

ANALYSIS

In this chapter, I have applied the tools of C.D.A. to the selected data chosen from popular fashion women magazines. The selected magazines are *Femina*, *Woman's Era*, *Elle* and *Cosmopolitan*. A number of write-ups from these magazines have been selected randomly and the data has been divided on the basis of the different magazines they have been taken from. The write-ups that have been selected for analysis fall under the category of beauty, health care, home making and relationships. However, there is no uniformity in the number of write-ups in any one category. In order to understand the analysis and observations, it is essential to know a brief about each of the magazines from which the write-ups have been selected. What follows is a short note about each of the selected magazine.

Femina is a popular fashion and entertainment magazine published fortnightly in India. It is owned by Worldwide Media, a 50:50 joint venture between B.B.C. worldwide and the Times group. The Times group is the largest media services conglomerate in India and was founded in Mumbai in 1838 and has its headquarters in New Delhi. It has revenue of \$ 700 million. The company has eleven publishing centers, fifteen printing centers, fifty-five sales offices, over 7000 employees, five dailies including two of the largest in the country with approx 4.3 million copies circulated daily, two magazines, twenty nine niche magazines, thirty-two radio stations, two television news channel. It is produced by a group of editors, which includes chief editor, features editor, and managing editor, assistant editors who work in the head office. The regional editors bring stories and news from their regions. The regional editors are from Bangalore, Pune, Kolkatta, Chennai and Ahemdabad. *Femina* is primary a women's magazine and features articles on relationships beauty and fashion, cuisine and health fitness. It also features articles on celebrities and various cultural facts on Indian women. *Femina* was first published in July, 1959. It has organized and sponsored the Femina Miss India beauty pageant since 1964. From 1994 to 1999 it also sponsored the Femina look of the year contest to send an Indian contestant to the Elite model look competition. *Femina* is a popular magazine that

features write-ups on fashion, beauty, relationships, health, food, buzz, travel, spotlight, blogs and videos. This is one magazine, which is by far most popular with women of all age groups. Also it is one of the oldest magazines published in India. It is priced at Rs.50 per copy. *Femina* is aptly priced; it does not belong to the category of high priced magazines like 'Grazia', 'Cosmopolitan' and many more available in the market. Most of the women from the upper middle classes can easily shell out Rs.50 for a magazine.

Woman's Era is one of the leading brands of Delhi Press Magazines. *Woman's Era* is a popular fortnightly which came in 1973; it reaches 2.4 million readers. It provides useful information for women and their entire families. Every issue of *Woman's Era* has the following contents; short stories, which provide insight into the women's world and the Indian family. Stories generally comprehend moral and social values. Fourteen articles per issue deal with husband-wife relations, in-laws, peers, society and marriage. The magazine has a fashion section also about the latest trends in clothing in India. The fashion section has brands that are usual and not designer or high-end type. There is a complete cuisine section that has over thirty recipes for its women readers. This magazine has contents, which stick more to the social values and traditions. The write-ups usually deal with real or usual things. There is hardly any content that is unreal or entirely from the glamour world. Real life situations are targeted more in this magazine. Even the brands that are advertised in *Woman's Era* are not the super luxury designer brands. The products that are advertised belong to affordable brands. The price of *Woman's Era* is Rs. 35. It can be bought easily by women from the lower middle classes also. *Woman's Era* is generally called the comparatively cleaner and educative magazine in the Indian society. It even has a section, which talks about kids and their upbringing. All this gives a clue that *Woman's Era* is a magazine that is perhaps for the middle class because it is the middle class, which lives according to certain norms and culture in a society. The rich or affluent class always likes to read content which is glamorous and unreal. The value systems in the upper middles and elite classes are different and may not be always in accordance with the social norms and rules.

Elle is a worldwide magazine that focuses on manifold issues. It deals with all the standard popular magazine characteristics like beauty, healthcare and hair care and trends. *Elle* is also one of the world's largest fashion magazines. Pierre Lazareff and his wife Hélène Gordon founded it in 1945. The title, in French, means 'she'. Robbie Myers is the editor and chief. *Elle* was born in France in 1945. Later, it was launched in the U.S.A followed by 25 foreign editions. It is now one of the world's largest selling magazines, with 39 international editions in over 60 countries. The *Elle* brand has a global network encompassing over 20 websites. There are 27 *Elle* websites globally, which collectively attract over one million visitors and twenty six million page views per month *Elle* reaches over 4.8 million readers. The vast majority (82 percent) of *Elle's* readers are women between the ages of 18 and 49. Forty percent of readers are single. The editor-in-chief of the *Elle* magazine says, "Our readers are young enough to think about life as an adventure and old enough to have the means to live it". *Elle* is priced at Rs.75 per copy and perhaps the target audience is readers from sound economic background. Like other magazines a team of editors produces *Elle*. There is also a separate fashion editor. This gives an idea to the kind of importance that is given to fashion in the *Elle* magazine. The magazine is produced by the collaborated efforts of the departments of 'features', 'fashion', 'beauty', 'art & production', 'advertising'.

Cosmopolitan is an international magazine for women. It was first published in 1886 in the United States as a family magazine, was later transformed into a literary magazine and eventually became a women's magazine in the late 1960s. Also known as *Cosmo*, its current content includes articles on relationships and sex, health, careers, self-improvement, celebrities, as well as fashion and beauty. Published by Hearst Magazines, *Cosmopolitan* has 58 international editions, is printed in 34 languages and is distributed in more than 100 countries. In India it is produced by the India Today Group. The India Today group produced it in India in 1996 under license from Hearst Magazines, U.S.A. The company propagates and claims that the magazine is a Bible for fun and fearless females. Other than the usual fashion and beauty topics *Cosmopolitan* magazine contains bold contents like 'dating', 'partying',

‘healthy sex life’, ‘wine drinking for women’ and could be any other untraditional topic.

A brief introduction about each of the magazine gives a general picture to the kind of content that these magazines have. The samples selected for analysis represent the social and discursive practices in the society. They have been selected because they appear in popular women magazines and portray the social and cultural practices of a society. The samples have been selected randomly from the chosen magazines. They represent the discursive change that has come about in the Indian society in terms of lifestyle and spending power. A glance at the samples tells one about the spending power of today’s generation on lifestyle products and self-maintenance products. We can also see the interest in fashion and trends, which has overtaken the contemporary generation. Globalization is one of the factors, which have added to the spending power of today’s generation. Since multi national companies have stepped in India people have started getting huge salaries and thus the spending power of people has become more. People now spend on brands and their status is recognized by the kind of brands they possess. Another factor is the financial independence of women. Women now have personal money, which they like to spend on lifestyle products.

This change in discursive practices has led to the change in the content of the glossy fashion magazines. The content of women magazines has also undergone a change. In the olden times, women magazines laid more stress on housekeeping, cooking and mothering, the write-ups included tips to save money and stressed on ways to produce things and crafts at home. These days the write-ups largely stress on spending on personal lifestyle products and not saving. This speaks volumes about the spending syndrome that has affected the entire new generation. The new popular women magazines have behind them the commercial interests of the multinational companies that try to promote their brands and products. In reality these magazines are vehicles of commerce. These magazines provide clear opportunities for the transmission of information, the development of communities, the sharing of knowledge, and the exchange of discourse. I have observed that the purpose in these magazines is to teach an escapist attitude to women with little intellectual stimulation.

Largely all these fashion magazines encourage women to use lifestyle products and they are given the impression that by using luxury lifestyle products they will get some sort of happiness. The joy can be in the form of freedom from any flaws in looks or in the form of some sort of pleasure. The imaginary pictures that are created in these magazines are unreal and in a way they teach the readers to escape the realities of the world. Analysis of these popular women fashion magazines shows that the medium is Marxist (capitalist) in the sense that the content is such which motivates and attracts women to buy and spend which creates a gainful target market. Such a dynamic market is an attracting factor for big business houses to promote their luxury products. All these factors make the choice of glossy fashion magazines apt for the study of discursive practices, social practice and to carry a linguistic analysis of the samples.

What follows is the analysis of the selected data. The tools of C.D.A have been applied to the selected data to investigate the textual features of the chosen texts. The write-ups fall under the broad headings of beauty, fashion and trends, healthcare, homemaking and relationships. They have been selected keeping in mind the kind of content for analysis. The samples represent the kind of change in lifestyle that has intruded in the Indian society. The samples reveal that the new generation in the Indian society is fond of luxury products. The samples have been ordered magazine wise. First the write-ups from '*Femina*' have been analyzed, then from '*Elle*' and lastly from '*Woman's Era*'. The samples from the magazine *Femina* have been numbered 1,2,3..... and the similar numbering technique applies to the samples from other magazines. A brief note under the heading (THE SAMPLE) about each of the sample precedes the core analysis. Below is given a list of the samples that have been analyzed and the way they have been numbered.

The samples from the magazine *Femina* are

- 4.1 Beautiful Hair Begins With A Healthy Scalp
- 4.2 All in Good Health
- 4.3 Treatment: Whitening Peel
- 4.4 My daughter's husband force-fed her acid

- 4.5 Lay it on
- 4.6 Dreams Unlimited
The samples from the *Elle* magazine are
- 4.7 Cast in the Deep
- 4.8 Bridal and Couture Collection By Ritu Kumar – The Campaign Elle goes behind the scenes.
- 4.9 Fitness News
- 4.10 The Pure Cure
The samples from the magazine *Woman's Era*
- 4.11 Dental Implants
- 4.12 Looking Good
- 4.13 Homoeopathy and Cataract An Eye Opener
- 4.14 Teenage Acne
- 4.15 What tickles teens?
The sample from Cosmopolitan is
- 4.16 Beauty Lessons

4.1 Analysis Text 1 *Femina*

THE SAMPLE

This text 'Beautiful Hair Begins with a Healthy Scalp' is about hair care; rather it is an advertorial that indirectly sells 'L'ORE`AL'.

Hair care has touched new heights with the advancement of science and technology. It no longer encompasses the kind of herbal home remedies that were given by grandmothers. Now hair care is a separate field that has a lot of scientific treatments and hard-core professional remedies. This development of hair care has been set largely by the international company 'L'ORE`AL'. This company has intruded into every nook and corner of India and marketed its products. It has spent millions of rupees on advertising its products especially hair products. This sample is also about one of the products i.e. 'Sensi Balance' by L'ORE`AL Professional. L'ORE`AL has a special professional range that is supplied only to the salons and it is

spelled as Professionel. Clients can get these professional treatments and professional products only in the salons.

Discourse practice

The sample under analysis contains the discourses of beauty culture, hair treatment, physiology, fashion and advertising. The mixing of genres makes the text interesting and racy for the readers. The sample draws discursive techniques from advertising genre in its production. Various discourses of science, health have been strategically woven into the discourse of hair care. The sample is actually advertising and selling the brand L'ORE`AL. The sample describes a professional scalp treatment, which is being advised by a leading hair expert Hakim Ali. Hakim Aalim is one of the most sought after hairstylist in the industry. He is the owner of 'Hakim Aalim Hair and Tatto Lounge Pvt Ltd.' at a posh area in Mumbai. Mumbai is the hub for professionals especially in the glamour industry. In this sample, Hakim Aalim has been given the status of a doctor because in the picture right above the text its mentioned that 'Aalim diagnosing Shilpi's scalp' diagnosing is a word that purely belongs to the discourse of medical field and is used only in case of medical doctors. Thus, Hakim Aalim is a scalp doctor and Shilpi Kakkar(who is undergoing the treatment) is a patient. The direct discourse of the hair expert has been included as reported clauses in the sample. These reported clauses appear at crucial places in the text, specially the ones that appear at the right hand corner of the text in white colour (the rest of the text has been printed in black). The inclusion of reported clauses authenticates the treatment and adds a lot of material value to it because it's coming from Hakim Aalim. The sample has been produced by joint commercial interests of L'ORE`AL, Hakim Ali and a renowned group 'World Wide Media' who have been producing the women's magazines 'Femina' for over a decade. The seminal point here is the commercial interest of the super big brand L'ORE`AL. The L'ORE`AL group is the world's largest cosmetics and (founded in 1909) beauty company and is headquartered in Paris suburb of clichy Hants-de-seine, France L'ORE`AL has developed activities in the field of cosmetic, concentrating on hair colour, skin care, sun protection, make-up, perfumes and hair-care. It has revenue of Euro 17.14 billion and profit of over Euro 2.064 billion. The sample has been designed with the aim to

persuade its women readers to go in for the mentioned scalp treatment by L'ORE`AL. If the readers will go for such a treatment they will obviously come to know about many other products also by L'ORE`AL. The text merely appears to be informative but it has subtle persuasion for its readers to go in for the scalp treatment.

The distributional network of this sample can be accessed on the basis of wider socio cultural context. In India, there has been a change in the lifestyle of women; they have joined the world of work and are making their own identities. The stepping of women in the corporate sector has given an impetus to maintaining one's looks and women have now become conscious of their looks and they now indulge in extensive body care from head to feet. Owing to this wider cultural change, the articles and write-ups on hair care have emerged as a new genre. Hair styling and hair care has become a significant branch of not just fashion industry but of health care also. The distribution of this sample is easy as it comes into sight in a fashionable bi-monthly magazine that has hard and soft copies easily available. The magazine is sold in almost all the bookshops, railway stations and can be found in the waiting lounges of airports. Thus, a large number of readers will be targeted by this sample. The magazine enjoys a large readership: the massive number of readership is itself a major factor contributing in the distributional network of the text. The text is also likely to enter chains in the form of beauty tips that will be given by various salons across the country. Women in their general conversations will also mention the professional treatment. The sample is also likely to become a constituent of casual conversations among women in social gatherings and specially the fashion conscious youth. Shilpi Kakkar who has experienced this treatment will mention about it to various people in her social circle.

The readers can infer the information the text producer wants to give them. They can deduce the idea hidden in the topic 'healthy scalp'. The text encompasses in it a whole world of healthcare, hair care, and beauty. The text producer presupposes that the readers will most likely be convinced with the treatment as it is by L'ORE`AL International a world famous company dealing in cosmetics. The style of the sample is informal and the text is written in a manner as if the text producer is conversing with the readers. There is a shift between the discourse of the text producer, Hakim

Ali (hair care professional) and Shilpi Kakkar (the girl who has undergone the scalp treatment). The text introduces its readers to a new treatment. The readers are passive recipients of the information that is in the form of treatment. The text bears semantic unity; all the key words of the sample belong to the discourse of hair care. Words like dry, frizzy, unkempt canvass belong to the discourse of hair care. There are two subject positions created in the sample. One is that of a hair expert and the other of a woman who is badly in need of a scalp treatment.

Textual Analysis

The textual analysis consists of investigating linguistic features that go into building a text. The clauses in this sample bear a relationship of reference and help in building a cohesive text. All the clauses refer to the topic frame i.e. scalp treatment and hair care. The clauses are elaborative and throw light on the beneficial effects of the scalp treatment. They are structured so that they bear a relationship of purpose and reason.

