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The strategies of using Chinese language in cosmetic advertising through the Taobao online marketplace

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Abstract: This study aimed to 1) analyze the information structure of texts concerning facial beauty in Chinese cosmetics advertisements, and 2) examine linguistic strategies employed within the advertisements. Language strategies in 150 Chinese cosmetic product advertisements from Taobao were analyzed, employing critical discourse analysis concepts as proposed by Norman Fairclough and Teun Adrianus van Dijk. By exploring the advertising language, the study offered valuable insights into the persuasive techniques used in the cosmetics industry. It categorized the strategies into semantic and discourse-pragmatic. Semantic strategies involved descriptive verbs, intensifiers, negation, and word formation through pinyin transliteration. Discourse-pragmatic strategies included presuppositions, figures of speech, claims, and rhetorical questions. These strategies mirrored beauty values in Chinese society, implying beauty was achievable through the products advertised. The study highlighted the significant impact of language strategies in forming beauty ideals, influencing consumer beliefs, and motivating the pursuit of beauty standards. This analysis of cosmetic advertising in China showcased the influential role of language in shaping societal views and consumer behavior.

Keywords: advertisements; critical discourse analysis; linguistic devices; Taobao online marketplace; Chinese language

1. Introduction

In the twenty-first century, the advent of social media has transformed marketing strategies, propelling businesses like Taobao, a leader in China's e-commerce, towards digital platforms. This strategic shift has not only broadened Taobao's horizons into Thailand but also highlighted its pioneering approaches and consumer-friendly interface, marking a significant expansion in its market reach. Taobao, top-ranked by Alexa's Webretailer and known for product diversity, is part of China's key online markets, including Pinduoduo, JD.com, Tmall, and Amazon China. This shift has spurred market research, innovation, and profit growth, notably increasing Thai engagement with Taobao, as evidenced by Paidai.com's 2014 user growth (Wasusirikul and Stasiewski, 2016).

Advertising, pivotal in public discourse, shapes consumer preferences and reflects societal values, notably in the beauty industry (Chamwong et al., 2015; Kaewjungate, 2010; Pong-udom, 2005). Its influence extends to cultural identity, education, gender discourse, climate change, and public health communication, particularly during the COVID-19 pandemic (Bouvier, 2015; Coupland, 2007; Hansen and Machin, 2008; Jin and Tay, 2023; Ostertag, 2021; Teo and Ren, 2019).

Beauty products and cosmetic in general also showed a tendency to mimic perfection in a woman (Britton, 2012; Chiapraditkul, 2013).

Cosmetic advertisements for women display language characteristics that reflect values associated with female beauty in various regions, using language in cosmetic advertising rhetoric to entice consumers to desire and believe in various beauty values. These advertisements create an endless model of beauty and attempt to make consumers believe in the model presented by the advertisements. The researchers view cosmetic advertisements as a medium that significantly influences beauty values. At present, consumers prefer to purchase cosmetics through online websites or products imported from China. Therefore, the researchers proposed to study Chinese language rhetoric from cosmetic advertisements appearing on the online platform Taobao. The aims of the current study were to analyze the information structure of texts concerning facial beauty in Chinese cosmetics advertisements and to examine linguistic strategies employed within the advertisements.

Bridging the gap between the proposed study and the theoretical framework, the research methodology drew upon the foundational theories of van Dijk (2000, 2003) and Fairclough (1995, 2010) for analyzing Chinese advertising discourse. Van Dijk emphasized the abstract nature of discourse and its societal influence, including power dynamics, while Fairclough offered a detailed methodology for discourse analysis, considering textual, discourse practices, and socio-cultural influences. Both theories were essential in linguistic research for understanding discourse meanings. Critical discourse analysis (CDA) played a crucial role in analyzing the ideological exploitation of language that resulted in social inequalities, as discussed by Wodak (2001). This analytical framework was critically involved in uncovering the ways in which language was used in cosmetic advertisements to perpetuate and negotiate beauty ideals, reflecting broader societal values and power structures.

