

A Study of Modern Indian Cosmetic Products’ Advertisements with special reference to the Sadharanikaran Model of Communication with

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Abstract: This article presents a study of modern Indian cosmetic products’ advertisements taking Adhikary’s Sadharanikaran Model of Communication (SMC) as a theoretical framework. In this context, a content analysis through YouTube Channels was carried on first three Indian cosmetic companies’ advertisements published by F6S Community on June 27, 2024, and another first three Indian cosmetic companies or brands published by Cashaly on March 20, 2024. The attempt to relate the SMC was seen as a finding in the research work through the languages, colours, gender, comments and views of the chosen advertisements on their YouTube Channels.

Keywords: Advertisements, Cosmetics, India, Sadharanikaran Model of Communication.

Introduction:

This article presents a study of modern Indian cosmetic products' advertisements taking Adhikary's Sadharanikaran Model of Communication (SMC) as a theoretical framework. In this course, first it is studied how the message is encoded through presentation of such Indian Cosmetic ads. Then, how the audience revert through comments in the latest advertisements uploaded on a brand's YouTube Channel also has been studied.

An analysis was carried on the YouTube Channels for the first three Indian cosmetic companies' advertisements published by F6S Community on June 27, 2024, and another first three Indian cosmetic companies or brands published by Cashaly on March 20, 2024. The duration, subscription, views, comments, language and so on were some of the aspects chosen for the study. Three advertisements each through mixed research design were taken from the official YouTube pages of the respective cosmetic brands. Both Hindi and English Languages were taken into consideration for analysing the language. Only the latest advertisements uploaded in these official pages were watched for the research purpose.

The audio-visual presentation, comments and views were seen to compare them with the elements of Sadharanikaran Model of Communication (SMC) including Sahridayas (receiver), Bhavas (moods), Abhivyanjana (encoding), Sandesha (message), Sarani (Channel), Rasaswadana (decoding), Doshas (barriers), Sandarbha (context) and Pratikriya (feedback). For detailed discussion on the elements of the SMC, see: Adhikary, 2014.

The reason behind choosing F6S and Cashaly for the research was that since none other sites mentioned about the recent top Indian brands with proper description. Although, it was not a point to be observed, but both differences as well as similarities were seen between the textual description of these ads on the websites and that shown through every cosmetic product on their official channel of the YouTube.

Notably, Sadharanikaran, drawing from classical Hindu poetics, has been introduced into the modern communication discipline (Adhikary, 2009, 2014), essentially due to its qualification in this regard. The term has been an extensively used concept in Sanskrit and allied literary circles for explaining poetics, aesthetics and drama. It is rooted in *Natyashastra* of Bharata. There have been attempts to extend its history up to the Vedic period (Adhikary, 2007a, p. 108), but scholars widely believe that Bhattanayaka introduced the concept of sadharanikaran (Vatsyayan, 1996, p. 146). He is credited for use of the term in his commentary on *Natyashastra* to explain the concept of *rasa*.

One can somewhere find that apart from Sadharanikaran Model of Communication (SMC), these advertisements uploaded on the official channel of their YouTube part are somewhere connected to Uses and Gratification Theory (UGT) in terms of decoding and ending for it deals in individual functions and dysfunctions view that mass media audiences make active use of what the media have to offer arising from a complex set of needs which the media in one form or another gratify. UGT emerged out of the studies with shifted their focus from what the media do to the people to what people do with the media (Katz, 1959).

The historical development of UGT is traced from its roots in the 1940s, with early research focusing on radio listeners and later expanding to explore social and psychological variables influencing gratification consumption (Sichach, 2023). The theory's stages include categorizing gratifications sought, studying audience motives, and connecting media use to gratification. Critically, UGT recognizes the limitations, acknowledging the role of media policies, socio-cultural factors, and curated options in shaping individual media choices. The paper concludes by addressing critiques, emphasizing the complex interplay between audience choice and media influence, and highlighting the ongoing debate over the theory's validity.