Example- 'Beautiful Hair begins with a healthy scalp'. 'Treat your scalp with respect and your mane will never disappoint you, L'OREAL Professional understands this and brings to you solutions to cleanse, purify and moisturize your scalp'. There is endophoric reference (information that can be retrieved from the text itself) again and again to the product (L'OREAL Sensi Balance), the use of which will give fabulous results. Examples are 'Shilpi Kakkar gets herself a squeaky clean scalp and luxurious hair with Professional Scalp Solutions from serie expert – the perfect answer to healthy hair from L'Oreal Professional'. 'After the hydrating massage I was walking on the clouds'. 'At the end of the treatment my scalp felt rejuvenated and my hair felt healthy from the roots and definitely looked fabulous'.

The key words of the sample have a synonymous relation. Words and phrases like 'scalp massage', 'scalp treatment', 'beautiful hair', 'scalp soothing', 'scalp clean', 'scalp solutions', 'squeaky clean scalp', 'scalp taken care of' all support the idea of scalp solutions. All these phrases are repetition of the positive effects of the same scalp treatment. To heighten the beneficial results of the scalp treatment the text producer has further used identical phrases like 'scalp breathe easy', 'scalp felt

soothed', 'scalp feeling absolutely great', 'scalp felt refreshed', 'scalp felt rejuvenated', all of which mean the same but are worded in different ways. The sample contains some new lexical items that have recently come up in hair care discourse. These neologisms have emerged in hair care discourse lately following the western hair styling discourse. Words like 'unkempt canvas', 'serie', 'bundled off', 'noddylan', are very trendy and newer words. The text producer has used comparative words like 'unkempt canvas' on the one hand and 'noddylan' on the other to convince the reader that he/she would feel absolutely relaxed with the treatment. The type of vocabulary that is used belongs to fashionable discourse or maybe the discourses of radio. Such sort of vocabulary makes the sample interesting especially for the youth.

There is hardly any modality used in the sample, which shows that the text producer does not want to put pressure of any sort on the readers. Hakim's speech is quoted in adverbials like 'recommended', and 'advised'. This is a form of 'over wording' as Fairclough (1989) calls it. The text producer is reluctant to occupy a commanding position and apparently leaves the choice of decision on the readers by using such words.

The thematic pattern of the text is equally interesting. The opening line of the sample contains the nucleus of the sample. It has a marked theme 'dry, voluminous and frizzy' indicating the symptoms of an untreated scalp. The write up is about the treatment of dry scalp. Almost all other clauses begin with 'I' (first person pronoun). It is interesting to note the number of personal pronouns used in the text, example 'I walked', 'I thought', 'I was sent', 'I felt', 'I woke up', 'I was bundled', 'I was walking', 'I kept'. These personal references provide a link to the clause i.e. 'Shilpi Kakkar gets herself a squeaky – clean scalp and luxurious hair'. The use of 'I' (personal reference) gives the text authenticity and validity. It also tells about the first hand experience of Shilpi who has undergone the scalp treatment. First hand experience is always more trusted by readers. Personal reference also helps to keep track of speech function in the text. It helps the readers to coherently understand the direct discourse of Shilpi. The topic of the sample is metaphorical 'BEAUTIFUL HAIR BEGINS WITH A HEALTHY SCALP'; actually means that if the scalp is not healthy then one cannot have lovely hair. The text manifests a pattern of alternation at

the level of sentences between the discourse of Shilpi and the hair expert Hakim Aalim. Thus the sample appears like a conversation with the treatment giver and taker.

The wording of the sample has been manipulated to make it scientific, serious and technological. Words like 'treatment', 'hydration', 'micro beads', 'chemical imbalance' and 'sensi balance' have been picked up from scientific discourse and have been skillfully woven into cosmetic hair care discourse. These lexical items have been created to bring in the vast domain of science and technology in a text, which is otherwise related to cosmetic hair care. Scientific discourse makes the sample more serious and professional. The sample exhibits the new hair care discourse that is a blend of different genres. The write up has been written in a way medical texts are written. This also gives a hint to way different discourses have been merged nowadays to meet vested commercial interests.

Social practice

The social practice analysis reveals to us the ideologies related to hair care. Hair care as part of beauty and body care has since ages been associated with females. This particular write up is also about how to maintain healthy scalp and healthy hair. In the light of this one can say that the text supports gender discourse. There's a line that represents feminist discourse 'A woman can have beautiful hair only when the roots are strong'. The word 'a woman' suggests clearly that women are supposed to take care of their bodies and hair and keep them maintained. As mentioned before hair care has long been associated with a part of a woman's beauty. Thus, the text highlights the discursive tendencies and ideologies linked with good looks for women all around the world. This line also gives a clue to the fact that indirectly women are being encouraged to look after themselves so that they could be appealing to men.

The sample brings out the hegemonic position the fashion salons have occupied in the contemporary Indian society. It reveals the underlying interests of the international company L'OREAL in promoting consumerist culture and at the same time creating a market for their expensive cosmetic products. The L'OREAL product has been given the status of a human being who understands the needs of a woman.

The sample appears to be targeting specifically women from low economic classes and indirectly pursuing them to follow trends that are considered elite. The cost of the treatment i.e. Rs750 is an indication of elitism attached to it. The social practice analysis brings out the fact that salons as treatment centers have come up as commodities that provide services as per the created needs of women. This identity of a commodity gives these salons the benefit of strength and control of discourses in the competitive consumer market.

Thus, a three dimensional analysis of the text reveals some interesting facts. The underlying motive is economically driven by L'ORE`AL (an international cosmetic and hair care company operating globally). The sample also brings forth the discursive change that has come about in the discourse of hair care and this further gives an insight into wider social cultural change. The text encourages women to go ahead and spend on their bodies and hair. There are no moral or social issues that are discussed in the sample but just a fashion cosmetic treatment that has been given extreme importance. By producing such a discourse women are being subjected to as commodities that can have market value only if they keep up the looks that are considered acceptable in the society.

4.2 Analysis Text 2 *Femina*

THE SAMPLE

This text is about healthcare and specifically about female healthcare i.e. it relates to gynecology. It appears in the *Femina* special issue column of the magazine, September 2007. The special issue has exclusive columns, which are not featured in the regular issues. The readers read such columns that appear especially with a lot of fervor.

Discourse Practice

Beginning with the investigation of the discourse practice of the sample, it is clear that the sample has drawn the discourses of medicine, dietics, healthcare, globality, gynecology and science into its production. The mixing of so many discourses gives a clue to the intrusion of various genres into the production of texts.

This mixing makes the texts interesting and dynamic. The sample is about a supplement and it belongs to the discourse of medicine broadly but includes the discourses of advertising largely as it indirectly advertises the brand 'Novartis'. Apparently the write up seems like a medical text but it has a domination of advertising techniques. As said before the sample is about a physiological issue concerning women and thus it brings in the vast domain of discourse of gynecology. The interesting point to note is that how new genres are emerging in the medical sciences. The discourses of advertising, marketisation and consumerism have now entered the discourse of medical sciences as is found in this write up also. This gives a clue to the changing social practices. Women nowadays have become aware of their physical and body needs. Owing to this change, new genres are emerging in the existing orders of discourse. The text opens with a wish expressed by the text producer that everybody should be in good health. This metaphorically means that in reality everyone is not in good health. The readers are coaxed to ponder over the issue that whether they are keeping good health or not.

The sample has the discourse of medical science woven into the discourse of advertising. Though apparently it appears that the sample is about calcium supplements but indirectly the pharmaceutical brand 'Novartis' is being advertised. There is an elaboration of the point that the women who are nearing forty should realize the importance and significance of taking calcium supplements. The text opens with a question, which prompts the readers to think that how many of them are taking calcium. The question-answer is a common technique in advertising. Such a technique prompts the readers to think on issues that the writer wants them to. Similarly in this sample also there is an implicit instruction to readers to contemplate on health issues. It is a formal written sample, which aims at providing the females (in late 30's) information of certain relevance about their body. The text belongs to the register of healthcare and acts as an advisory tool for women. The style of the text is intimate and it discusses about a universal physiological issue which women around the world face. The use of words like 'our' in the subtitle gives the feel of belonging to the readers; readers will feel that they are part of the community called 'women'.

‘Our’ includes the entire women community and makes them a part of the write up. The sample is likely to reach a large number of women readers. Such physiological issues are discussed in social gatherings and general conversations of women thus this sample will find mention in many other tiny extended texts. The sample has been produced with the joint efforts of worldwide media group and the leading pharmaceutical company ‘Novartis’. ‘Novartis’ International A.G is a multinational pharmaceutical company founded in 1996, based in Switzerland. Novartis is a member of the European Federation of pharmaceutical Industries and Associations. It has an average income of U.S. \$ 8.16 billions. It is clear looking at the write up that Novartis pharmaceutical must have given a large sum of money to Worldwide media to get a complete page in the special issue of the magazine.

The sample appears in the ‘*Femina*’ specials issue of the magazine. As it appears in a leading and popular women magazine ‘*Femina*’ its likely that the consumption of the article will be easy and at a large scale. Women from different ethnic, cultural backgrounds will be able to identify with the text. ‘*Femina*’ is easily available; its soft and hard copies are easily available. The Internet is another mode that allows a text to enter complicated intertextual chains. There may be a blog created by some reader on the issue of the importance of calcium intake. The distribution of the sample text is likely to be far reaching. The sample will enter complex intertextual chains in the form of casual conversations among women folk and in the clinics and medical centers in India.

The main aim in the sample article is not to promote awareness amongst its female readers about the need to take calcium supplements but is rather to promote particularly calcium supplements of ‘Novartis’. This will indirectly market the brand name ‘Novartis’ and help in promotion of other products of ‘Novartis’. The sample is coherent and largely follows the advertising techniques. It is likely that the sample will not invite any resistant readings, as the message in the sample does not contain anything objectionable socially or against the norms of the society. In fact it talks about physiological phenomena, which occurs with every woman on this earth. The consumption of calcium supplements has been naturalised. The sample is divided into

five sub-heads that elaborate on issues like why calcium is required and how it might be taken by consumers, the best supplements, the best brand i.e. 'Novartis'. The problem or issue being discussed in the article is a universal problem faced by women in late 30's. Hence apparently a social issue has been given prime importance.

Social Practice

The sample text has been produced to generate awareness among women regarding the need to include calcium supplements in their diet and more specifically to promote the brand 'Novartis'. Though the write up deals with the issue of healthcare, it has the discourse of advertisement implicitly woven into it. This sort of interdiscursivity gives a hint to the fact that in the present days advertising has intruded every genre be it academics, healthcare or medical discourse. It is a formal written text, as it follows the required structure of a formal advertising text. It has a text producer, an advertiser, an advertised product and complex subject positions. Bakhtin (1986:60) calls it a 'particular activity text' in terms of genre. This is a trend which is widely being followed to make advertising indirect and implicit. Today direct advertising is something which is very tedious because there is a very tough competition in the market. It is also difficult to convince the readers only through advertisements. Thus, mixing advertising and with serious writing is the best possible way to target a large audience.

The unconventional thing in the text for women is that unlike other magazine write ups it does not emphasize only the beauty aspect of women. An attempt has been made by 'Femina' group and 'Novartis' to promote the ideal of a healthy woman who enjoys a good health. There is a presupposition in the text; the producer regards the women readers as modern independent women capable of inferring the important information. However, by advertising the particular brand of these supplements the commercial interests of 'Novartis' are being revealed. A lot of importance is being given to female body. This extreme importance given to women bodies gives a clue to the feminine discourse. Women are expected to be healthy so that they can look after their family and at the same time can do the household chores. Thus, one of the aims

of promoting healthcare is that if women have a good health they will be able to look after their family well. It is a universal kind of write up as women from all around the world can identify with the issue being discussed.

The subject positions constructed in the text are that of a healthy woman who enjoys a healthy active lifestyle and that of a sister (text producer). The text producer here is like a sister who understands the needs and requirements of her sister. The relationship shared between the readers and writers is a sisterly relation. The text producer takes the position of the readers and talks in a manner as if he/she knows the inside problems of the readers.

The sample text shows the discursive change that has come about in the Indian society i.e. the need to take care of one's body in terms of health. The concept of having/including supplements in one's diet has been taken of course from the much-developed countries like U.K. and U.S. This shows the change that has recently been witnessed in the Indian society. Women in the Indian society never bothered much about their health as they were considered domestic dolls and more significance was given to the health of males. Since, the Indian women have now achieved education and joined the world of work they have become more aware about their health and physical needs etc. This gives an insight into the social practice of how the modern woman wants to be a perfect healthy professional, a healthy mother and a healthy wife. In the olden times there was no education for women so they did not even care for their physical needs. Women in the olden times had no idea about the requirement of calcium or any other supplements in their diets. The society was not open to any discussions about women's physiological needs. Whereas today the physiological issues of women like pregnancy, menopause, birth control are discussed openly in the society and by the media.

The last clause of the text gives a clue to the hegemonic position the company 'Novartis' enjoys in the market. 'Novartis' has been portrayed as a leader in the pharmaceutical industry. The text producer mentions that the 'Novartis' supplements are 'retailed at leading chemist'; the use of the phrase 'leading chemists' indirectly

implies that Novartis calcium cannot be bought from any ordinary chemists but only from the well known leading chemists.

Textual Analysis

The clauses are structured in a way that they make the text coherent. . They refer to the main idea of ‘calcium requirement’ and good health. Fairclough (1992) calls this intersentential cohesion. The clauses also bear a relation wherein the reason and purpose of including calcium supplements can be clearly identified. Examples from the write up are ‘Calcium is essential because it builds up bones and teeth which make 99percent of the calcium count, while the remaining 1 percent circulates in the blood and serves other vital functions’. ‘Lack of calcium can lead to various problems like osteoporosis where the bones get thin, making them more prone to fractures, muscle pain, backaches and osteomalacia’. ‘Calcium deficiency can also cause hypertension in pregnancy that is marked by high blood pressure levels’. All these clauses are an elaboration of the sub heading and elaborate on the need and importance of calcium. They elaborate on the requirement of consuming calcium. One clause in the sample is an extension of the inadequate consumption of calcium by women who are in their late 30’s. It tells about the requirement of calcium for the ladies in the age group of 30s to prepare their bodies for childbirth and then in future for menopause.

The text producer has used the conjunctive adjunct ‘However’ in clause 7 of the write up to extend the meaning of the necessity of taking calcium. It is also a reference to the first clause i.e. the need for calcium. There is lexical cohesion in the text; words and phrases that bear synonymous relation have been used Examples ‘calcium is essential’, ‘every woman needs 1000 mg of calcium daily’, ‘the required daily allowance of calcium’, ‘calcium sandoz woman supplement’ all of which belong to the register of physiology and refer to the need of women to include calcium in their diet. The sample is itself a reference to the wider social context i.e. global issue of women healthcare. This is called the exophoric reference. The write up does not use any tough medical vocabulary or terminology thus; most of the women can make a reasonably good interpretation of the text. The transitivity pattern shows that the

clauses bear relational function. Most of the clauses are related to each other because they are an elaboration of the first clause of the write up. The sub headings of the sample 'Why we need calcium', 'Insufficient Intake', 'Perfect Chewable', 'Pretty Package', 'Great Value' also make a relation as each sub heading is an answer or solution to the previous one.