2. Literature review

This section describes advertising discourse in Chinese, utilizing the discourse theories of Van Dijk (2000, 2003) and Fairclough (1995, 2010). In studies of social phenomena, it is crucial for researchers to understand and access the phenomenon through the language manifested in written form. Linguistic units are considered as evidence to confirm conditions related to attitudes or values in advertising discourse. The researchers adopted Fairclough's (2010, 1995) discourse dimensions specifically and emphasized the following theoretical reviews:

2.1. Van Dijk's critical discourse analysis

Van Dijk (2000) outlines the characteristics of discourse in the following manner: Firstly, discourse possesses both abstract and wide-ranging features. Secondly, discourse can be analyzed on multiple levels, encompassing events, situations, processes, groups, group relations, and other factors such as social representation or group membership. Lastly, discourse does not dictate knowledge but rather collects perspectives on events. Therefore, discourse functions as an evaluative attitude that can be shared within society, and it serves as the framework for discourse design based on diverse semiotic orientations. However, this

framework has a limited scope, encompassing the following six elements: 1) membership, 2) activities, 3) goals, 4) values/norms, 5) positions and group relations, and 6) resources. Van Dijk (2003) also addresses fundamental questions in critical discourse analysis to elucidate the relationship between discourse and power in two key aspects: 1) how groups with power control public forms of discourse, such as political and media discourse, and 2) how discourse shapes the thoughts and actions of less powerful groups, including the consequences that arise from such control, like social inequality.

2.2. Fairclough's (1995, 2010) critical discourse analysis

Fairclough's (1995, 2010) framework for critical discourse analysis comprises the following dimensions: 1) Text dimension: This involves analyzing linguistic forms and meanings, ranging from small units to larger structures, and includes various linkages in both spoken and written language. 2) Discourse practice dimension: This focuses on examining the situations related to the communication processes involved in producing and consuming texts within discourse. 3) Socio-cultural practice dimension: This entails the analysis of social and cultural dimensions that influence the processes of text production and consumption.

It is worth noting that van Dijk's (2000) approach to critical discourse analysis explores the relationship between discourse and power across a range of social domains, including politics, media, law, education, and interactions within specific groups and institutions. His framework also includes criteria and foundational guidelines for the perpetuation of power in everyday life, targeting the general public as the object or focus of this power. In comparison, Fairclough's proposed framework offers a comprehensive outline for how discourse should be analyzed. Therefore, research in the field of critical discourse analysis in linguistics typically employs semantic, discourse, and pragmatic theories to reveal the meanings embedded within specific discourse contexts.

2.3. Discourse as mean to shape society

Numerous studies have explored the influence of discourse from various angles. Bouvier's (2015) research, for example, exploring multicultural discourse, emphasizing its role in constructing cultural identities, particularly in the realm of social media. The exploration of discourse within multicultural societies has also yielded important insights. Ostertag's (2021) noteworthy study examines the impact of social media discourses on public opinion formation, underlining their significant role in shaping perspectives and attitudes.

Teo and Ren (2019) investigate the influence of multicultural discourse in education, highlighting its critical role in fostering cultural understanding, inclusivity, and diversity within academic settings. Coupland's (2007) research centers on the evolution of gender-related discourses, illuminating how language both reflects societal changes and shapes our understanding of evolving concepts like gender. Hansen and Machin (2008) employ Fairclough's model to analyze discourse on climate change, revealing how language can be strategically used to influence public understanding of critical global issues. Recent studies, such as Jin

and Tay's (2023) exploration of public health communication during the COVID-19 pandemic, exemplify the influential nature of discourses during times of crisis.

Collectively, these aforementioned studies illuminate the multifaceted and significant role that discourse plays in shaping our society.

