture and specially designed for the Sinhala customers. Celebrities used to convey the messages to the customers are really set

with the Sinhala culture celebrities, their dress code, their position on the advertisements, facial expressions, their culture, jewels perfectly set with Sinhala culture.



**Advertisement 18:** This advertisement is to promote the sales of deodorants.  
**Textual analysis:** Texts in the advertisement expresses the provide protection from outdoor and wetness and gives confidence all day long. It keeps you fresh with every move and it won't let you down. A big front say a ten- fold protection. Advertisement makers use both Sinhala and English languages in advertisement in order to attract the consumer attention and thereby to sell their products.  
**Discursive practices:** Through the celebrity endorsement in the advertisement, specially control underarm sweat and kill outdoor causing bacteria, giving effective protection against body outdoor to keep you clean and fresh 24 hours a day. With its unique active ingredients provides physically fresh and mentally confident, even during the toughest moments.

**Social practice** (cultural identity conveyed by the celebrity endorsement)  
Celebrity in the advertisement are set with the Sinhala culture, the face of the celebrity, dress code, way of dressing color, facial expression everything is in perfect manner.

**Advertisement 19:** This advertisement is to promote the sales of detergent powder.  
**Textual analysis:** The word “cleanliness is felt by smell” which demotes positive feelings. Life becomes easier when you choose Diva detergent powder. In this advertisement, the advertisement maker uses different font size to draw the customer attention to various information. Available in arrange of pack size to suit you need and budget. Diva detergent powder and whiz hold cleaners within short time period has redefined.



**Discursive practices:** Through the celebrity endorsement, this advertisement conveys a message that using this detergent powder leads happiness of the housewives. Diva detergent powder is the economic and certainly more efficient means to clean, crispy fresh and delightfully fragrant cloths. Sri Lankan housewives by offering a value for money detergent powder affordable to all.  
**Social practice** (cultural identity conveyed by the celebrity endorsement)  
Celebrity endorsement in the advertisement perfectly set with the Sinhala culture. Dress code, way of dressing, flower, color, facial expression are set with the Sinhala culture. In Sinhala culture housewives always think of value of money and elongated

consumption, and to prefer to manage their life work within a limited source. Then this celebrity easily attracts the target customers.

**Advertisement 20:** This advertisement is to promote the sales of cologne.

**Textual analysis:** The word of “mother’s love, fragrant smell” delight your baby and keep your baby joyfully revitalized just as a fairy’s touch, this magical fragrance will brighten up your baby’s day, ideal for mother too. They offer different types of cologne to the markets in different smell. It depicts a message that 100ml only for 140Rs.

**Discursive practices:** Through the celebrity endorsement this advertisement, conveys message that the long days’ consumption leads happiness of the mother and child. Motivate the mothers to purchase this cologne for baby; this baby cologne comes to you with a gentle loving fragrance, just like a mother’s love. Create warm memories with your baby, cuddles galore.

**Social practice** (cultural identity conveyed by the celebrity endorsement)

Celebrity endorsement in this advertisement perfectly set with the Sinhala culture. Dressing code, way of dressing, color, the jewels she wore, facial look and even the hairstyle also set with the Sinhala culture.



**Advertisement 21:** Advertisement for credit card.

**Textual analysis:** It is advertisement to promote credit card at bank. It expresses the message, that when you spend by card, that put cash into your account. Let your aspirations gain an edge with credit cards from DFCC bank. 1% cash back on every spend back to your DFCC saving account. Red point highlight the get your card, call to right now. In this advertisement, the advertisement maker uses different font size to draw the customer attention to various information.

**Discursive practices:** Through the celebrity endorsement of advertisement explains the maximum benefits by spending cash and put cash into their account. This advertisement attracts the parents and children perspective and their happiness during shopping time.

**Social practice** (cultural identity conveyed by the celebrity endorsement) Celebrity endorsement in this advertisement perfectly set with the

Sinhala culture. Dressing code, way of dressing, color, facial look, kid celebrity, and even the hairstyle also set with the Sinhala culture. This advertisement carries modern types of family system in Sri Lanka.