Another finding in the sample is the use of 'our' at a couple of significant places in the text. 'Our' signifies the text producers and the readers as discourse participants and makes the readers feel that they are important and are someone cares for them. It also makes the text intimate in tone. The use of 'our' by the text producer indicates the inclusion of all the women above 35; such a strategy has been adopted so that all women in the late 30's should be able to relate it. 'Our' gives a group identity to the women in their thirties and gives a collective identity to the women.

The thematic pattern of the sample text is even except for a few places where the text producer has used marked theme. 'Currently' to emphasize that the present intake of calcium is not sufficient and women need to seriously think of including calcium supplements in their diet. Again the marked theme and conjunctive adjunct 'However' indicates the busy stressful life that does not allow women to take complete health care and at this critical point the text producer provides the solution for the problem. The solution is calcium Sandoz by 'Novartis' 'Meant especially for women looking for active lifestyle' is again a marked theme that indirectly puts pressure on the readers to switch to 'Calcium' supplement even if normally they do not feel the need. This also implicitly motivates women to lead a healthy and active lifestyle.

The word meaning of the text has social and ideological significance. The use of the word 'essential' in the very first clause of the sample text emphasizes the need of including calcium supplements in the diet of women. 'Essential' is something that is considered in accordance with some norms and rules. 'Essential' here means that women who are not taking calcium are missing on something that is considered must. The inclusion of words from the medical discourse accords with the ideology of supremacy of medical services. The readers are fore warned about the ill effects they

can face. ‘Osteoporosis’ has social relevance, because people suffering from the disease are likely to be affected physically. Thus, the text producer is basically cautioning the readers about the harmful effects of missing out calcium. The text producer has purposely included the ill effects of calcium deficiency during pregnancy. This targets the young girls of marriageable age though the text is actually meant for women in the age group of late thirties. This specific inclusion of harmful effects during pregnancy suggest social and cultural significance of pregnancy in the Indian society and also globally as women have to bear the brunt of reproducing and this way they shoulder a social responsibility as well.

The use of the phrase ‘meant especially for women looking for an active and healthy lifestyle’ has various meanings attached to it. Implicitly the phrase invokes and encourages women in India to lead an ‘active life’ which again has implications like get out of the domestic attic and step into the world of work and freedom from the unhealthy lifestyle of domestic slavery etc. The use of the phrase ‘attractive woman faced bottle’ has ‘ideological implications of beauty being attached with women and the word ‘attractive’ has ideological basis that women are attractive and they should ideally take care of their bodies. The sample contains easy to understand words from the scientific and medical discourse. The inclusion of medical discourse has cultural as well as ideological importance. The vocabulary belongs to the register of physiology, pharmacy and medical science. This has purposely been done to attribute the text to the voice of medico scientific discourse. The readers have been depicted as ignorant folks unaware about the facts of medical science.

The sub-headings are all nominalizations. There is no clear indication about ‘who’ in particular is being addressed or who is the speaker and what are the motives. Examples ‘Insufficient intake’ is a nominalization, it does not point to any specific reader but is like a general feature. In using ‘we’ the writer makes an implicit claim to the right to speak for the reader. In the first sub heading ‘why we need calcium’ the ‘we’ demonstrates all the women on this earth. . All the sub headings are nominals eg ‘Perfect Chewables’, ‘ Pretty Package’, ‘ Great Value’. The high frequency of nominalizations is an indication that the writer wants to make the text ambiguous. It seems that the main purpose is to hide the commercial interest of the company

‘Novartis’ and at the same time to appeal to a mass readership by not pointing to anyone in specific. A clear advertiser- consumer relationship is formed in the sample.

4.3 Analysis Text 3 *Femina*

THE SAMPLE

This text is about a cosmetic treatment. These treatments have become very popular and trendy. People now days spend a lot of money on cosmetic treatments. These treatments are a new emergent in cosmetology as they are a mix of cosmetology and science. Many women now opt for these treatments to get any flaws corrected. Women who are professionals and are financially independent spend huge sums of money on such treatments.

Discourse Practice

The sample draws the discourses of skin care, glamour, medicine, science, advertising and health into its production. If it had included only the discourses of medical science then it would have been difficult for the readers to interpret it. The sample is about skin care and is glamorous because it sells a treatment which is expensive and cosmetic. A cosmetic cream applications procedure has been portrayed like a medical treatment. Cosmetic discourse has been strategically blended into medical discourse by using the words ‘active ingredients’, ‘single treatment’, ‘itching’ ‘patients’. To make it appear completely like a medical document, the direct discourse of Dr. Jamuna Pai has been included. Dr. Pai is a leading skin expert. The sample contains manifest intertextuality, it contains the direct discourse of the leading skin expert Dr. Jamuna Pai. She set up her first cosmetic clinic named ‘Blush’ in 1994 at Mumbai offering skin treatments conforming to international standards. The inclusion of the discourse of Dr.Pai will leave no doubt in the mind of the readers. The sample appears in a leading and popular bi-monthly women magazine ‘*Femina*’ that is read by a huge rather massive number of readers. Thus, the sample is likely to reach its targeted audience that belongs to the economically sound class and has the ability to spend Rs. 20,000 for a cosmetic treatment. This will marginalize people and specially women who do not spend money on any cosmetic treatments. In the Indian social context white skin is considered as prestigious and majority of the women

yearn for it. In such a context where white skin is considered ideal the sample is likely to have persuasive effects on its readers. In the contemporary as well as the olden Indian society there have been vast varieties of exotic fairness creams available for women. Thus, in a socio-cultural set up in which a lot of importance is given to fair and white skin, this particular sample is likely to have far reaching effects. Spreading consumerism about a fairness treatment is easy in a society in which white skin is valued. The treatment has been given the entity of a commodity. As Fairclough (1989:117) writes about commodification and says that commodification is spreading consumerism and marketisation which are having widespread effects upon orders of discourse, ranging from a pervasive restructuring of institutional orders of discourse under the impact of the colonizing movement of advertising, marketing and managerial discourse, to the ubiquitous ‘rewording’ of public, clients, students and so forth as ‘consumers’ and ‘customers’.

The sample is a part of the complex chains of various advertising texts available on methods to become fair. The discourses of medicine and science have been used to make the sample appear very professional. As Fairclough (1989:156) says “Discourses and the texts which occur within them have histories, they belong to historical series, and the interpretation of intertextual context is a matter of deciding which series a text belongs to”. The reported speech by Dr. Pai is repeated at the end in bold print and font to make the readers feel that it is coming from an experienced source. This gives a hint to the way the discourse is represented. What is represented here in the reported speech of Dr. Pai is a strong ideology about fairness and skin care. In this way a new discourse has been set in the existing discourses of skin care. There is much more in the sample than just the ideational message. The inclusion of the discourse of Dr. Pai makes the sample valuable and worthy of attention. As Fairclough mentions (1989:110) “News worthy events originate from the contracted set of people who have privileged access to the media, who are treated by journalists as reliable sources and whose voices are the ones which are most widely represented in media discourse”. Thus, the inclusion of the voice of Dr. Pai makes the sample worthy of reading and also in meeting the motives i.e. marketing the whitening treatment.

The text has been produced by team efforts of the staff of World wide media and Dr. Pai. There are hidden interests of the group that produces this magazine and the motive is marketing and upholding 'Blush' beauty clinic. The sample includes the economic interest of the skin treatment centers providing the treatment and also of Lotus Herbals which is an up market brand that manufactures and markets high end herbal cosmetics. There is no transparency in this sample regarding which product is being marketed and advertised. Though after critical scrutiny one can make out the hidden interests of 'Lotus Herbals', 'Blush beauty clinic', and of course the magazine 'Femina'. The relationship formed is a clear sales-consumer relation. The text producer is trying to promote the new 'whitening treatment'. There are no moral or social issues discussed or expressed in the text.

The sample will have far-reaching effects especially in the Indian sub-continent, as fair skin is something that Asian women long for. The sample will also have easy reception as *Femina* is a magazine which is very popular with women in India. There is a presupposition in the text that the readers are well acquainted with 'Dr. Pai'. She is a regular columnist in the skin care section of the *Femina* magazine. Dr. Pai also gives answers to the queries of the readers regarding any skin problems in the question-answer section of the *Femina* magazine. The target audience is of course the Asian women and mainly from India. In the reported speech by Dr. Pai it is revealed that the Spanish product that is used for the treatment works very well on Asian skin. This is a reassurance by Dr. Pai that the product will do wonders on dark skin.

The sample is a coherent piece of writing, it encompasses issues related only to whitening and does not incorporate anything from the life world which is not related to the topic. The text is a write up that talks about a social cultural ideology and refers to a wider social cultural context. The first clause of the write up i.e. 'At last a treatment for stubborn pigmentation patches' is a reference to the wider society outside because it gives a clue to the fact that such a treatment was wanted since long. Even the four questions into which the write up is divided i.e. 'What is it', 'How it works', 'Time required' and 'Highlights' are all coherent because they refer back to the heading i.e. 'Treatment: Whitening Peel'. Infact there is lot of endophoric

reference , for example the first clause i.e. ‘At last a treatment’ is an endophoric reference to the detail treatment which follows in the write up. Even the last clause which is in bold is a reference backwards to the text i.e. ‘this whitening peel’ the readers can go back to the write up and get details about what the treatment is. Through this coherence the readers can deduce the message hidden in the sample. Such type of structuring helps in the easy comprehension of the idea in the sample. The sample is descriptive in nature. The detail description of the whitening treatment is given in a strategic question – answer form. The question-answer form as mentioned before is a strategy commonly used in advertising discourse. The text producer also assumes that the readers have been in want of a treatment to lighten the skin colour.

The sample is a formal written text that creates asymmetrical positions between the reader and the writer. The text producer is learned and is introducing the readers to a treatment that is like a ray of hope for women who have dark skin. The text producer is like an information provider who is making the readers aware of a treatment that will change the life of the readers.

Textual Analysis

This dimension of analysis covers the description of text from linguistic and semiotic terms. The clauses in the text bear a relationship of reference and most of them refer back to the topic of the sample i.e. whitening treatment. The text producer has strategically divided the text into four questions followed by their answers to make the sample cohesive. The questions have further been placed chronologically starting from what is the new treatment, the procedure in the treatment, the total time required in getting the treatment done, the highlights of the treatment and last of all the price of the treatment. This has been done to make the sample logical. The readers are first prepared for the procedure and method and then the cost of the treatment has strategically been disclosed at the last.

The thematic structure of the clause is interesting in the sense that the first two clauses of the sample contain marked themes ‘At last a treatment’, ‘It is also a boon’. The marked theme makes the propositions appear very important and it seems as if

the readers have been waiting for such a treatment that has come up like a ray of hope. Another place where the author has used marked theme is in the highlights section 'Results last as long as' the text producer wants the readers to realize the importance of the home product that is given alongside the treatment. This is a prior defense strategy or a buffer so that if any of the readers have some doubts about the treatment they should be prepared before hand of the shortcomings in the treatment.

The rest of the clauses have an even thematic structure with unmarked theme. The clauses are statements which makes the sample less commanding and pressurizing.

The clauses in the text are elaborative and enhancing types. Most of the times the treatment is described and there are reasons (enhancement) to why this particular treatment is beneficial in comparison to other whitening treatments Examples 'Other popular peels and skin abrasion treatments require the client to avoid sun exposure at least for a week but not this whitening peel' 'It's a single treatment and results in permanent skin lightening and improvement in texture'. Infact, at the end of the sample the text producer has used bold sentence or a concluding clause that is an enhancement of why this treatment is superior to other whitening treatments. Or to put it the other way it can be said that the clauses are reason and purpose clauses. The writer has used enhancing clause to compare other popular peels with the particular treatment that is being advertised. A comparison has been made that other popular peels require the client to avoid sun exposure whereas there is no such restriction in this treatment. This is also a strategy to make the readers realize that there exists a discourse about these cosmetic treatments. Lotus Herbals has tried to create a counter discourse to the existing discourses on skin treatments. There is an interesting pattern of transitivity in the sample; the clauses alternate between active and passive. The alternation is a strategy so that the readers do not feel that the text producer is being authoritative. The clauses alternate between the levels of description of treatment between the direct discourses of the patient who has undergone this treatment and the text producer. The inclusion of the discourse of the patient gives a sort of surety for the treatment. Most of the clauses are action clauses directed towards the client undergoing the treatment. The treatment is like an agent and the patients are the goals.

There is an interesting nominalization i.e. scars and pigmentation reduces by 60 percent i.e. ‘stubborn pigmentation’ in the first clause. Nominalization has been used to make the statement less poignant. Ambiguity prompts the readers to think about whether they too have pigmentation on their faces. The wording and vocabulary of the text as already mentioned is from the discourse of medical sciences. This imparts a very serious tone to the sample.

The word meaning of the text is suggestive of the cultural and ideological set up in the Indian society. The word ‘whitening’ has a range of meanings associated with it. White and fair skin is considered an essential part of beauty especially among women in the Indian society. Girls and women with white skin are considered beautiful; are wanted everywhere and are considered presentable at workplaces. Perspective bridegrooms seek fair skin girls as their partners. Scars, marks and pigmentation are considered as a taboo in the Indian society. Infact all around the world women with scars are considered as ugly. Perspective bridegrooms do not want to marry a woman who suffers from pigmentation or who has scars. People look down upon them. Women with scars and pigmentation are not given chance in any of the beauty contests and are considered a social stigma. Thus, a wide range of cultural meanings is associated with the topic of the text. The word ‘treatment’ has been purposely used in order to portray ‘scars’ and ‘pigmentation’ as a disease.

The text gives an insight into how the women affected by scars are marginalized in and by the society. The sample puts pressure on the mind of the readers to go in for this treatment. At the same time, it implicitly encourages women with dark skin to go for this treatment. The sample has gender and ethnic discourse as it adheres to the typical, stereotype image of beauty related to fair skin. Fair skin has always been valued in the Indian Society. It has been one of the biggest parameters of beauty. This parameter of beauty exists in the society since ages and is relevant today also.

The sample shows the power that is exerted by these skin treatment centers on the female community. It also reveals the economic hegemony enjoyed by the companies that make these products in the Indian society. They are the controller of

the discourse and they are responsible for promoting discourses on fairness and beauty. The sample also gives an insight into the text as a global kind of writing 'because' it talks about an issue that already exists in countries like America and Europe. Many women can relate to this sample and can feel that their needs can finally be fulfilled. The cosmetic clinics where such treatments are done are responsible for creating such discourses about the parameters of beauty.

The subject position constituted in the sample is that of a fair coloured white skinned woman. Another subject position created is that of a patient who is suffering from 'scars' and scars have been depicted like a disease. There is a clear advertiser-consumer relationship. The institutions of cosmetology are the power holders. They are the controller of the beauty discourse here.