3. Method

3.1. Data collected

This study examined the textual content of Chinese cosmetics advertisements, particularly those for facial care products. The analysis was limited to written advertisements, with data sourced from Taobao (https://world.taobao.com). The dataset included 150 listings, each representing products with at least 3000 orders. This selection criterion was chosen to analyze popular and impactful advertisements, offering insights into the successful use of language in cosmetic advertising. By concentrating on the written content of these in-demand product advertisements, the study provided a detailed examination of linguistic strategies, essential for understanding effective advertising techniques in the cosmetics industry.

3.2. Materials and procedure

The study involved examining translation theory, literature, and previous research on advertising and critical discourse analysis. Data collection entailed three steps:

1) Gathering Chinese-language cosmetics advertisements from Taobao, focusing on those with direct business communication about women's facial care products, with a minimum order quantity of 3000. The criteria included online media discourses in China targeting a large female audience, written language data, and descriptions of women's facial beauty.

2) Organizing the advertisements into two categories: treatment products (facial creams) and makeup products (mascara and lipstick), totaling 150 listings.

3) Analyzing the data using Fairclough's critical discourse analysis framework, incorporating theories from Fairclough (1995, 2010) and van Dijk (2000, 2003) to study linguistic strategies in Chinese cosmetics advertising.

4. Results

The analysis yielded results that focused on two main issues: 1) the rhetorical structure of cosmetics advertisements in Chinese, and 2) the linguistic strategies employed in these advertisements. The former provided an overview of the discourse surrounding beauty in cosmetics advertisements. Additionally, the linguistic strategies utilized in Chinese cosmetics advertisements incorporated techniques from semantics, pragmatics, and rhetoric. This analysis examined language at various levels, including individual words, phrases, sentences, and discourse units.

4.1. The rhetorical structure of cosmetics advertisements in Chinese

The analysis of Chinese cosmetics advertisements focused on two main aspects: 1) topic, concerning facial cosmetics products, and 2) content, covering the effects

on facial appearance and the descriptive language used to highlight the beauty benefits from the product's efficacy, application, and composition.

1) Topic analysis

The topic analysis involved examining which cosmetics were specifically targeted and designed for the facial area.

2) Content analysis

The content analysis indicated that various cosmetics contributed to enhancing facial beauty. Accordingly, the researchers categorized beauty into three primary characteristics: color, texture, and facial features. These characteristics were listed in **Table 1**, in order of their significance for achieving optimal beauty enhancement.

Table 1. Characteristics of facial beauty and skin.

Topic: The area of the face aimed at achieving beauty through cosmetic products		
Content	Color	Bright and luminous colors, such as white, radiant, and translucent
	Skin texture	Smooth, delicate, hydrated, moisturized, soft, clean, firm, without wrinkles, blemish-free, youthful, and healthy.
	Facial features	Firm and well-defined
Specific skincare products		Facial moisturizer, skin exfoliator, facial mask sheets, foam or facial cleanser, sunscreen cream, foundation cream, and concealer to cover wrinkles.
Example of Chinese phrases		密集润养 淡退纹路 迟延肌肤纹路生成，谈退脸部纹路，增进肌肤自身光泽和弹性
English translation		Intensive nourishment and faded lines. Delay the formation of skin lines, reduce facial lines and improve skin's own luster and elasticity.

The analysis of 60 products, mainly facial skincare creams, revealed three key aspects of facial beauty: skin color, texture, and features. Ideal skin color was white, fair with a hint of pink, and translucent. Optimal texture included smooth, even, soft, moisturized, and wrinkle-free skin. Beautiful facial features were defined as defined and firm.

Example 1: 触感清透润滑，肌肤愈显年轻，紧实弹润，润泽保湿 (A clear and smooth texture that rejuvenates the skin, providing a youthful and moisturized appearance).

Example 2: 白到发光，焕活耀亮新肌，自带光环 (A radiant white complexion that revitalizes and brightens the skin, giving it a natural glow).

Example 3: 为肌肤提供深层抗氧化功效，完美减缓肌肤衰老过程，有效简单细纹及皱纹 (Deep antioxidant effects that effectively slow down the aging process, reducing fine lines and wrinkles).