**Advertisement 22:** Advertisement for banking service.

**Textual analysis:** This advertisement was developed by the CDB salary plus account. This advertisement informs the customers, about the benefit of this saving account. Every product benefits are clearly described in a point format. It gives clear picture about to the customers. High interest rate, pre- approved lease, unlimited standing orders free of charges and convenience are symbolically articulated in an attractive manner. This advertisement informs the account holders, who have the account can get personal loan up to 15 times on your salary.

**Discursive practices:** This advertisement posts a message to the customers through the CDB salary plus allows flexibility and the wherewithal to realize their dreams with ease. Celebrity endorsements are used to convey the message of happiness with your loved one and celebrities pass the message that they are happy by enjoying the flexible scheme from the service offer.

**Social practice** (cultural identity conveyed by the celebrity endorsement): The celebrity in this advertisement is very much supported the Sinhala culture. Her dress code, facial expression, beauty, make-ups, jewels expression, smile of the celebrities, hairstyle everything is in the perfect manner. Therefore, this advertisement very much attracts the people, to whom the advertisement was posted.





**Advertisement 23:** This advertisement is to promote the sales of shampoo.

**Textual analysis:** The word large fonts to draw the rider's attention for example "big bottle, more saving". Many images are used in this advertisement. Both images are very large in comparison to text. Hence, the audience will first be attracted by the images and then read a text. The company has been introduced various kind of shampoo bottle with various benefits. It depicts a message that 175ml only for 210Rs, which can reduce the hair problem easier.

**Discursive practices:** Through the celebrity endorsement this advertisement, motivate the women to purchase this shampoo shifting from other shampoo. This advertisement conveys a message that the long day's consumption leads happiness of the customers and life become easier when you choose this shampoo. The female models wore white color dress, which indicate cleanness and purity usage of this product.

**Social practice** (cultural identity conveyed by the celebrity endorsement): Celebrity endorsement in this advertisement perfectly set with the Sinhala culture. Dressing code, way of dressing, color, facial look, smile and even the hair style also set with the Sinhala culture.

**Advertisement 24:** This advertisement is to promote the sales of facia capsules.



**Textual analysis:** The texts in the advertisement expresses the facia is a unique formula especially designed to ensure healthy, attractive and growing skin. The ingredients have proven effectiveness in rejuvenating skin and keeping off premature aging of the skin. This advertisement targets women in the markets and tell the customers story about a women who won after used this product. The company was standard mark Ayurveda Department of Sri Lanka. This product is made by 100% natural ingredients.

**Discursive practices :** Through the celebrity endorsement, this advertisement conveys a massage that famous Sri Lankan actress visual images of a with fair skin, it depicts a massage that after using their products your skin, hair and nail may also become healthy and growing with this triple action. It demotes positive feeling with this product.

**Social practice** (cultural identity conveyed by the celebrity endorsement) Celebrity endorsement in the advertisement perfectly set with Sinhala culture. Dress code, ways of dressing, jewels, makeup, hairstyle, color, facial expression are set with the Sinhala culture. Then this celebrity easily attracts the target customers.



**Advertisement 25:** This advertisement is to promote the sales of Emerald shirts.

**Textual analysis:** This is an advertisement from an Emerald shirt, which promote the wedding shirts collection. Texts in the advertisement couriers to the men, that a classic shirt for the distinguished invitees. The words indirectly indicate, who wear it gentlemen beyond boundaries.

**Discursive practices :** Through this advertisement the company wants to inform to the particular customers for sales of the particular brand shirts. This advertisement carries the happiness of the men having uncompromising in quality, incorporating the best elements to make up superior shirts that enhance the gentleman who wears it.

**Social practice** (cultural identity conveyed by the celebrity endorsement): The celebrity endorsement used in the advertisement very much set with the Sinhala culture. Sinhalese men also wear western-style clothing wearing suits in special ceremonial occasion, dress code, way of dressing, tie, coat everything set with the Sinhala culture. The celebrity transforms the message very perfectly to the target customers.