As mentioned before the vocabulary from medical discourse has been borrowed in order to make the discourse very serious and professional. Medical institutions hold prestige in every society. The company that manufactures the 'whitening peel' treatment is the institution of power here. It is this institution, which controls the discourse in the sample. The stereotype ideology of fair skin is being promoted. The readers are given an illusion that they will achieve freedom from dark and flawed skin. The mixing of the medical discourse in the cosmetic discourse accords with the socio cultural change that has come about in the present society. Due to education and access to internet people have now become conscious and eager to know the logistics of the products treatments offered by cosmetic companies. Thus, these companies producing cosmetic products strategically include medical discourse to make the readers believe about certain benefits of their products, which the readers might not otherwise believe.

4.4 Analysis Text 1 on Relationships *Femina*

THE SAMPLE

This sample is a write up on relationships and it appears in the magazine *Femina*. It is about a very important social issue in the Indian society i.e. the domestic violence women face. The sample selected is a regional news write up contributed by one of the regional editors of the magazine *Femina*.

The write –up includes discourses of gender, tradition, culture and violence. It is about an issue concerning women thus it has gender discourse. It belongs to the register of relationships and social set-up in a society. The sample is a narrative and has conventional features of a relationship article i.e. a detail of the sad and tormenting incidents in a bad marriage. It has been written in a journalistic style. The narrative includes the story of a bad marriage and eventually the killing of a helpless wife by husband. The sample reveals the real condition of the suffering of some of the women in the Indian society and exposes about their domestic status. Violence and humiliation of women have been prevalent in the Indian society since ages but earlier such things were not exposed to public. Now with the advancement of media the public is made aware about all the suffering women have to undergo. Educated women now days are working for the empowerment and upliftment of economically weaker and backward women. These educated women are the ones who ensure that if any incidents of women domestic violence take place they should be brought forth in public. In creating gender discourse the write-up joins various other texts available on the injustices done to women or on the domestic violence. As mentioned earlier the media is concentrating on the social problems and issues related to women. There are a lot of N.G.O's (Non Governmental Organisation) that work specially for women empowerment . There are special cells created by these N.G.O's which expose the crimes being done on women. The target audience of the write-up is practically the entire Indian society. The write up is rather a mirror to the male dominance, which still exists in the society in spite of the fact that many women have now become professionals and have acquired higher education.

The write up has been produced by the joint efforts of Madhuri Velegar K. , Hina Fathima's (the victim) mother and the police of Mysore. It seems that there is no commercial interest behind the production of this write up. Rather it has been written for a social cause i.e. to make the readers aware of the atrocities women still have to undergo.

The write up has direct discourse representation of the victim's mother and has been produced by Madhuri Velegark the regional editor (Bangalore) of Femina magazine. The distribution of the sample will of course be at a large scale as the write

up appears in a very popular magazine. It appears under the heading relationships. This is one section which most of the mature readers read with a lot interest. The consumption of the write-up will be more by the females and especially by people who have concern with the social upliftment of women in the society. More and more females will read it and share it with their friends, social circle and even house helpers. Women education and indulgence of reading more and more magazines has caused an influx in content provided specially for them. Thus the write up will reach a large readership.

This particular write up might appear as news in T.V news or newspaper or in some books on women upliftment. This way the write up will enter intricate chains of intertextuality. It will be distributed to more and more readers through intertextuality.

The vocabulary of the write up belongs to the discourses of violence against women. Words like ‘endured’, ‘screams’, ‘bitter’, ‘quarrel’, ‘humiliation’, ‘terrible pain’, ‘force-fed acid’, ‘tortured’, ‘ badly burned’ appear in write ups related to the discourses about women and their domestic status. These synonymous words help in creating lexical cohesion and intensify the suffering ‘Hina’(the subject) went through. The entire write –up is a reference to the topic of the text. There’s not even a single line, which tells about anything else other than elaborating on the topic. Reference helps to retrieve the presupposed information in the text. The text also has what Halliday&Hasan(1976) call homophoric reference i.e shared information through context of culture. The readers are aware of the domestic violence or suffering many of the women undergo in India. The author presupposes that the readers will be able to interpret cohesive reference used by the text producer. The personal pronouns used like ‘he’ and ‘she’ in the text refer to Hina (the victimised) and ‘he’ for Firoz (the husband of Hina).The clauses are mainly elaborative as they elaborate on the main clause for eg. ‘Hina Fathima , my second daughter , was the most affectionate and also the prettiest of my four children’ . All the next clauses elaborate, enhance and elongate about what happened to Hina Fathima and from where her despair started.

The write up tells about the kind of suffering Indian women have to undergo inspite of the fact that they now have access to education and jobs. The write up is not

just the story of Hina Fathima but of many of the Indian women who undergo all this pain and agony in their personal life. The slackness on the side of the law is also exposed. Hina is got married by her parents at the age of seventeen, which is overlooked by Indian courts. This is something that is prevalent in the Indian society. A lot of girls are got married by their parents at an illegal age. This shows the leniency on the part of law in India and gives an insight into the corrupt practices of the court and legal system. The write up shows the discursive change that has come about in the Indian society. In the olden times, women or even their parents never made anything public and never reacted to any harassment by husband and in laws but nowadays its different, women try to react to such tortures. If they cannot take any action the parents or friends or social workers intervene and try to save the life of the sufferer. There is a sub title in the write up which is “Women fight back” which supports the fact that women have now started reacting to any sort of domestic violence or tormenting by in-laws and husband. As the write-ups on domestic violence appear abundantly in print media and electronic media (most commonly on T.V) women are becoming aware of their rights. They are trying to react against any sort of violence that takes place.

What is interesting about the write up is that it brings out the contrast in classes in the Indian society. On the one hand there are women who have access to big money, professions and material comforts whereas a certain section of the women still undergo a lot of domestic violence and torture and loss of life.

4.5 Analysis Text on Home Making *Femina*

THE SAMPLE

The write up is about home trends. Like trends in clothing and fashion, trends in home making have also become very popular in India. Designer brands have attained a special place in home furnishing products. Home furnishing products are now available in diverse brands and varieties.

The text under analysis is a write-up on home making. The write up has discourses of painting, trends, advising, styles and fashion. It has advertising features; promotion of a particular brand is the motto and the main aim is not home making. It

is a newer type of text and is unconventional. Conventional texts included tips or methods on economical or cheap home making. They did not talk about extremely expensive products for home. Home and style is a phrase, which pertains to the contemporary times. In the olden times, home and style were two different fields altogether. Style had negative connotation in the olden Indian society. In the modern times style is associated with elitism and refers to home and lifestyle products like scented candles, home fragrances etc. Displaying highly expensive crockery has now become fashionable and trendy.

The sample indirectly advertises ‘Versace’ which is a super luxurious designer brand. Versace, is an Italian fashion label founded by Gianni Versace in 1978. The first Versace boutique was opened in Milan's Via della Spiga in 1978 and its popularity was immediate. Today, Versace is one of the world's leading international fashion houses. Versace designs, markets and distributes luxury clothing, accessories, fragrances, and makeup and home furnishings under the various brands of the Versace Group. The write up is about a dinner set by Versace that falls under the label ‘the vanity collection’. The ‘Vanity’ Versace collection, which is crafted using the line’s elegant “Ikarus” form, is a “must have” opulent design for Versace collectors. Ikarus is a special form of painting. Vanity collection is a complex baroque design, evocative of the delicate inlay work of baroque-style varnished furniture, features hues of dark blue and gold that come alive in a complete place setting and the collection’s brilliantly designed vases and other exclusive gift items. The Vanity collection includes shimmering titanium-finished candlesticks, designed to further underscore the collection’s authentic Versace style.

The collaborated interests of Femina and of course Versace are responsible for the production of the write up. It has been written by Purabi Shridhar, who is a regional editor, New Delhi of *Femina* and a regular feature writer in the magazine Femina. She has visited the store and witnessed the ‘Vanity’ collection with a team so she is giving first hand information.

The target audience of the write-up is of course readers from very strong economic background and that is clear from the price of dinner set, which is INR 1,

74,000 and can be bought only by the extremely rich class in the society. The consumption of the write up will be limited as most of the readers will just read it and forget about it because the general public cannot spend such a huge amount on a dinner set. The Vanity collection is available at one Rosenthal outlet at a very famous and posh mall in Gurgaon. The availability and popularity of such a product will obviously marginalize the classes who cannot afford to buy such an expensive dinner set.

In creating a newer type of text the writer contradicts the older discourses on home making which focused more on saving and using products from home. In the olden Indian society the focus was more on saving rather than spending that too on lifestyle products. In the contemporary times multinational companies have stepped in India and capitalism has increased and the desire to possess designer brands has also increased. This gives a clue to the kind of economic independence women have achieved in the Indian society. Women now earn and are professionals and they spend a huge amount of money on outfits, home items and lifestyle products. In the olden times women had to depend on their in-laws or husband for money, as they were not financially independent but the woman of today spends her money according to her wishes. This factor has certainly created a large market for expensive designer products. The social set up in the society has also changed. The present generation likes to flaunt high-end designer brands amongst their social circle, especially when hosting dinners and parties at home. In the olden Indian times the party culture at home was not so popular. But now with the popularity of western culture and weekend party culture, designer dinner sets and home accessories have become very important for the modern independent woman.

The title of the write-up 'Lay it on' is a nominalization as it is not clear as to who is saying this to whom. This is a technique adopted to make the sample friendly and informal. The readers get a feel that they are not being targeted directly. A clear sales-consumer relationship is formed in the sample. 'Versace' is marketing not just its 'vanity' dinner set but promoting the brand at a broader scale.

4.6 Analysis Text on Home Making *Femina*

THE SAMPLE

The sample appears in the 'home style' feature of the magazine issue September 2009. Since home décor has now become very popular in the society, such write-ups have also increased in number and are now read by lot of people. Apparently this sample also looks like as if it belongs to the home making genre but actually it is more of an advertorial.

The sample under analysis is a write up on home making. It has discourses of textiles, interior decoration, colours, style and space. The write up appears under the heading 'Home Style' in the magazine *Femina*. Home style is a regular section that appears in the magazine *Femina*. In the phrase 'Home Style' home has been portrayed as human entity. Style as a word has always been used with human beings but now this word has got associated with non-living things like home. The write up has been produced by Smriti Lamech (who is a famous journalist and she writes regularly for *Femina*) and Dreams store. The write up has behind it the commercial interests of a very famous store of home furnishings in New Delhi. The store name is 'Dreams'. This store regularly advertises or features its products in *Femina*. This means that the present write up is also a link to the previous write-ups about 'Dreams' store in the olden issues. The target audience of the write up is readers from different economic backgrounds because it's mentioned in sample that products are available 'every price range'. A lot of interior decorators and furnisners will be interested in this write up. They will mention about it to their clients. The clients will further mention about it in their circle, thus this write up will enter complicated chains.

Textual Practice

The write up has been structured in a very unconventional way. Its style is not the usual descriptive one in which simply something is described. The write up is actually answers to the four questions i.e. 'What', 'At', 'What we saw' and 'What we liked'. The title of the write up 'Dreams Unlimited' signifies infinite variety and choices to customers. As I have mentioned once before in my analysis Fairclough (1989) says that variety is one of the major forms of capitalism in the modern society.

The word dreams signifies something that is not real thus the consumers are transferred to a dream world. The write up is a reference to the wider social set up. The writer presupposes an audience, which is aware about the store 'Dreams'. The text is reference to the title 'Dreams Unlimited' because it elaborates on all the unlimited range of bedspreads, tapestry, furnishings and curtains in the store. The wording of the sample belongs to the discourse of furnishings and this gives it a very professional touch to the write up. The style of the text is formal. The clauses are mainly elaborative type as they elaborate on the kind of variety that is available in the store. The elaborative clauses also give coherence to the write up. Thus most of the readers can make a coherent interpretation of the text.

The use of the word 'you' and 'your' in the first clause of the write up is like a universal address to all the readers. Such personal pronouns add to personal touch and at the same time make the text cohesive. The readers can relate that the 'you' and 'your' is a reference to their unlimited dreams. Every reader will relate to the write up. Possessive nouns like you, your make the readers feel as if their needs are being looked after.

More pictures than the written content support the write up. The pictures give a clue to the readers to the kind of variety the store 'Dreams' has. Thus, it is a strategy that has been adopted by the 'Dreams' store to indirectly advertise their variety to potential customers. The subject position created in the text is that of a furnishing expert. The write up has a clear consumer - sales relation.

Social Practice

The social practice analysis reveals to us the importance home furnishing has achieved in the contemporary Indian society. In the olden times people did not spend on furnishing and home products but now with lifestyle standards changing people have started spending a lot on home furnishing. In the olden times most of the people did not have big money, only the royal families spent money on lifestyle products. Now since the foreign companies have stepped in India people have started getting huge salaries and they have started to spend on lifestyle products and home furnishings. The concept of interior decoration has also gained immense popularity

nowadays. Earlier the concept of interior decoration or home décor was not at all popular but now theme décor and decoration has become very popular. Architects also have a team of interior decorators with them. Rather the trend of décor has come from fine dining restaurants and high-end fancy hotels. Thus the discourses of home décor have emerged with the change in lifestyle that has come about in the Indian society. People now have big money and they spend this money on home products, luxury products for self-enhancement, cars and clothes. The sample portrays the contemporary ideology of spending for lifestyle products to gain status in the society.

4.7 Analysis Text 1 *Elle*

THE SAMPLE

This text belongs to the register of fashion and beauty. It is a short write up, on a micro level it's about lipsticks and on a macro level it is about make-up. It is more like an advertorial because a lot of brands are indirectly being promoted in the write up.

Discourse Practice

The text is a short colorful piece on beauty culture. It is a heterogeneous text that has drawn various types of discourses like that of beauty culture, make-up, cosmetology, discourses of weather, painting and discourses of science into its production. A lot of words have been taken from the discourse of painting and art. There is a detail description of how to do make-up and make-up has been defined like in the language of painting. The write up is also particularly in context of monsoon or rainy days as it talks about special monsoon proof make-up. It is not clear as to who in particular has produced the text. In most of the write-ups the name of the text producer is given below the write up but there is no name given under this write up. Rather the name of the photographer and make up artist of the model who appears in the picture has been given. A team of editors, writer, photographer, make-up artists, hair-stylist, and fashion director has contributed to the creation of the text but the real producers are the brands whose lipsticks are being promoted. The text appears in an up market women magazine '*Elle*' which regularly advertises super big brands. The sample joins the discourses of big brand advertisements because as mentioned before

there are indirect advertisements about 'Max-Factor', 'LORE`AL', 'Maybelline' in the sample. By joining such discourses of advertisements the sample gives a clue about the changing discursive practices. It also gives a hint about the presupposition that the text producer has in mind. The sample producer presupposes that the readers are acquainted with the brands that are advertised in the sample. There are collective interests of the Ogaan publications and these multi national companies who promote their products in the write up. The text belongs typically to the genre of advertorial (Fairclough1989). The write up appears under the regular feature page on beauty culture. The producers are giving information about which the readers are ignorant. The readers are passive recipients of the information about the new lipsticks, which comes as news in the magazine.