Example 4: 紧致毛孔，减少皱纹，淡化黑斑并增强胶原蛋白 (Firming of pores, reduction of wrinkles, fading of dark spots, and enhancement of collagen production).

Facial skincare products highlighted ideals of smooth, translucent, radiant, blemish-free skin, valuing fair, flawless complexion, even texture, firmness, and hydration. Advertisements emphasized youthfulness, refined texture, moisture, and physical well-being, featuring a fresh, radiant complexion with smooth skin and no

wrinkles, aligning with societal norms equating youthfulness with health and vitality, as illustrated by the subsequent examples in **Table 2**.

Table 2. Characteristics of beauty around the eyes.

Topic: Enhancement of facial beauty through product application		
Content	Color	Color obtained from eye makeup to create a fresh and clear appearance, preventing dark circles around the eyes
	Skin texture	Smooth, soft, and moisturized skin with no wrinkles, giving a youthful look
	Facial features	Reduced visibility of fine lines and wrinkles
Specific skincare products		Eye area moisturizing cream, eyeshadow
Example of Chinese phrases		保湿肌肤, 明显减少眼部和脸部皱纹
English translation		Moisturize skin and visibly reduce eyes and facial wrinkles.

The study analyzed 30 products, focusing on two advertisement categories: eyeshadows for eye makeup and creams for eye area moisturization. Advertisements linked eye aesthetics to facial beauty, highlighting features such as no dark circles, fair complexion, and moisturized, wrinkle-free, firm, smooth skin. Skincare products for the eye area were prominently featured, suggesting a sales strategy. The use of varied linguistic expressions in these advertisements aimed to create aesthetic values for the eyes beyond physical traits.

Example 5: 水润滋养眼周，隐匿眼周纹路，黑眼圈眼袋去除 (Moisturizes and nourishes the eye area, conceals lines, and eliminates dark circles and under-eye bags). This illustrated eye beauty standards aligning with overall facial beauty: absence of dark circles and maintaining moisturized, wrinkle-free skin, as illustrated by the subsequent examples in **Table 3**.

Table 3. Characteristics of beauty in the lip area.

Topic: Facial features aimed at enhancing beauty through products		
Content	Color	The colors used for enhancement are soft and subtle to maintain a youthful complexion, while red adds vibrancy
	Skin texture	The lips are moisturized, smooth, and not dry.
	Facial features	The lips appear firm and dimensional.
Specific skincare products		Lipsticks
Example of Chinese phrases		滋养保湿 淡化唇 拒绝干裂 提亮唇色
English translation		Nourish and moisturize, lighten lips, block chapped lips, brighten lips color

From a total of 30 products, the majority of lip products aimed to enhance the texture of the lip area, focusing on qualities such as radiance, softness, moisture, and beauty, as illustrated by the subsequent examples.

Example 6: 双唇看起来美丽、雕塑、曲线、保湿, 双唇感觉滋润 (The lips look beautiful, firm, with curved lip lines, moisturized, and the lip's edge is well-hydrated). This revealed that lipstick enhances lip beauty, signifying complete, harmonious aesthetics, and good health.

From a total of 20 products, the majority of products for eyelashes included

nourishing mascaras and decorative mascaras that focused on the characteristics of the eyelashes, such as thickness, length, and curl, as illustrated by the subsequent examples in **Table 4**.

Table 4. Characteristics of eyelash beauty.

Topic: The facial area component aimed at beauty enhancement through products		
Content	Color	Color resulting from enhancement of dark brown
	Skin texture	Strong and resilient, not easily shedding
	Facial features	Thick, long, and sequentially curved lines
Specific skincare products		Nourishing mascara, Decorative mascara
Example of Chinese phrases		滋养睫毛 卷翘纤长
English translation		Nourish eyelashes for a curled and lengthened look.

