

CRITICAL DISCOURSE ANALYSIS OF TAMIL CULTURAL IDENTITY IN CELEBRITY ENDORSEMENT IN ADVERTISEMENTS

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ABSTRACT

This study examined printed image advertisements in Jaffna market from a Critical Discourse Analysis perspective. This study mainly focused on the Tamil cultural identity in celebrity endorsements employed by advertisers to influence their customers. The analysis is based on 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 research was conducted on 15 newspaper advertisements. Findings indicated that advertisers used various strategies to reach the consumers through cultural identity. The advertisements, which promote Tamil cultural identity, norms and influence customers to a certain extent into believing whatever that is advertised is undeniably true. This study revealed that the Tamil cultural identity was considered as an advertising strategy by few producers for positioning their products. Findings showed that cultural celebrity commendations are advertising language used to switch consumers' minds. Thus advertisers use 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, Tamil cultural identity,

1. INTRODUCTION

Marketing managers are looking for celebrities to give companies a better chance of communicating their message to consumers. Many companies using celebrity endorsement as widely and acceptable tool for reaching customers all over the world. In

Sri Lanka many marketers use this method to penetrate the market to have more market share.

Celebrity endorser as any individual who relishes public credit and who uses recognition on behalf of a consumer good by appearing with it in an advertisement. In