The title of the article 'Cast in the Deep' is catchy and has many significations attached to it. The sub-title of the article 'no streaking', 'no clumping', 'no flaking', are nominals and indirectly imply that probably the readers have been facing this problem and in this particular write up the solution to their problem has been given. The text producer takes the stance of the readers and speaks as a person who is an insider and the one who has complete knowledge about the wants and requirements of the readers. There is a presupposition in the sample that the readers want stuff for make-up especially for wet, monsoon days. The producers are attributing the pre supposed idea that the readers are facing a lot of problem of make up on the wet monsoon days. The words 'no clumping' 'no flaking' actually presupposes the idea that the readers are facing the problem of clumping etc. Fairclough (1989:158) observes that the use of presupposition provides producers of mass media discourse with an 'effective means of manipulating audiences through attributing to their experience things which they want to get them to accept'. Thus, in this sample the text producer by using presupposition wants to make them accept that 'L'ORE`AL' and Maybelline lipsticks are the best and they do not clump or flake.

The word 'cast' has been used to signify indulgence or pampering and encourages readers to indulge in luxury of casting into deep. The phrase 'strong mouth' has cultural significance attached to it. Though it seems that strong mouth implies that women need to be strong and bold but actually it encages women into

glamorous discourse that has been created by *Elle* magazine. It is an illusion that is created by the *Elle* magazine. Women are given an impression that by using a particular lip color mentioned in the sample they would become strong, independent and free. A fantasy world is created and women are taken away from reality. This is an indirect way to exercise control on the women community. 'Strong mouth' also implies that women who wear these particular lip colors can possess a strong mouth. Now strong here has a lot of significations 'strong' is word that is in a motivating and positive sense. Women have always been regarded weak and inferior to men. So, here they are being encouraged to be tough. The use of the word 'strong' will also give women a moral sense of security. On one hand, it seems that women are being encouraged to have a 'strong mouth' but the encouragement actually has a hidden meaning of keeping women close to all those things that are considered feminine because make up is actually something which hides the real face. Lazar (1993) mentions about a similar finding in her study about advertisements in which she says that women are actually encouraged to do all the activities which men like and appreciate.

The mention of monsoon proof make-up gives an idea about intertextuality or the link of this particular write up with some other write up somewhere. The readers might have somewhere faced the problem of streaking and clumping and perhaps this might have been put forward in the beauty queries by any of the readers. The sample is likely to form intertextual chains further in the mode of causal conversations in up-market salons and up market stores selling beauty products. The sample is a part of the wider advertisement chain of L'ORE`AL, Maybelline and Max Factor. The product L'ORE`AL that is advertised at the left corner of the page is a high-end brand which gives us a hint about the kind of audience i.e. targeted in the sample. The style of the sample is friendly; the author has used colloquial informal language. It seems as the text producer is a friend who understands the needs and requirements of the readers.

The readers should have considerable expertise for interpreting the sample. The sample is an unconventional newer type of text on beauty product. The reader will have to make out the various discourses text producer has tried to merge. They

should also have the ability to receive the many options the text producer is giving them. The readers might also face a little difficulty in understanding the vocabulary in the text which has been taken heavily from the discourse of painting. The inclusion of such diverse discourses makes it racy and very interesting for the readers. The sample does not begin with the stereotypical way in which such texts about cosmetics usually begin. The sub-title of the sample 'Red Ink' is an innovative kind of heading for a sample that actually describes about a make-up product. The heading of the sample is also very appealing and not at conventional. 'Cast in the Deep' actually seems to be having taken from the discourse of painting. This has been done perhaps to catch the interest of the readers. The readers need to select and discriminate many things like comparing prices, the quality, the appeal etc. The sample is a part of larger intertextual chains as the readers might have asked for a solution of make up for wet days in the beauty queries column of the magazine. It is also a part of the larger register of the regular beauty news column in Elle magazine.

Text Analysis

The analysis of cohesion provides a way into the strategies that the text producer has adopted. This sample is cohesive because the text producer has tried to build up a relation through reference with the sub heading i.e. 'no clumping', 'no flaking'. The second clause refers back to the first clause; 'to keep it in place' refers to the 'mouth' in the first sentence. There is lexical cohesion also; the repetition of 'No' in the sample emphasizes the fact that the lipsticks that are being advertised do not have any shortcomings of clumping and flaking. The sample opens with repetition of the word 'no' which instigates the readers to think whether they face problems like streaking, flaking and clumping. The 'no' is a metaphorical sort of a question i.e. Do I encounter any of the problems like streaking, flaking and clumping?

The sample is cohesive; all the clauses refer to the subject of the first clause i.e. the mouth and the lips. The short write up of few sentences is a reference to the sub- heading i.e. 'No Streaking' No Clumping'. In fact the write up has a lot of endophoric reference i.e. information that can be retrieved from within the text. This makes it easy for the readers to infer the main idea in the text. The sample is

descriptive in nature, the text producer describes about a lipstick in detail. The clauses are schematically linked to the main idea i.e. 'strong mouth'. There are reasons in the following clauses as to what makes the mouth strong. In other words, one can say that the clauses are clauses of reason and purposes. Example 'Glossy, matte or stained the mouth is strong this season' which means that by using lip colour the mouth will be strong. There is largely a preference of passive clauses in the text. The text producer perhaps want to sound very friendly and wants to make the readers feel that they are not being controlled or forced to use the particular product. The main motive of using passive clauses is to hide the agent and to make the readers feel that they are free to make a choice.

The second clause in the text has the word 'so' which links it to the first clause and makes a relation, it tells the readers to make a choice of either 'glossy, matte or stained' lip colour. The purpose of this linking with a reference is to give surety to the reader that a strong mouth can only be had by using a deep colour and thus having a 'strong mouth'. The text is constructed into four different sub-heads with one main heading on title 'cast in the deep'. The four paragraphs are linked to each other and they too form an intratextual link as they all are about make-up on different parts of the body on wet days. They are an extension of the first clause i.e. 'Glossy, matte or stained, the mouth is strong this season'. They extend this particular clause by making it clearer.

'The mouth is strong' is a congruent metaphorical wording which gives a human entity to the mouth. 'Strong mouth' implicitly motivates women to become strong. The apparent toughness in the language has overtones of femininity; it implies that women should not be weak. The 'strong mouth' also has significations of raising voice against injustice and atrocities. The topic frame is 'Cast in the Deep' that signifies indulgence and pampering of oneself. The clauses are largely of the enhancing type as they all enhance the meaning of what a strong mouth is. The enhancement is done by bringing in various examples from the life world. The topic is a nominalization i.e. 'cast in the deep'; there is no clear agency about the topic. The readers cannot make out as to who is really behind the production of the text. They just know about the author whose name is mentioned on the page.

The text is one of the innovative types; there is no usage of pronouns that are normally used in such advertorial texts. It is like a broad address to all the ladies of the world. There is collocation, the words that have been used a 'glossy', 'matte' or 'stained' collocate and belong to the discourses of paint (i.e. lipstick in this case). Crimson (again falls under the category of colors) those are part of paints 'deepest shade' belongs to the family of colors. They signify art and aesthetics.

The key wording of the text belongs to the discourse of paintings thus, making it clear that the producer has portrayed make-up as an art. The words 'smudge', 'dabbing', 'long wear' and 'first coat' collocate and highlight the effect of discourse of painting. These words tend to co-occur wherever there is a mention of lip color, painting or make-up. The text producer is aware that the readers will infer this collocation that falls broadly under the discourse of art and aesthetics. . The subject position of the text producer is that of a fashion correspondent. This position is closely related to that of the advertiser. The main aim of the fashion correspondent and advertiser is to sell an idea or a product. The advertisers also give a lot of variety and choices to the consumers. Availability and multiple choices are topics typical of advertising discourse. The relation that is formed is a clear sales-consumer relation. The text contains a selection of smaller texts that are snippets of information on lipstick. Throughout the sample there is no usage of any overt power markers. The tone is friendly and the sample has been written in a manner as if the text producer is talking to the readers. The conversational tone makes the sample less formal. Kress(1986) and Fowler(1988b) mention that conversational tone is intruding into the media.

The interpreter is constructed as potential consumer or an interested party who is in need of make-up for the monsoon. A lot of nominalizations in this short text have been used 'the mouth is strong this season', 'make it the deepest shade', 'smudge then reapply', 'use a long wear lipstick'. The high frequency of nominalizations is an indication of the orientation of the text to an ambiguous voice outside the text. Extent of variety and seasonality and make-up are the wider topic-frame of the text.

The sub titles collocate and the reason/ purpose of this collocation is to persuade the reader on the issue that loud colors are in fashion and are the in thing. The rhetorical schemata are descriptive in nature. The vocabulary is that of a training specialist i.e. paintings/craft teacher. The topic frame is the application of make-up. There are no other implicit frames.

Social Practice

The short sample gives us an insight into the discursive practice of make-up and its importance in the Indian society. Five pages have been devoted to different write ups on make-up. This gives a hint on how important make-up is for its readers and also gives a hint on its significance for women. Make up is done to hide the real look and most of the women do it because they want to hide some marks or spots that are considered bad by society and especially by men.

One very interesting finding in the text is that it includes interests of the high profile companies like 'LORE`AL', 'Max Factor', 'Maybelline'. All these companies are high-end companies and the elite economically sound classes uses their products. The price range of the lipsticks that is given is a clear indication of the economic hegemony these companies enjoy. These high-end companies are responsible for setting up the culture of spending such a huge amount on lipsticks and make-up products. An financially ordinary woman in the Indian society cannot spend Rs. 500/- on a lipstick. Thus, these brands create marginal sections in the society. The elite class that buys these lipstick purchases it for the various significations attached with the big brand.

The text contains advertising and editorial material and as mentioned before is an embodiment of a number of texts. There are a whole lot of interests of people involved in the production of the text. Such a text draws images of femininity clearly, lipstick as such is a product that is directly associated with females and it signifies femininity. The text producer is constructed as a skilled beautician bestowing useful feminine knowledge and giving advice on how to do make-up. In the process she is teaching a specialist vocabulary of painting. The text is a mix of telling and selling, as Fairclough 1989: 115 mentions such text as hybrid information- and publicity text.

The picture in the text shows the importance of photographic studio and the make up artists. It cultivates amongst the readers an awareness of media personalities. Their constructed images are for media consumption and they carry a weight of expertise behind them. There is pervasive femininity in the text. The lipstick is not just a material substance in this text but it signifies femininity, and implicitly marginalizes them from the males. As mentioned before the write up gives us a hint about consumerism. The female readers have been targeted as potential consumers. Women who do not use lipsticks or who do spend money on lipsticks will feel pressurized to do so after reading this write up.

A whole picture of practical knowledge about feminine practices is evoked in the mind of the readers about the lipstick types, colours, brands and trends etc. Availability and multiple choices are characters of advertising discourse. These are generally realized in texts in nominalizations. At the macro level, the topic frame is make-up but at the micro level, the aim is to sell big brands like L'ORE`AL, Maybelline and Max Factor. This text contains a selection of smaller texts i.e. snippets of marketing information on lipsticks. Thus, like many other write ups in glossy fashion magazines this particular write up also has behind it the commercial motives of some big business houses. There is no social message or any other educative message for readers in the write up. It is just an entertaining or selling text that markets high end products to in order to suffice the pockets of various people who are involved in the production of the sample.

4.8 Analysis Text 2 *Elle*

THE SAMPLE

This particular write up is about a designer brand by the name 'Ritu Kumar'. Ritu Kumar set up brand culture in India when people in India were not very familiar with designer clothes and lifestyle products. An icon of the Indian Fashion industry and a frontrunner in establishing a position for India in the global forum, Ritu Kumar's contribution has been impeccable to the fashion fraternity, both nationally and internationally. With almost five decades of work for display, the designer excels in both traditional and western outfits, though ethnic attires being her specialty. She

was the first woman to bring the boutique culture to India, under the name "Ritu". The gradual change in the fashion scenario has also lead to a change of designs for her brand. She has kept in sync with the varying times and has effectively brought creativity and innovativeness with each collection. Ritu holds the status of being a revivalist in the fashion scenario, which has successfully bridged the gap between conservative and conventional style . Ritu Kumar set up her fashion empire beginning at a very small scale in Kolkatta in 1960and now she deals in and produces world class outfits, bags and fashion accessories at international level. She holds a prestigious position in the fashion industry.

Discursive Practice

The sample text is an eye catching text about fashion and trends. The text is a description of a fashion show that has been organized by the son of a leading Indian fashion designer ‘Ritu Kumar’. Beginning with the discourse practice of the sample it can be said that the sample has drawn the discourses of history, beauty culture, art and theatre, fashion and trends, tradition and culture into its production. It has a lot of history into it. The inclusion of the Kangra paintings of the Mughal period shows the mix of historical discourse with contemporary discourse. ‘Vidisha’ and ‘Vipasha’ (the mythical princesses) also represent Indian history. The text has its source in the historical paintings of the Mughal times in India. The Mughal period in India dates back somewhere in the 15th century till the 18th century. The sample draws upon the genres of advertising, stage shows and product launch events as it is a description about a fashion show. Thus, the sample is innovative and is not a stereotypical advertising text.

The sample text has been produced by the mixed efforts of Ritu Kumar and Ogaan Publication Indian Pvt. Ltd. (a company operating internationally with office in Mumbai). Human status has been attributed to *Elle* and it has been metaphorically represented as a camera man who goes behind the scenes to capture secret important movements. Example “Elle goes behind the scenes”. This is also strategy to background the actual staff working for *Elle*, inspite of the fact that a whole lot of team of designers popular stylists, Ritu Kumar and many other people (not explicit)

are involved in the production of the text. Ritu Kumar, is one of the leading and oldest designers of India, her designer label is an upmarket brand and is considered elite. Ritu Kumar is like an ideal designer brand for upcoming designers and for people who have just stepped in the fashion industry. New and upcoming designers take a lot of inspiration from Ritu Kumar. She is the ideal of budding designers in the fashion industry. The brand "Ritu" has acquired great accolades internationally. The designer has not only restrained her work to the fashion industry, but has also dived into the other sectors that offer luxury to the people. The brand also launched a fragrance by the name "the tree of life". In April 2002, Ritu Kumar launched her new sub brand, 'LABEL'. This is a reflection of contemporary trends. 'LABEL' caters to modern woman who is independent and confident. It focuses on the cut, color, drape and feel of the garment. The brand has made a name for itself universally. It is fashionable, affordable and like all Ritu Kumar products, it is of the highest quality. Ritu has also brought out a book by the name "Costumes and Textiles of Royal India." She has twelve outlets in India, which offer a range of products from the conventional to the contemporary. The sample has been produced keeping in mind the needs of the girls aspiring to become brides in the near future.

The text is situated within a chain of the news section of the *Elle* magazine. The *Elle* magazine features a news sections in every issue; the news section covers news on fashion beauty, health etc. The inclusion of the text in this very section has certain implications; the readers will read this section with more interest and fervor as they are familiar with this section. News is something that is new for people thus readers are always curious to know about the newer things or newer trends in fashion etc.