Example 7: 睫毛膏赋予睫毛大长度和体积，打造理想的眼感 (Eyelashes are lengthened and thickened to achieve a complete look). This revealed that decorative mascaras enhance eyelash thickness and length, improving eye appearance and personal image, as illustrated by the subsequent examples in **Table 5**.

Table 5. Characteristics of beauty in the eyebrow area.

Topic: Facial features aimed at enhancing beauty through products		
Content	Color	Color intensity can vary depending on the product.
	Skin texture	-
	Facial features	Thickness, defined shape, straight or arched, depending on makeup application
Specific skincare products		Eyebrow pencils, Eyebrow mascara.
Example of Chinese phrases		整齐有型的眉毛，色泽自然
English translation		Neat and stylish eyebrows with natural color.

Of 10 products analyzed, most were eyebrow pencils and mascaras, designed to enhance eyebrow shape, thickness, definition, and alignment.

Example 8: 想与眼部轮廓搭配协调的眉型，是整个眼妆的一大重点，更能展现你的迷人气质 (The desired eyebrow shape should harmonize with the eye's frame and serve as a highlight of the entire makeup, accentuating your charm). It showed that using eyebrow pencils to naturally shape eyebrows aligned with facial features, creating a refined, alluring appearance.

4.2. The linguistic strategies employed in Chinese cosmetics advertisements

The analysis of utterances in Chinese cosmetics advertisements revealed that cosmetics enhance various body parts' beauty, which is conveyed through language. Two main language approaches were identified: 1) Semantics, and 2) Discourse-pragmatic strategies.

1) Semantics: This approach focused on describing beauty, covering desired and undesired characteristics. It included using adjectives, intensifiers, and negation.

Adjectives were particularly significant for portraying beauty ideals, providing clear, direct descriptions of body parts, facial features, and overall appearance. This frequent use of adjectives was a key characteristic of cosmetic advertising language, as illustrated by the subsequent examples.

Example 9: 增强皮肤的紧致度展现完美脸庞 (Enhance skin tightness to reveal a perfect facial appearance). It demonstrated that a single adjective in advertisements could effectively emphasize beauty qualities such as attractiveness and freshness. The intensifiers, shown in the phrase "This cream helps your skin look fresh and beautifully radiant for a longer duration than before," enhanced the vividness of characteristics, here suggesting improved longevity over previous methods. The analysis categorized these as "intensifying adjectives," with two subtypes, highlighting their role in deepening meaning.

(1) Intensifiers indicating degree: These words or phrases, such as "always" in "the clarity of the complexion will always remain," amplified the main term, stressing the lasting clarity of the complexion, as illustrated by the subsequent example.

Example 10: 最好的美白精华帮助恢复美丽肌肤 (The finest whitening serum: Revitalizing and nourishing for beautiful skin). The terms such as "finest" and "best" amplified the core term, suggesting maximum quality or superiority for users.

(2) Intensifiers demonstrating characteristics: Words or phrases that elaborated on the main component, detailing the comprehensive attributes of achieved beauty, as illustrated by the subsequent example.

Example 11: 让肌肤恢复活力掩盖缺陷，全天长时间护理肌肤 (Restore youthfulness to the skin: Conceal imperfections and provide long-lasting skin care throughout the day). The intensifiers such as "throughout the day," "from every perspective," and "comprehensive" enhanced the meaning. For instance, "throughout the day" implied continuous skincare effectiveness. The use of negation conveyed meaning by denying undesirable qualities. Phrases such as 'not dry and tight cheeks' implied moisturized skin, and 'uneven skin tone' suggested fairness and smoothness. Negation frequently employed antonyms or expressions such as "not," "without," and "lack of" to articulate deviations from beauty standards.

Example 12: 无论您是深皱纹、细纹、黑眼圈、不均匀肤色还是干性皮肤，xxx 眼霜都能您的需求 (Regardless of whether you have deep wrinkles, fine lines, dark circles, uneven skin tone, or dry skin, xxx eye cream fulfills your needs).