It is to be remembered that a society comprises of individuals, which are humans, or it will be precise to say humans form a group called society. A society can have varied number of individuals, having distinctive features, attitudes, propensities, tastes and preferences. Many societies can symbiotically exist at the same time. One noticeable point about the existence of any society is the way it reshapes itself owing to various external situations (Udaipuria, 2018).

Communicating with the People

If seen in-depth three parts of communication which includes an act of communication has a beginning (the creation of the message), a middle (the message's characteristics), and an end (the interpretation of the message and response to it). Communication theories are mutually relevant when addressed to a practical lifeworld in which "communication" is already a richly meaningful term.

There are three main steps in communicating with people (Clark, 2013) are thought. Initially, the sender has information in their minds. This might be an idea, concept, piece of knowledge, or sensation, encoding after that, a message in words or another sign is transmitted to the recipient, interpreting. Lastly, the information or concept is translated into a human-understandable concept by the receiver from the words or symbols. Communication can happen over great distances in both time and space if there is a sender, a message, a medium, and a recipient. The recipient need not be present or aware of the sender's intention to communicate at the time of communication. To communicate, there must be a communicative common ground between the parties. When the recipient confirms, the communication procedure is finished (Dima, 2014).

Human civilization communicates to fulfill individual goals in life, which creates a tradition of communication within a community. Additionally, a community has a coded language that is used in communication (Hanafiah, 2002). Language was first used as

a means of communication that has been in place since the beginning of human history and has so grown into a smooth speech. Speaking in a way that uses language that other people can understand is therefore a communication process. Humanity would instinctively comprehend the language of their own society, and communication could proceed without any problems. Nonetheless, if a group learns the coded language of another, they can still communicate with one another. Beryl William asserts that all persons possess a repertoire of communication skills that they can use to engage with others. For increased efficiency, the skill can be learned and developed.

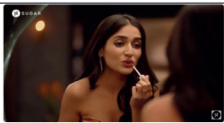
In communications, Langer's Symbol Theory is focused on the concepts of signs, signifiers and denotative/connotative meanings (Littlejohn and Foss 2005, pp. 101-103). The theory is of special interest for analysing advertising practices because this theory explains how meanings are created in advertising messages for the audience. In addition to that, in advertising, 'message' is, in fact, the core selling component that is aimed at 'persuading' the target audience to buy specific products and services (Huang, Leng & Liang 2012, pp. 592-594). In other words, advertising sells messages and thus, the Symbol Theory applies to this field perfectly to create 'lexical' and 'psychological' appeals to the audience (Puntoni, Schroeder & Ritson 2010, p. 56). This appeal is created by using relevant signs, symbols and other elements that form denotative and connotative meanings. Brief discussions on these concepts are done next for a clearer understanding of the Symbol Theory and its relationship to the advertising messages (Tarek, 2013).

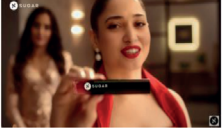
David Kolb's model of the Learning Cycle (LC) refers to the process by which "learners" deal with and come to terms with their experiences, and by doing so change their behaviour. The LC is based on the idea that the more often we reflect on a task, the greater the opportunity to modify and refine our efforts. The logic of the learning cycle is to make many small and incremental

improvements, which constitute major improvements over time. It is to be noted that LC contains the following four stages: The first is Experiencing which means (Cook, 2016) immersing yourself in the task. The second is Reflection meaning what did you notice? Third is Conceptualization: what does it mean? The fourth is Planning to refer to what will happen next and what do you want to change?

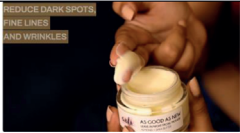

Semiotics is generally described as the “study of signs.” For a sign to exist, there must be meaning, or content (the signified) manifested through some form of expression or representation (the sign). Signs exist within semiotic systems. For example, the green light in a traffic signal is a sign meaning “go” within the semiotic system of traffic control; words are signs in the semiotic system of language; gestures are signs within the semiotic system of non- verbal communication; and so on. Because semiotic systems encompass the entire range of human practices (Harrison, 2003). It is this cross-cutting vantage point that allows professional communicators to compare objects from two different semiotic systems that is language and imagery and make a valid, useful analysis.