The text has its source and context in the visit to see the bridal collection of Ritu Kumar. The text might have gone through a whole chain of communicative events, as there is a whole team of *Elle* involved in the production of this write up. The sample is of significant importance as it is a guide for the style icons. A guide is something on whom people look upon to or rely to for suggestions. 'Ritu Kumar' operates internationally and has boutiques in various multicultural cosmopolitan cities

like London, Mumbai and Dubai. She is a very important figure in the fashion industry.

It is a very intriguing text as it is an unusual type of write up on fashion and beauty. It is a complex mix of so many indirect discourses and so many things. The style of the text is informal and is written in a manner as if it is meant to be spoken. The contemporary media is dominated by conversational discourse (Fairclough 1989). The conversational technique makes the text friendly and informal in tone. The text is a mix of intertextual reporting by a number of people like the make up artists, the photographer, a French production designer, a couple of models etc. Thus, the intertextuality gives us a clue to the number of people involved in the production of the text.

The distributional network of the text will have vast parameters ranging from the readership of the magazine to the mouth word publicity by the readers and the designers of India. Young girls of marriageable age will talk about this collection amongst themselves which will spread chunks of the write up. The stage show in which the 'Ritu Kumar' bridal outfits are exhibited must have been a great media event. A lot of journalist might have written about the stage show in important newspapers or magazines and TV news. The sample must have found place in the press releases that might have emerged from the stage show. The text is about a very significant social event in the Indian Society i.e. the big fat Indian wedding. The big fat Indian wedding includes spending huge sums of money on outfits and lifestyle products.

Text Analysis

The text analysis of a sample includes investigating linguistic character of a text. The linguistic features comprise of analysing the vocabulary, grammar, cohesion and some structural features.

The text has a very interesting pattern of cohesion as almost all the clauses have marked themes. Marked theme is usually used by choice when the unmarked theme is considered unsuitable by the text producer. In almost all the clauses there are marked themes like 'women straight', 'The model's look', 'conceptualized by',

‘captured on lens by’, ‘A charming lily pond’. The reason for using marked themes could be to make the text more striking, noticeable and to attribute it to a dreamy world and also to hide the real producer of the write up. The writer might have also used marked theme for the simple reason of drawing the readers’ attention. There is overall cohesion in the sample as whatever is mentioned in the sample is directly or indirectly related to lehengas (a purely traditional outfit Indian) and in a wider sense to the social event of marriage. There is coherent structural reference to lehengas; (the make-up, the photography, the paintings) all refer to lehengas. There are more passive clauses in the text than active. The reason for using passives largely might be to background the agents in the clauses and (as mentioned before) to make the text more friendly. The text producer strategically persuades the readers, he does not openly give any sort of orders.

There are a few interesting nominalisations in the text and they are ‘The Model’s look’, ‘Captured on lens’, ‘conceptualized by’, ‘A charming lily pond’. The reason for using nominalization could be possibly to attribute the text to the voice of *Elle* (the magazine). Nominalisation also help in making the text sound practical and reasonable. There can be several motivations behind using nominals and passive clauses. The wording in the text has been borrowed from different discourses and texts. The words ‘Kangra paintings’, ‘Mughal era’, ‘Vidisha’, ‘Vipasha’, give a clue to the intertextual relations of this sample to some historical text. The historical text gives this sample a unique kind of entity. The text producer has used elaborative clauses in general.

There is the inclusion of the discourse of Vipul Bhagat, a professional make-up artist. He is a leading celebrity make-up artist and enjoys a big name in Bollywood. The inclusion of such up market professionals is done with a purpose to give a high profile and exclusive touch to the text and to attach value to the text. This also gives the sample a professional touch. Make-up artists are professional people who work for either models or fashion industry and it is likely that their suggestions are not challenged by anybody. They are the style icons for fashion lovers.

There is a lot of visual support in the text; a lot of appealing pictures of models are given on all the sides of the printed text. These models are semiotic indications of the glamorous touch purposely added to make it an up market text. Such an inclusion will induce in the readers a desire or wish to emulate these models. The readers will thus be pressurized to pick outfits from Ritu Kumar boutique. The text culminates in the perfect set that is created to advertise bridal outfits by Ritu Kumar. The set is a manifestation of a dreamy world ‘a charming lily pond’ and this has been done to enhance the beauty of the wedding outfit’. At no point in the text is there an apparent indication that the brand ‘Ritu Kumar’ is being promoted but the glamorous images speak themselves for what is being signified in the text (The campaign i.e. advertisement of Ritu Kumar). This is an indication of mystifying the real producers and their purposes. The only ideological point declared openly in the text is the beauty of the bridal lehengas (the new range of Ritu Kumar) and the charm it will give to its wearer. The sample is actually a part of the larger hidden motives of promoting the brand ‘Ritu Kumar’. On the one hand in the text, there is motivation to the girls to take decision on their own to choose the wedding dress and on the other hand women are indirectly encouraged to wear the traditional Indian outfit. The subject position created is that of a young girl who is confident, charming, glamorous, dainty, artistic and not ‘overtly traditional’ and is nearing the wedding stages in life. At the level of relating, it is clear that it is a consumer-sales relation. The sample does not contain any social message. There is no other moral or social interest in the text. The idea that is brought forth in the text is that the choice for a bridal outfit should be designer. The target audience is of course the girls of marriageable age and perhaps the parents of young girls.

Ritu Kumar is one of the oldest and the leading high end Indian designers who started to sell designer outfits home and abroad. She distributes Indian and Indo Western designer outfits internationally as well as in India.

Social Practice (Analysis) (Explanation of Discourse and Text Practice)

The sample under investigation covers wide discourses of beauty, fashion, trends and traditions that make the text racy and dynamic. There are no direct signs of

the promotion of the brand i.e. 'Ritu Kumar'.

The sample is a narrative, written version of a clip or a fashion show. The clip tries to push the potential customer i.e. (would be brides) to go in for designer wedding outfits. The text implicitly evokes young women to take independent decisions i.e. to decide themselves the outfit they want to wear for the wedding. In a way there is an implicit encouragement to the readers to become independent. The team involved is a professional team with all leading make-up artists, production designer, and fashion photographers. These are not ordinary people but instead big names in the market. They have created a counter discourse about the wedding dresses. In the Indian social setup there are a lot of discourses that exist about the wedding outfits. Thus, this sample enters the existing orders of discourse and creates a new order of discourse. The creators of the counter discourse are the ones who control the discourse. They try to promote the idea that a bride is like a princess for their commercial interests. The ideology of the importance and significance of weddings in the Indian society is unveiled. An insight is also given into the importance of weddings as a grand and expensive affair in the Indian cultural context.

The approximate cost of any designer wedding outfit by Ritu Kumar ranges between Rs. 50,000 to Lakhs of Rupees. The cost of the outfit brings out the kind of target audience. The economic hegemony of big designer brands like 'Ritu's in the Indian fashion market is apparent. Such a price range and consciousness is likely to marginalize young women from the economically weaker sections of the society. They will also desire to wear such high-end expensive designer brands for their weddings.

The text also gives an idea of the discursive change that is taking place in the society i.e. the popularity of big designer brands in the market. Asians follow the West largely for fashion and style and the popularity of branded clothes has come from the West. There is a lot influence of the West and European countries in India. The youth especially yearns for big brands as these are considered lifestyle commodities. The text supports gender discourse implicitly as the outfit that the text is about is a purely Indian traditional outfit. The royal princesses wore this female

outfit in the historical times. The 'lehenga' signifies tradition, royalty, elitism and glamour. The lehenga speaks of the great rich cultural heritage of India. The writer wants to encourage more and more women to go in for Indian outfits. The lehenga as a wedding dress has a lot royal signification attached to it. The bride is like a princess on the day of her wedding in the Indian weddings. There is an indirect encouragement to the reader to wear traditional Indian outfits. The lehenga has many cultural connotations attached to it like I already said , it was an outfit of the royal females.. The text producer has 'commodified' the female outfit lehenga. Fairclough mentions (1989: 219) "commodified texts built upon advertising models also commonly manifest other democratizing features, including informality, and move towards conversational discourse".

The author presupposes that the audience/readers share a relationship with 'Ritu Kumar'. No special introduction is given to 'Ritu Kumar' in the text as if the readers already have been buying outfits of the brand 'Ritu Kumar' and they do not need to be introduced to this label.

4.9 Analysis Text 3 *Elle*

THE SAMPLE

This is a very interesting write up on fitness, it has a lot of tiny texts in that discuss different domains related to health and fitness like 'treadmill', 'Music', 'High Heels for women'. This write up appears in the 'Elle Health' section of the magazine.

Discourse Practice

The sample for investigation is a part of the 'Fitness News' section of the magazine 'Elle'. The sample has drawn various discourses in its production. On a macro level the discourses belong to the register of health care but on a micro level the discourses of fitness, commercialization, technology, sports, health and nature therapy and academic discourse all contribute to the production of the text. The staff of the 'Elle' magazine has produced the sample but it has behind it the interests of many commercial institutions. Apparently, only the name of one gym (i.e. 360°) is

mentioned in the sample. The sample has behind it the efforts of all staff members of *Elle*.

Archana Pillai produces the volume in which this sample appears on behalf of Qgaan publications. A team of editors, creative directors, deputy editors, art and production department, fashion and beauty department, features department, expert contributors, advertising agencies and marketing department have all contributed to this particular text. The text is meant for readers who are fitness freaks or for people who yearn for overall fitness that can be achieved by different ways. The text is meant for a diverse readership. It targets people from all ages, cultural background and sexes. The section 'Bye Bye treadmill' targets people from all ages and sexes. The 'On a Roll' section targets readers of the age groups above 50 as this age group normally suffers from aches of different types. The 'Sounds good' section targets the young or the youth readership. The i-pod is a gadget meant for the youth and teenagers. The 'Party smart' section targets women and especially young girls who are fond of heels.

As the sample targets a diverse readership it is likely to enter a complicated intertextual chain in the form of conversations and also in health gyms etc. The sample contains manifest intertextuality. It contains the indirect discourse of Mickey Mehta a leading holistic health therapist and of course the staff of the *Elle* magazine. Apparently however nowhere there is a mention of who he is. This will invoke in the readers an inquisitiveness to find out who is Micky Mehta .

Textual Practice

The first look on the textual practice of the text gives a clue on the topics of text and nominalization used. The topics are all agent less, it is not clear as to who is giving directions to whom. Nominalization has been used to make the topics ambiguous and of course with an intention to make the write up very warm and informal.

Beginning with the first section 'On a Roll' the first clause is a marked theme. The purpose of using marked theme is to caution the readers. There is also a presupposition that the readers know of this treatment that is cheap and effective. The

second clause is also a marked theme and an action clause. The wording of the sample belongs to the discourse of sports. The sample is unlike usual commonly found samples about healing treatments. The sample is a coherent text. Both the themes in the samples are marked themes and bear close reference to each other. The second marked theme refers to the theme in the first clause; it is an explanation of the treatment that is mentioned in the first clause. The clauses are action types; they urge the readers to take action. The opening clause of the sample is a presupposition about a health problem that exists in the society. The relationship that is formed is like that between a therapist and a patient. The controller of the discourse here is of course the text producer.

The textual practice of the second sample 'Bye Bye Treadmill' reveals that the sample is a cohesive text. Though the sample contains diverse discourses, they all belong to the register of health care and fitness which makes it easy for the readers to infer the information. The entire sample refers to the topic of the text i.e. 'Bye Bye Treadmill'. The thematic pattern of the text makes it a unified whole, the themes 'leading holistic', 'the revolutionary concept', 'calisthenics', 'yoga' all refer to the new technique that has been launched by Mickey. So it can be said that the thematic pattern has been structured in a strategic way with a motive to promote the name of Mickey Mehta. The text producer has used marked theme in the opening clause to give them a new idea that a gym can exist even without equipment and to draw the attention of the readers to the fact that Mickey Mehta is a leading holistic healer. This will also prompt the readers to first acquaint themselves with what exactly holistic healing is. Again marked theme has been used in the fourth clause. The purpose of this is of course to assure the readers that holistic healing or indirectly '360° gym' promises to make its clients healthier.

The lexicalisation of the sample is colloquial and it seems that the text producer wants the readers to enjoy a friendly tone in the sample. The vocabulary has been taken from the discourse of fitness. Words like 'workouts', 'injury', 'filter', 'calisthenics', 'yoga' attribute the text to the discourses of fitness and make it apt to be called fitness discourse. There is a clear sales-consumer relation and the commercial interest of the owner of the 360° gym is clear. To fulfill the commercial interest the

text producer has strategically used 'you' in the last clause. The motive is to encourage the readers to introspect whether they are fit or not. If they are not fit then 360° gym promises them to make them fit.

The textual practice of the third text 'sounds good' gives an insight into a newer way of staying healthy and fit. The text contains manifest intertextuality. The *Elle* magazine has been metaphorically given the position of an instructor and the instructor has prepared a list of music numbers that can have healing effect on a person's body by vanishing boredom. The interesting thing in the text is that the top numbers are all western. They show implicitly the popularity of western music amongst the youth. The text is meant for the youth as I-pod is a gadget that is popular with the youth. The vocabulary in the very short text is very casual and friendly such kind of language is very popular with the youth.

The fourth text is a text meant predominantly for women. It deals with a much important issue of wearing heels and its effect on the health of women. The textual practice of the text 'Party Smart' shows the interweaving of gender discourse into a text, which is otherwise meant for health. This perhaps has been done so that lot women readers read the sample and when they would read about heels, they would also possibly read about the other sub texts in the sample. Thus, the interweaving of gendered discourse is a strategy to target large number of readers. The title of the text is a nominalization, which has been purposely used so that it should not point to anyone reader. In the first clause the writer uses the phrase 'Every *Elle* Woman' to indirectly imbibe a sense of belongingness of the readers of *Elle* magazine. This clause also implicitly encourages the readers to think whether they are fond of high heels or not. The producers are in no way discouraging the readers to wear high heels rather they are promoting it and motivating the female readers to follow it.

The text producer uses 'your' two times in the small text to reach a mass readership 'your' makes the text relational. There is a presupposition in the text that the producers are aware of the problems that the females often face. The use of the demonstrative verb 'those' give a clue to the presupposition about the awareness of the producers that they know about the stilettos that the readers possess.

The fifth text 'Now Hear This'! is again a short text about health issue. This is a unique kind of text. It contains discourses of sports. Sports signify action the clauses are mainly action clauses that motivate the readers to practice certain sport and to validate this point the text producer uses manifest intertextuality. The text contains reports of 'Monica Sales', 'The British Journal of Sports' and army recruits. The name of Monica Sales has been used in a very casual way as if the readers are well acquainted with Monica Sales. The text producer has used 'The British Journal of Sports Medicine' metaphorically as if the journal is suggesting (like an advisor) something to its readers. The text opens with a question to the readers and the question is a presupposed one. The question motivates the readers to take action rather than just sit and think. The strategic use of 'you' in the last line of the text points towards the readers of both sexes. 'You', is used as gender neutral term. Sunderland (2006) says that in many magazines gender neutral titles like 'Parent' is used instead of gender specific 'mother' or 'father'. Thus, instead of using 'her' or 'him' which would be gender specific, 'you' is the best option. This is also done to give the text a less poignant tone. There is an implicit encouragement to the readers and the responsibility of the suggestion has been nicely thrown on the shoulders of Monica and The British Journal.