Example 13: 刷出来的睫毛，根根分明，不会有苍蝇腿。(The brushed eyelashes are distinct and free from clumping).

Negation used above highlighted the removal of unwanted traits, aligning with the ad's message and indicating these qualities were undesirable. Derivation through Pinyin (Onomatopoeia) involved adapting words to maintain their meaning, creating unique terms such as 修 FU, 抗 SHUAI, 改 SHAN, 保 SHI, to emphasize their significance.

Example 14: 补水保 SHI/轻薄，很好吸收，不会有油腻感，补水保 SHI 色改 SHAN 肌肤状态 (Moisturizing and skin protection/lightweight, easily absorbed, non-greasy, improves skin hydration and enhances skin condition. This product

provides moisture and improves the skin's condition).

The four advertising techniques highlighted their role in defining beauty and how cosmetics could achieve it. They were vital in articulating beauty concepts through language. Advertisements particularly emphasized facial skin as a key beauty aspect. Cosmetic advertisements, targeting any facial area, consistently used similar language techniques, such as descriptive verbs, to portray ideals such as smoothness, moisture, and wrinkle-free skin.

2) Discourse-pragmatic strategies involved language techniques for textual context, linguistic devices, and implicit message conveyance, needing linguistic and socio-cultural understanding. These strategies shaped content interpretation, particularly beauty ideals, and were divided into four subtypes: presuppositions, figurative language, claims, and rhetorical questions.

Presuppositions in language suggested additional information or prior events, contributing to text comprehension. Fairclough linked them to shared socio-cultural knowledge, power, and ideology, classifying them into three types: existence, temporal aspects, and evaluative judgments.

Example 15: 脸更美白，不却出现暗沉和皱纹 (Achieve a fairer complexion without experiencing dullness and wrinkles again). The presuppositions such as "achieve" and "again," implied skin improvements and preventing dullness and wrinkles. In cosmetics advertisements, metaphors, which implicitly compared entities, and similes captivate audiences, conveying hidden meanings and enhancing effectiveness. The study emphasized the use of metaphorical nouns and verbs in such advertisements for persuasion.

Example 16: XXX 可以成为抵御紫外线的防罩 (The product XXX can serve as a shield to protect the skin from UV rays.) Sunscreen was metaphorically likened to a "shield," highlighting its protection against UV rays and skin issues. The study also emphasized the use of analogy, comparing two things based on shared traits with words "like" and "as if." For instance, analogies in cosmetic advertisements likened skin rejuvenation to the freshness of jasmine or eyebrows to a crescent moon, comparing aesthetic qualities to objects such as silk threads or snow for smooth, white skin.

Example 17: 白到发光，焕活耀亮新，肌紧致毛孔，白如珍珠 (Clear and radiant white, rejuvenating the skin, tightening the pores, and having skin as white as pearls). This metaphorically described skin using a simile, likening its appearance to pearl-like qualities. In cosmetic advertisements, claims such as these asserted truths or opinions and were categorized as either factual or opinion-based.

According to Van Dijk (2000), factual claims are empirically verifiable, boosting product credibility. These include scientific facts (Example 18), general truths (Example 19), and statistical facts (Example 20).

Example 18: 阳光的影响红外线结果，皮肤看起来皱巴巴的，最后显得暗淡无光 (The influence of sunlight and infrared radiation causes the skin to appear dull, scattered, and eventually manifests as the presence of dark spots). The use of scientific terms "infrared radiation" enhanced credibility, requiring specialized knowledge for understanding.

Example 19: 画出整齐有型的眉毛是彰显个人气质的一大秘诀，能衬托出

整个脸形和眼睛，让人神采飞场 (Creating styled eyebrows is one of the ultimate secrets that can express personal charisma, making the face and eyes radiate with allure). This was a general truth, typically expressed through declarative statements, indicating accepted information about attitudes towards facial features, such as the importance of well-shaped eyebrows in augmenting charisma and appearance.