Advertisement Analysis of First three Popular Indian Cosmetics mentioned by F6S:

| Serial No. | Name of the Cosmetic Brand shown on YouTube | Audio-Visual Presentation | Latest Feedback in Comments | Reference | Remarks |
|-------------------|--|--|--|---|---|
| I. | Sugar Cosmetics | The advertisement video uploaded is of 20 seconds uploaded on June 6, 2024. It mentions Party night or | It includes only 8 comments with heart emojis or people appreciating Tamanna for | The official YouTube channel of SUGAR Cosmetics was referred. |  |

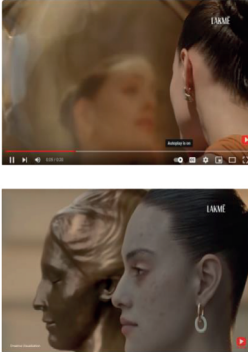
| | | | | | |
|--|--|---|---|--|---|
| | | <p>everyday wear - no touch ups needed with SUGAR Mousse Muse Lip Cream! Light-as-air and 24-hour* wear formula, this ultra-pigmented lip cream is 100% transfer proof, hydrating and delivers bold colour without smudging or fading. Presenting the gorgeous, classy and sassy Tamannaah Bhatia with our very own inspiring and unstoppable Vineeta Singh in our TV commercial.</p> | <p>showcasing in Sugar Cosmetics Ad. It has 1,333,450 views. The subscribed people count to 1.86 M.</p> | |  |
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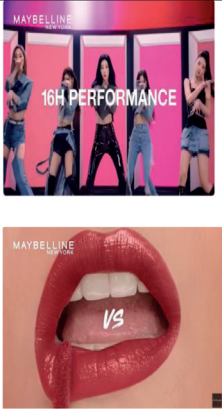
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|-----------|------------------------|---|---|---|---|
| <p>2.</p> | <p>My Glamm</p> | <p>The 29 seconds Ad was uploaded on April 8, 2024, starring Bollywood actress Shraddha Kapoor with the name 'My Glamm Super Makeup Range ft. Shraddha Kapoor.' It mentions Calling all super-naaris of today who juggle multiple roles in their daily lives! Specially designed and formulated for women who are always on the go. This multi-purpose range is going to be your ultimate go-to! Whether you're</p> | <p>It had 81 comments wherein people were comparing Shraddha with Priyanka Chahar Choudhary. However, it has 9.5k views. There are 90.4k subscribers.</p> | <p>The official YouTube channel of My Glamm was referred.</p> |  |
|-----------|------------------------|---|---|---|---|

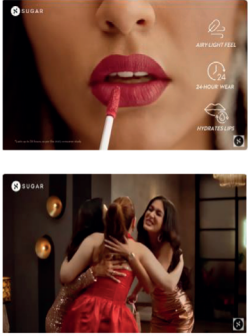
| | | | | | |
|----|---|---|---|---|--|
| | | conquering the boardroom or painting the town red, elevate your glamm game and embrace your inner superhero while looking fabulous always | | | |
| 3. | Auli Lifestyle (Auli Active Ayurveda) | The 25 seconds ad mentions Almond plus Shea Butter Skin Repair Night Cream. It was uploaded on May 25, 2023. The brand has featured on 'Shark Tank India' in 2023. It has been created in June 2017 by Aishwarya Biswas | It has only one comment stating that it is not a worth product. Although, there were 1.3k views. There are 4.07k subscribers. | The official page of Auli Active Ayurveda was referred. |   |