Social practice

The social practice analysis of the text gives an insight into the discursive practices and orders in the society. The sample is a colorful short text about health and fitness. The ideology of fitness has intervened in the Indian Social set up from the past decade or so. The relationship that is formed between the readers and writers is a clear consumer sales relation. Throughout the text the producers of Elle Magazine, the owners of 360° gym and many others whose interests cannot be seen apparently like the British Journal of Sports Medicine, control the discourse. The lists of songs that have been given in the magazine are all English. This gives an insight into the discursive change in the Indian Society. The youth in India is crazy for western music.

There is subtle gender discourse in the text as there is a mention of heels for women. The text supports the stereotypical ideology that women should be able to carry high heels. Such an ideology will put pressure on the minds of those women who do not wear heels. Such a proposition gives a clue to the implicit pressure of looking tall which women carry on their minds. The ideology of looking tall has two implications in the society: one that women want to be physically equal to men in terms of height. The other that good height makes them look beautiful. Such an ideology then it can be said is promoting gender discourse of inequality. The first line of the text “Every Elle Woman loves her vertiginous high heels” puts direct pressure on the minds of the readers to love high heels. Women love heels because men like and appreciate and want tall girls. Tall girls get entry into modeling or photography or get chosen for advertisements. Infact the eligibility criterion for participation in beauty pageants has always been such that the height of the girls should be not less than 5feet 7 inches.

On the whole the text is a very interesting mix of different genres. Though the text belongs to the register of fitness the author has borrowed examples from life world and in a clever manner has tried to promote certain ideologies. By using the word “Elle woman” the text producer has made a relation with the supposed woman reader. It is a kind of family name and Elle is the family and the readers are members of the family. The regular readers of *Elle* will get a feeling that they are members of the family. It will instill a sense of responsibility in them. It will also help building a relationship between the readers and the magazine and the brands that are indirectly advertised. Thus these are strategies adopted by business houses to meet their commercial interests.

4.10 Analysis Text 4 *Elle*

THE SAMPLE

This write up is about a new branch i.e. ‘Naturopathy’ that has become very popular in health sciences. Naturopathy actually has its roots in the Indian culture but because of allopathic sciences people had forgotten naturopathy. It is the western

countries like U.S.A and Canada which are responsible for popularising Naturopathy again in India.

Discourse practice

The sample under investigation is a text concerning a newer field in health care. The sample has drawn the discourses of health, fitness, philosophy, cookery and naturopathy into its production. The purpose of including such diverse discourses is to make naturopathy look something unique and dynamic. Inclusion of so many discourses is also a technique to make the readers feel that naturopathy is something versatile. The readers will feel that naturopathy is something trustworthy.

The style of the sample is very formal and has been written especially for the readers of *Elle* magazine. The text is very formal and includes terminology from different branches of the life world. There is no colloquial language that is used and it has been written in the way usual medical texts are written. The text has been sequentially divided into four questions followed by their respective answers. The sample has been strategically planned and the readers are first acquainted with what detoxification is and then the methods of detoxification. The sample has drawn into its production techniques from chat and counseling genres. The question-answer technique is a genre common in T.V. Chats and counseling. As the sample is a formal kind of text the writer enjoys an authoritative position and the readers are like passive receivers of the information of naturopathy. The sample is a logical descriptive text that has clauses of reason and purpose. Examples from the text are 'Allergies and even cancer can be a result of toxic overload'. 'A detox gives the body's elimination systems a rest, allowing it to spend its time and energy on cellular repair and regeneration, aiding the healing processes'. 'Detoxing can aid weight loss by increasing metabolism and reducing the storage of fat'.

It can be said that the sample is an innovative type of text. It is not a typical fitness text that contains points on what to eat and what not to and how to exercise. The production of the sample as already mentioned has its source in diverse discourses. Owing to such diverse discourses, it will be difficult for the readers to infer the content of the sample. The distribution of the sample will however be easy

and at large scale owing to the varied interests of the readers it includes. The sample text appears in the health section of a high end magazine thus, it's likely that it will enter into varied and complicated intertextual chains. The sample will become a part of conversation and chats at health clubs, gyms, and diet centers and of course among health and fitness lovers. The sample nutrition may also be divided into a shorter text and quoted somewhere in the vast register of health care.

The intertextual chains that the text will form will be dynamic as naturopathy is picking up trend in the Indian social set-up. The sample is actually an intertextual extension of some texts on natural healing products that exist in the Indian culture for over hundreds of years. It has become popular with people because Naturopathy does not have nay side effects. Naturopathy is a century old healing disciple that fell from favour about 40 years ago, when drugs and technology became the norm. But recent years have seen the revival of naturopath's popularity, as more people have become disillusioned with conventional medicine. The appeal of naturopathic physicians is that while they have an educational background similar to that of conventional MD's, they also take extensive course work in various alternative remedies.

Naturopathy is based on recognition that the body possesses an inherent ability to heal you. Naturopathy or the healing power of nature, underpins nearly all the therapeutic techniques in alternative medicine. Naturopathy is the creation of conditions which enable the body to heal itself as far as it is capable of so doing. The earliest physicians used their observations of the body in health and disease to evolve an art of healing whose principles hold well to this day. Man was seen as integral part of nature and the universe, and they recognized that his health depended on maintaining harmony with them. The means of achieving this were present in the basic essential of life.

The text supports manifest intertextuality (direct discourse) as it largely contains the discourse of 'Dr. Brooke White', Dr. White is a leading naturopathy doctor. However, the text also contains suggestions of the staff of the *Elle* magazine production company and they must have incorporated changes into the original text. There is a presupposition in the text that readers suffer from stubborn pounds,

headaches, lethargy and toxicity. These are some problems which almost every urbanite suffers from because of stress and hectic lifestyle. Thus, presupposing such problems the text producer gives the reader solution. The author has rarely used any modality in the text to give a lighter tone to the text. The purpose of this could also be that the text producer wants the readers to feel that they are responsible adults and can take decisions about themselves. The producer of the write up does not want to seem authoritative and commanding.

Textual Practice

The sample is cohesive and the text producer has adopted widely the techniques of cohesion. The content of the sample refers to the topic of the text. The clauses in the first paragraph are of the enhancing types. They describe in detail with examples from life that how over a period of time toxins are produced in the body. The text producer has brought in various examples from the life world to explain the factors that are responsible for toxicity. Then the text producer goes on to elaborate on the importance of detoxification. The paragraph sequence of the write up is cohesive. First a short paragraph on toxicity is given and then sequentially the author mentions about what detoxification is, who will be benefited from it and how to carry it out.

The text opens with an indirect question to the readers followed by a possible answer. Examples ‘Stubborn Pounds?’ ‘Recurring Headaches?’ ‘Constant Lethargy’, these phrases have been put with a question mark so that readers question themselves as to whether they also face all these problems. The text refers back to the title ‘The Pure Cure’ and the cure is given in the further part of the text. The cure is a reference to the title of the write up thus the write up has a lot of endophoric reference. The words ‘detox’, ‘cleansing’ ‘beneficial’, ‘healthy’, ‘fasting’, ‘herbs’, ‘nutrition’, ‘body work’, ‘lymphatic elimination’, ‘bowel elimination’, ‘cellular activity’, ‘purifies’, ‘brushing’, ‘remove excess fluid’, all refer to the topic of the sample i.e. ‘The Pure Cure’. This is also a constituent of lexical cohesion. Analyzing the thematic structure I begin with the topic short paragraph. The text producer has used marked theme ‘stubborn pounds’ which is not directly related to what the text is about. Perhaps, the

text producer has tried to catch the pulse of the public. In the current times anything that is about body weight invites a lot of readership.

Interestingly enough, the text producer has used marked themes in the first paragraph. The reason for this is that the author wants to build a strong base on the topic 'toxicity'. The text producer has made every effort to make the readers believe that in some way or the other their bodies are also affected by toxicity. There are marked themes in the first paragraph. 'Overtime', 'locating the source', 'some common places', 'even the normal metabolic'. One finding that is interesting in the sample is that there is a marked theme in the first line of every paragraph. The reason again could be to validate the point the author is making.

Nominalizations have been abundantly used in the text, examples from the text are 'its recommended', 'cleansing programs', 'detox programmes', 'Try making a detox tea', 'combine 20gm', 'Juicing helps preserve', 'eat a vegetarian diet', 'lymphatic elimination should be enhanced', 'peanuts should be avoided', 'avoid coffee', 'for best results', 'be sure to wash', 'start everyday with a glass', 'regular body brushing'. The high frequency of nominals makes the text impersonal and at the same time orients the text to the voice of naturopathy. Here, nominalization also helps in making ambiguous the source voice and the target audience of the sample. The clauses in the text are mainly action clauses that give a strong impression of a purposeful activity.

The vocabulary of the text belongs to the register of healthcare but there are many lexical items that are new and truly belong to the contemporary discourse on healthcare. The terms like 'sluggish', 'detox', 'cope', 'naturopathic', and 'toxic' are words that are new and speak volumes about the fact that health and fitness issues like naturopathy have become fashionable things in the Indian society. These words have social significations attached to them in the Indian society. They signify elitism, fashion and are status symbols. An ordinary person drawing low income cannot take this highly expensive naturopathic treatment. The topic of the sample represents new wording i.e. 'The Pure Cure' it brings in the vast domain of fitness into the sample and vouches indirectly that naturopathy is the only pure and sure cure of body. The

text producer has over worded the sample with words that signify purity Examples are. 'detox', 'cellular repair', 'regeneration', 'healing process', 'healthy', 'cleansing', 'antioxidant properties'. The overwording is a strategy to marketize naturopathy as the best possible treatment for cleansing the body.

Social Practice

The social practice analysis of the text gives us an insight into the way health care has achieved paramount status in the Indian society in which health care and fitness was something that was not given much importance. This further gives an insight into the ideology of health care in the contemporary Indian society. Throughout the sample the controller of the discourse is 'White Brooke' and of course the staff of Elle magazine. Dr.White and the staff have created a discourse about naturopathy and hence have joined the already existing discourses on naturopathy. The hegemonic position enjoyed by the institution of naturopathy as a domain of science becomes clear by analyzing the sample.

The relationship between the readers and the author is purely of a commercial type. The sole motive of the text producer is to sell and promote naturopathy. The subject position that is created is an unrealistic image. The image that is created is of a person who after detoxification becomes healthy whereas in real life if one is suffering from health ailments one cannot get rid of them just with the aid of only naturopathy. An allopathic treatment is also essential to get rid of any major disease.

Thus, it is a very interesting sample that largely belongs to the register of healthcare and fitness but includes genres of conversation and counseling. White Brooke is the expert who is in a conversation with the readers. White is the counselor who has the authority to guide the readers on how can they detoxify because Dr.White is an expert in his field.

It seems that the sole interest in the text is that of selling and popularizing naturopathy on the whole and to intervene into to the existing mainstream discourses on health and fitness.

4.11 Analysis Text 1 *Woman's Era*

THE SAMPLE

This write up is about health care and specifically dental care. Dental Sciences have witnessed a lot of advancement. Now they are no longer traditional, cosmetology has intervened into the discourses of dental sciences. Cosmetic Dental corrections have become more important than only the medical treatments.

Discourse Practice

The text under analysis is a formal written text and is descriptive cum expository. It describes in detail a newly emerged technology i.e. dental implants. Implants are an invention of the contemporary times. With the advancement of science and technology changing of body parts is becoming very popular. The readers are exposed to the manifold benefits of this particular treatment. The article has cosmetic discourse beautifully woven into the discourse of medical science and dentistry. It is a typical commercial magazine write-up that has been produced by a whole team of producer, copywriter, advertiser and author with a clear purpose to promote the new treatment i.e. dental implants. The text opens with an exposition for the readers that the removable dentures is a thing of the past and there is now something to replace removable dentures. The passive readers are being introduced to a latest treatment about which they are unaware. Throughout the text the readers are made to realize how this treatment is better than the others available. Example, the text producer writes that "these are days of permanent teeth implant" which directly contrasts it to the older treatment i.e. removable dentures. A clear comparison is drawn between the olden treatments and the contemporary ones.

The topic of the article immediately catches the attention of the readers. The word 'Permanent' has been printed in yellow color to draw the attention of the readers and to highlight the fact that the treatment gives freedom forever from any dental flaws. The word permanent signifies freedom and the final solution to a problem. The sample text broadly belongs to the genre of scientific medical discourse which has been woven with commercial discourse of selling. This mix of discourses makes the sample intriguing for readers. It is a complex sample that begins with giving

information to the readers. The information provider here (The dentist) is the supreme source of knowledge who knows in detail the treatment and the readers are passive recipients of the information. The rhetorical mode of the sample sets asymmetrical subject positions between the reader and the writer. The writer has an edge over the readers as he/she presupposes that the readers are unaware about the new treatment. Thus, the text belongs to the register of medical discourse and largely to the advertising discourse.

The distribution of the sample is likely to be at a very large scale. A mass readership is expected owing to the basis of the easy availability of the hard and soft form of the magazine. The magazine is produced by a renowned national group. It targets readership from various age groups as it covers a wide variety of articles ranging from beauty culture, cooking, and home making....etc. The target readers or audience could be perhaps those from a sound economic background. The treatment that is being described is an expensive treatment and any person from an economically weak section of the society will not go for it. Thus, there is marginalization that is drawn between the different classes on the basis of income. The treatment here has been worded as a commodity. The institution of dental sciences has been commodified. As Fairclough (1989:207) mentions "commodification is the process whereby social domains and institutions whose concern is not producing commodities in the narrower economic sense of goods for sale, come nevertheless to be organized and conceptualized in terms of commodity production, distribution and consumption".

The sample supports manifest intertextuality. It contains the indirect discourses of the author. The author has contributed evaluative statements to the text. The sample contains direct discourse of Dr. Anand. He is portrayed as a master and expert of the dental implant treatment. His direct discourse is given in reported speech. Such a strategy has been adopted with an intention to win the trust of the readers. The large number of quoted speeches by the doctor is like a certification by the doctor. The discourse of the doctor has been included which gives a stamp like authentication to the treatment. The discourse of the patient who has actually undergone this treatment is also included in the sample. This is a very clever example

of advertising. It further validates the discourse of the doctor and the text producer. The manipulative inclusion of the direct discourse of the patient authenticates that the treatment works wonders for all those who have some kind of a dentition flaws. The sample has been produced by the mixed contributions of the editorial staff of *Woman's Era*, Dr. Anand (the expert of the treatment), the patient who has undergone the treatment and the writer of the text. All these contributors surely have some kind of interest behind the production of this text.