**Table 1: Critical Discourse Analysis of Celebrity endorsement advertisements.**

Ad	Textual analysis	Discursive analysis	Social practices (cultural identities)
1	Freedom to life	Freedom and happiness with the Discover motorcycles	Celebrity set with the culture
2	Love and protection to their customers	That the company supports the mother celebrity to get life insurance and secure their family life	Match with the Sinhala culture
3	Benefit and free offer	Your hair may also become black and long hair in nature	Set with the culture
4	Brain development of the child	Brain development	Discourage the Brest feeding, Western ethos
5	Strong and durability and the visibility	Happiness of customers using this bath ware in their homes.	Set with the culture
6	Three wheeler as a family vehicle	Family use and income source satisfaction with the product	Traditional food habit set with the culture Treating family member
7	company produces noodles with three variants	happiness of mother and child	Mother kid celebrity set with the culture
8	Your smell better than a rose	Your skin may also become pinkish in nature	Very much set with the culture
9	Protect from 10 viruses	This product for special for children	Set with the culture
10	24 hours moisture	Seem happy & healthy skin.	Set with the culture
11	Natural nine sharper drugs	Hair become black and seem happiness	Celebrity set with the culture
12	New Year best is good Motha competition	Children and every one seen happy	Traditional game Set with the culture
13	Brain development	Healthy growth	Set with the culture
14	Fresh mouth to customers	Beautiful teeth and brighter smile	Set with the culture Some celebrity are not match with the culture
15	Benefit of the product	Healthy and beautiful black hair	Set with the culture
16	Bridal jeweler par excellent to enjoy forever	More happiness and richness in their life in day	Totally set with the Sinhala culture
17	Gold loans for the festival day	Family happiness and during festival season	Set with the culture New year celebration
18	Ten- fold protection	Clean and fresh 24 hours a day	Set with the culture
19	Cleanliness is felt by smell	Happiness of the housewives	Celebrity set with the culture
20	Mother's love, fragrant smell	Long days' consumption leads happiness of the mother and child	Mother and son traditional relationship
21	To get your card, call to right now	Happiness during shopping time	Set with the culture
22	Benefit of the service	Really happy by enjoying the flexible scheme	Set with the culture
23	Benefit and big bottle, more saving	Long day's consumption leads happiness of the customers	Match with the Sinhala culture
24	Healthy, attractive and growing skin	Skin, hair and nail may also become healthy and growing with this triple action	Set with the culture
25	Who wear it gentlemen beyond boundaries	Uncompromising in quality	Totally set with the Sinhala culture Western ethos

### **Conclusion**

Celebrity endorsement is an effective advertising method, has great potential to convey message to the customers and consumers. The role played by the celebrity in the advertisement directly impacts on the purchase decision made by the consumers. Whatever the messages they pass through the celebrity endorsement directly and indirectly goes to the customers. Cultural analysis of dieting consumers' construction of bodies and Identities finding have indicated three themes showing the cultural meanings of dieting body were identified "towards a better body. Therefore, it is important to make appropriate messages and the similar celebrities assigned with the advertisements. Culture has long been believed to be the force that influences people in a society to follow the norms of their collective identity. Culture as transmitted and created content and pattern of values, ideas, and other symbolic meaningful systems as factors in shaping of human behavior and the artifacts produced through behavior. Culture expresses the way how they live, share values. Sinhala culture is special and unique in Sri Lanka, they have a unique lifestyle, food habits, living patterns, family system, and attitudes, a living in North central, central, North western, Western, Sabaragamuwa, Southern, Uva Sri Lanka.

Many companies target those Sinhala consumers as their special segment. This companies use celebrity endorsement as a strategy to convey message to that target audience. Studies show that celebrity endorsement should set with the culture of the consumers, to whom that advertisements target. This research analyzed 25 celebrity endorsement advertisements, whether they have the cultural set with the Sinhala culture, the findings shows that some of them have not. Then the study recommends having more cultural value and setting with the Sinhala cultural identities in celebrity endorsement advertisements to attract the consumers in the southern Sri Lanka. Limited to the time frame the researcher analyzed only 25 printed image advertisements only. Sinhalese in Sri Lanka consisted of Sinhala speaking Muslims and Sinhala speaking Christians and Sinhala speaking Buddhism. In this research the researcher considered the Sinhala cultural identities as the cultural identities of Sinhala speaking Buddhism people lone. In future research unique cultural identities of each culture can be analyzed through this methodology.

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