Advertisement Analysis of First three Popular Indian Cosmetics mentioned by Cashaly:

| Serial No. | Name of the Cosmetic Brand shown on YouTube | Audio-Visual Presentation | Latest Feedback in Comments | Reference | Remarks |
|------------|---|---------------------------|-----------------------------|-----------|---------|
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|--|---------------------|--|--|---|---|
| | <p>Lakme</p> | <p>The ad was uploaded on May 5, 2024. It is titled 'New Lakme Pro Brilliance serum with 10% Vitamin C+ complex for Bright Antioxidant glow, 24 hours. It mentions that as you step out in the world, everyday oxidation dulls your skin. The new Lakme Pro Brilliance Serum with the power of 10% Vitamin C+ Complex fights oxidation to reveal a 24 hour bright antioxidant glow. Get that antioxidant glow all day, every day. Celebrate the day with the new Lakme 10%</p> | <p>2183 views and 3 comments. There are 447 subscribers.</p> | <p>The official page of Lakme India was referred.</p> |  |
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| | | <p>vitamin c+ complex serum. Efficacious till the last drop.</p> | | | |
| 1. | <p>Maybelline</p> | <p>The latest ad is a 20 seconds' ad uploaded on January 25, 2024. It mentions exploring the all-new Maybelline Super Stay Showdown Collection, featuring the Super Stay Matte Ink and Super Stay Vinyl Ink. Also, it states about Gorgeous colors, no transfer, and ultimate 16H of performance.</p> | <p>23 comments with 27,946,745 views. People seem to discuss more about model Itzy.</p> | <p>The official page of Maybelline New York India was referred.</p> |  |

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| <p>2.</p> | <p>Sugar Cosmetics</p> | <p>The advertisement video uploaded is of 20 seconds uploaded on June 6, 2024, and it titled SUGAR Mousse Muse Lip Cream ft. Tamannaah. It mentions Party night or everyday wear - no touch ups needed with SUGAR Mousse Muse Lip Cream! Light-as-air and 24-hour* wear formula, this ultra-pigmented lip cream is 100% transfer proof, hydrating and delivers bold colour without smudging or fading. Presenting the gorgeous,</p> | <p>It includes only eight comments with heart emojis or people appreciating Tamanna for showcasing in Sugar Cosmetics Ad. It has 1,333, 450 views. The subscribed people count to 1.86 M.</p> | <p>The official YouTube channel of SUGAR Cosmetics was referred.</p> |  |
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| | | classy and sassy Tamannaah Bhatia with our very own inspiring and unstoppable Vineeta Singh in our TV commercial. | | | |
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Conclusion:

Based on the objectives one can easily find that SMC is totally applicable in such modern India advertisements on cosmetic products. The message sent through these brands is mostly of females and delivered in a mixed language of Hindi and English (Hinglish). Bright colours are preferred to showcase the product with mostly daytime as ambience or artificial set up. The time limit is between 20 seconds to 1 minute. However, when it comes to feedback, it is poor in every company’s YouTube channel and not specifically about the product but about the character shown in the advertisement. The views are way more than the comments. Young female celebrities and models are hired for these advertisements with enthusiastic music playing in the background. The Doshas (barrier) are clearly visible with the poor response and delayed time interval in uploading advertisements about the products of these brands. A coincidence was seen between the two web platforms. Notably, Sugar Cosmetics was on the top Indian cosmetic brands on F6S while it was on third list in the Cashaly. This clearly indicates a popularity of the respective company. The audience research analysis was difficult here due to lack of comments.

This is to note that the ads seen did not include males. Only young women were seen in such advertisements. The reason for less

comments on the official YouTube Channels of the chosen brands cannot be known.

Future Research:

- More number of ads related to cosmetic brands of India can be analyzed or taken as case studies by the mass communication and management researchers.
- The SMC can be applied in other kinds of advertisements like gadgets or grocery items for better understanding.
- Some other communication theories from the different aspects such as cybernetic, socio-psychological, socio-cultural, critical, rhetorical, phenomenological, and semiotic can relate to the research topic to broaden the scope of its utility.

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