Example 20: 容光焕发，在 10 天内看起来减少了黑斑 (The skin appears clear and radiant, reducing the visibility of dark spots within 10 days). Statistical facts presented data in a statistical context, often using statistics to support claims. For instance, it was claimed that users would see a reduction in dark spots within 10 days, resulting in a more radiant complexion.

Opinion-based claims express beliefs and judgments about beauty, with varying accuracy and subjective truthfulness. They gain credibility from reputable speakers and aim to foster understanding or change attitudes (Cortese, 2004). The following examples illustrated this concept.

Example 21: 眼睛周围的黑眼圈是一个难以处理的问题 (The presence of dark circles around the eyes poses a challenging issue to address). The use of rhetorical questions involved employing questions that were not intended to elicit factual responses but rather to guide or imply an expected answer. This strategy was utilized with a predetermined answer in mind.

Example 22: 你的肌肤被晒伤了多少次？ (How many times have you let your skin get sunburned?) This rhetorical question was employed to stimulate reflection, implying a general desire for healthy, clear, and blemish-free skin. It guided the audience, emphasizing common beauty ideals among women.

In summary, the analysis of discourse-pragmatic strategies in beauty norms included four main strategies: presuppositions, figurative language, claims, and rhetorical questions. Figurative language created mental images, guiding interpretations of beauty. Claims reinforced common beauty assumptions, such as the desire for radiant skin. Rhetorical questions encouraged readers to reflect on their beauty standards, often highlighting societal preferences for clear, radiant skin.

5. Discussion and conclusions

Analyzing beauty discourse in facial cosmetic advertisements, two elements were studied: beauty structure and language strategies. The former examined emphasized facial features, while the latter included semantic strategies (adjective use, intensifiers, negation, phonetic word creation) and discourse-pragmatic strategies (presuppositions, figurative language, claims, rhetorical questions). Findings revealed that advertisements focused on enhancing the appearance of skin, eyes, lips, cheeks, eyelashes, and eyebrows, emphasizing improvements in smoothness, softness, and color enhancement. Chinese advertisements on Taobao used intensified language and creative phonetic transcription, aligning with societal norms and Chinese language features. These advertisements perpetuated beauty ideals, implying societal expectations, particularly for women. The study determined that Chinese advertisements mainly employed semantic strategies vivid beauty portrayal, using adjectives and intensified words. Discourse-pragmatic strategies interpreted underlying meanings. Integrating linguistic and socio-cultural knowledge

was key to understanding the implicit messages aimed at influencing consumer attitudes, aligning with commercial goals. Language strategies thus were crucial in shaping and promoting beauty ideals for commercial success.

Rhetorical strategies can directly and vividly convey beauty, as demonstrated by the use of compound words that describe the beauty of facial areas, such as softness, radiance, clarity, and moisture. This approach enhances the unique and luxurious characteristics of beauty, further emphasizing its flawless nature. With regard to strategies in pragmatics or discourse, although they depend on context and the shared knowledge within society to analyze interesting aspects of the thought process—particularly in distinguishing what is considered flawlessly beautiful from what is deemed unattractive or flawed—they lead to more persuasive thoughts. For instance, the use of metaphors, citation of facts, and rhetorical questions are utilized to connect the consumer's experience with the advertisement's intended message, thereby making the consumer implicitly believe and accept the beauty the advertisement promotes.

6. Recommendations for further research

Further studies should focus on advertising rhetoric across different product categories and draw comparisons between advertising techniques in Thai and Chinese languages. Additionally, it would be beneficial to examine rhetoric from varied sources to understand disparities in language usage and social contexts.

Author contributions: Conceptualization, CK, PC and BR; methodology, dataset analysis, data curation, PC; reviews, editing manuscript, final version, CK, PC and BR. All authors have read and agreed to the published version of the manuscript.

Conflict of interest: The authors declare no conflict of interest.

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