The consumption of the sample is easy as the write up follows coherence right from the beginning to the end. The text begins with the elaboration of the new permanent dental implants and finishes with it. No where in the sample is there a deviation from the main idea i.e. new dental implant treatment? The topic of the sample text gives a fairly good idea to its readers about what the article is about and all the clauses are linked to the topic with the technique of reference. It's likely that the readers will not challenge the discourse of a doctor as he is considered to be a more knowledgeable person. A doctor enjoys a prestigious position in every society. It's likely that readers will not give any resistant readings to this text. There is nothing offensive in the text or nothing that is against the moral standards or ethics. The text producer has used metadiscourse by using the word 'quite' with painless to show that the treatment is not awfully painful but at the same time wants to prepare the readers that it is not completely painless also. There is metadiscourse in the sample; the real controller of the text is hidden and not apparent. It is Dr. Anand who in reality controls the discourse. He is the one who is at a powerful position. He is the creator of the discourse of dental implants.

Social Practice

The social practice analysis reveals to us a very significant fact i.e. the supreme importance of medical science in the society. Medical sciences have been an area that has always enjoyed a status of supremacy. The innovativeness however in the sample is the blending of cosmetic discourse with medical scientific discourse.

A unique feature about the sample is the way it links a very important event of marriage in the Indian society with the dental implant treatment. The last paragraph is

devoted to a very serious social issue of 'marriage' which gives an insight into the notions attached to marriage especially in relation to girls. The sample indirectly supports the conventional ideology of beautiful girls having better chances of marriage. This further gives us an idea of how women are marginalized in the Indian society in terms of beauty and looks. They are objectified as objects and pieces of beauty. A relation has been formed between the treatment and the better opportunities in the marriage market. This has been done strategically by including the reported speech of the girls who have undergone this treatment. The social practice analysis of sample reveals a discursive change that has come about in the Indian society and also globally in terms of dental treatments. Dental Science has changed tremendously in the past. Nowadays, dental science not only concentrates on the health issue but at the same time includes aesthetic treatments. It reflects a change in the scientific discourse itself; the way scientific discourse has been intruded by commercial discourse. The whole concept of cosmetic dentistry is new and is a sign of the emerging trends in the dental surgery. The inclusion of cosmetic dentistry in the discourse of medical science is a clue to interdiscursivity. Thus, one gets an insight into the newer genres that have emerged in medical dental sciences. The dental clinics like other commercial institutions have become places where people can flock to get their looks improved; the only thing they require to do is to loosen their pockets. More emphasis is given on getting the look improved rather than the health of the teeth. There is no social message in the write up. Rather a natural phenomenon has been used manipulatively with a commitment to sell the new treatment. Maintaining good dental health is not the issue in the sample rather a lot of stress is given on how a person's looks can be improved.

The sample supports the ideological viewpoint of a perfect dentition which is portrayed as a sign of beauty. A perfect dentition is not usually found in real life thus, such a viewpoint will put pressure on the readers who are likely to have an imperfect dentition. The social beliefs associated with dental problems come out clearly in the sample. To have gaps in the teeth is portrayed like having/suffering from a dental problem where as it is not a problem but something natural. Having gaps is portrayed as something ugly. The social practice analysis reveals the hegemony of the discourse

of the medical sciences. The medical institution enjoys a superior status in any society and people rely on it completely.

The relationship that is formed between the reader-writer is that of advertiser-consumer, teacher-student and information provider and receiver. It is adviser-consumer relation because a new treatment is being sold to consumers. Advertising techniques have been used in the sample. There is detailed explanation of the treatment. The sample begins with reported speech of Dr. Anand. The complex subject positions in the text are; a person with a perfect smile and no dental flaws, a person who needs to have dental implants. The text producer takes the position of a counselor who gives advice to readers who suffer from dental flaws. The relation between the readers and writers is that between sales-consumer relations. The seller could perhaps be Dr. Anand, who runs a high end clinic in a very posh area in Mumbai. The number of successful treatment performed by Dr. Anand is mentioned in the sample this too is a typical feature of advertising. Variety and convenience are features of the modern consumerist discourse. The convenience of the new treatment is highlighted throughout the sample. The readers are allured into the idea that they will not have to remove the denture every now and then.

Textual Practice

The sample is a mix of genres i.e. advisory genre and scientific article. This has been done because the writer wants the readers to accept that dental implants is best way to get rid of any dental flaws. The text producer has used the contrastive clause to highlight the convenience of the new treatment with the old one. The predominant grammatical mood in the sample is declarative. The choice of declarative could be because the text producer wants to appear less commanding and wants to set up a friendly tone in the sample. The clauses of the sample are all well connected. All, the clauses directly/indirectly refer to the new dental treatment i.e. 'dental implants'. There is a preference for elaborations and contrastive clauses in the sample.

The clauses are all elaborative and enhancing types. They elaborate on the meaning of the permanent dental implant and then at the same time enhance the clauses by giving examples from the treatment and life world.

The sample supports cohesive characters of reference, and lexical cohesion. The text producer has used collocation vocabulary words like ‘implants’, ‘dental bone’, ‘jaw bone’, ‘bridges’, ‘sparkling teeth’, ‘brighter and white’, ‘beautiful shine’, ‘extraction’, ‘corrective surgery’ all belong to the register of dental science. Such a vocabulary attributes the text a very scientific touch to the text.

All the clauses bear a functional relation as they are an elaboration of the treatment that is being mentioned. The wording of the sample text is largely scientific, and words from the field of dentistry and medicine have been used liberally to give it a scientific touch. The author has done it purposely to give the article a techno scientific effect. Words like ‘pure titanium’, ‘crown or bridge’, ‘Implants’, ‘local anesthesia’, ‘gums heal’, ‘diabetic’, ‘blood coagulation’, ‘strong medicines’, ‘bone density’, ‘corrective surgery’, etc belong to the fields of science, medicine and dentistry. Scientific vocabulary has been attributed to cosmetic surgery to give it a serious effect. Such sort of vocabulary attributes a high degree of seriousness to the implant surgery.

The text bears lexical cohesion as the text producer has used the word ‘implant’ for the treatment. Again and again the text producer has used the word ‘implant’ for the new treatment that is being introduced to the readers. The word signifies something like a transplant. "Implant" word belongs to the contemporary times, a technology that has emerged with the progress in science. This over wording has been done to point out to the great innovation in dental sciences. Halliday (1978) uses the term ‘over lexicalisation’ for the dense wording of a particular domain.

The first clause contains a marked theme ‘Removable Dentures’ this draws immediate attention of the readers to the fact that removable dentures is something that is out of date and there is a better option available now i.e. ‘permanent’. Most of the clauses in the text are unmarked. The author is imparting information to the readers who are in need of it. Throughout the sample text one thing is vivid and that is the agent is not mentioned clearly. The clauses are largely of the passive types, nowhere is there a mention about who is going to perform the treatment. In the thematic structure of the text we can see that in the first paragraph there is an

unmarked theme in the second clause. ‘These are the days’ which has purposely been used to instill in readers a feeling that they are living in some other age. It has been used to make the readers realize that the present age is the era of transplants and new things. Again in the second paragraph there is marked theme ‘No One Can’ to authenticate the fact that no person can make out the actually unreal teeth. Most of the clauses in the text either describe about what the new implant treatment is or they contrast it with the older dentures. However, there is also a larger semantic relation of all the clauses to a problem i.e. defective dentition to which a solution is offered in the sample. By using such a mode the text producer has set up an argumentative mode. In the fifth paragraph the marked theme ‘After the scrutiny of his work’ again reassures the readers that they should not doubt the implant treatment by Dr. Anand as his work has been approved and certified by Indian Academy of Osseo integration. Marked theme in paragraph 6 in the first clause i.e. ‘The general public’ categorizes the readers (as general public) and the people from medical sciences on one side. It shows the ignorance of the public who is addressed as ‘general’ and the people from medical science stream as special. Another marked theme in the last 7 paragraph of the text holds a lot of ideological importance with it. The marked theme ‘Needless to say’ throws light on the importance of marriage as a social institution in the Indian society. Marriage is portrayed here like a market in which one can increase one’s opportunities by possessing beautiful teeth and smile. Marked themes have been used with a purpose to emphasize all that the text producer wants the readers to believe. Thus, marked theme has been used judiciously to mark the benefits of the implant treatment. The ideal situation of a perfect dentition and beautiful smile has been created.

4.12 Analysis Text 2 *Woman’s Era*

THE SAMPLE

This write up is about fashion and trends. It’s a colorful write up which has tiny texts woven into it. The sample is about different cosmetic luxury products. The sample also indirectly acquaints the readers to a very famous posh store ‘Kunchals’ in south Delhi.

Discourse Practice

The write up has discourses of fashion, lifestyle, dream and nature. It is about lifestyle products like body lotion, shampoo, cosmetic, fragrances. The sample under analysis is a short paid advisory text. The sentence structure of the text is divided into sub-heads and there are different products that are advertised in the sample. Now this strategy of indirectly advertising different products helps the producers of the write up to hide the real interests. With each product, there are a couple of sentences that elaborate on the type and benefits of the product.

The sample has drawn a number of other smaller texts into its production. The text contains the interests of all those companies who have paid for this page and whose products have been displayed. The text has behind it the interests of the big store 'Kunchals'. 'Kunchals' is a store selling perfumery and luxury items for women in New Delhi. It is a high-end store with various branches in Delhi. The sample features big brands like C.K, Echo which give us hint into the kind of financial contributions that must have been received for the production of this text. The names of these brands can be read in the pictures of the products in the sample. This is an indirect way of promotion of brand and a clever strategy of advertising. The copywriter presupposes an audience who is aware of big designer brands and has a preset mindset for all these things. This gives an insight into the presupposition that the author has in mind for the readers. There is a presupposition cued in the text that the readers are familiar with the brands. The target audience is male and female readers both, as the products in the sample cater to the needs of both. It seems that the producers schematically mention about masculine products as he presupposes that women readers will provide this information to males in their circle or at home. The sample is a part of the wider social practice of maintaining one's looks and following a flamboyant life style. The use of expensive shower gels, perfumes, cosmetics and creams has associations with the glamorous Bollywood or the cinema in India.

The discourses of beauty, lifestyle, make-up, trends and gender have been drawn into the production of the sample. The products that have been mentioned in the sample like perfumes, creams and make up products are luxurious items that add

glamour in the users' life. These glamorous products do not enhance anyone spiritually but do give a psychological support to the user. In terms of genre and style, the sample belongs to the advertorial category, which is a very popular genre in consumerist mass media. The sample has different mini texts belonging to one main topic frame i.e. 'looking good'. There is a wide variety of choice of products made available to the reader to look good. This is a typical feature of the modern consumerist societies. The sample belongs to the discourse of lifestyle and beauty culture. The rhetorical mode is that of an information provider who is providing information and advice to readers. The style of the sample is expository and the text producer takes the position of a knowledgeable person. The readers are given an illusory idea about beauty products that will change their looks drastically. There is indirect invocation to the readers to follow the lifestyle that is portrayed in the sample. The text has been produced by contributions from various companies. The staff of Delhi press might also have contributed to making the text a commercial instrument.

Textual Analysis

Beginning with the textual analysis of the text I begin with the topic i.e. 'Looking good' wherein the author leaves the choice of decision totally on the readers and also hides as to who is saying this and for whom it is meant. There is ambiguity as to who is looking good or who should look good etc. Thus, the title does not point out to any particular reader. It's a strategy that all readers will be able to relate to the write up. The heading is very catchy and the text producer has strategically used agentless phrase in the first clause (heading) i.e. 'One's looks'. This phrase gives ambiguity to the proposition and the readers will not feel targeted. It's like a general address to all the readers such a strategy has been adopted by the text producer to target a large number of readers. In the second heading clause the text producer uses 'you' which is here the agent of want, this particular usage of 'you' imbues in the readers a sense of want even if they do not require to change looks 'you' invokes in them a desire to look good. 'You' also increases the self-centeredness of the text. The text producer is adopting the perspective of the readers i.e. he is aware of what the readers want. By using 'You', the text producer is adopting the perspective of the

readers. 'You', also hides the gender to which the proposition is being addressed. 'You' is a neutral address.

The clauses are arranged so that they elaborate on the sub-heads and describe them in detail. The sub-heading words 'beauty', 'euphoric', 'spray active', 'scent of a woman', 'magic', 'macho', 'breath of flowers', 'fresh', 'looking stylish' bear relation of collocation. They belong to the domain of magic world, beauty culture, fashion and lifestyle. This hints towards the presupposition that the producer is aware of the fact that the readers will be able to pick up these links amongst the wording. Thus, the interpretation of the text by the readers will be easy and coherent.

The subject position of 'You', formed in the text is that of a consumer who needs these glamorous products to enhance his/her looks. The text producer presupposes that the readers will be able to infer the diverse elements in the text and they will be able to draw a coherent interpretation. This also gives us an insight into the ideological work the text does. It shows that the readers are in constant want of information and somewhere they need to be groomed.

The clauses are generally declarative. The thematic pattern of the clauses is fairly even and contains the core element of the clauses. The writer has chosen either 'action' or 'mental' processes in the clauses both of which instigate the readers to perform a certain activity or use their minds to think about enhancing their looks with the help of the beauty products mentioned in the sample.

One of the most interesting features is that there is frequent use of agentless clauses which is a typical feature of advertising and consumerist discourse. There is no mention anywhere of who is directing the action and mental processes to whom. The authority is kept implicit so that the readers should not feel that they are being commanded. The readers are made to feel that they are free to choose products they like. There is ambiguity as to who these clauses are directed to. They are of a general nature and are addressed commonly to all the readers. The readers will not feel that they are being pressurized to do something in particular.

The clauses are connected with each other indirectly they are all constituent of a larger beauty discourse. The author has used the technique of reference in which the

clauses refer to and fit in the topic-frame of 'looking good'. For example, in the first clause that is about make up products refers to the heading clause 'beauty products'. Similarly the second clause also refers to the first clause that is products that will enhance one's personality.

The vocabulary of the text belongs to the genre of beauty culture and the lexical items belong to domain of imaginary world. The author has used synonymous lexical items to make the idea of looking good very profound and serious. This has been done by the author purposely by using words like 'beauty', 'euphoric', 'sensual', 'spray active', 'scent of a woman', 'magic', 'macho', 'breath of flowers', 'macho', 'fresh', 'looking stylish'. The text producer uses hyperbolic, exaggerated and stereotypical vocabulary to create dreamy picture in the sample. Such a vocabulary carries the reader into a dream world away from realities. As mentioned before this vocabulary, belongs to the mental processes and it immediately generates pictures in the mind of the reader. The readers will be motivated to escape from the world of realities and get pleasure with the aid of these products.

There is a preference mainly for action clauses in the text. The agent in all the clauses is the reader 'yourself', 'you', who is in need of the make-up products and the products are the goal. Such abundant use of 'you' emphasizes the 'you', (the reader) centeredness of the text and gives a feeling to the readers that 'you' (the reader) are very important. This use of 'you' also gives a security to the readers that their interests are being looked after. The text producer speaks from the perspective of the readers as if he has inside knowledge.

Social Practice

The interdiscursive analysis reveals that various discourses from the vast domain of lifestyle have been included into the productions of the text. The text contains discourses of beauty, health, gender, advertising, consumerism, brand imaging, body care, magic world, nature and physiology. All these have been merged to produce a commercial text. The luxury beauty products that are indirectly advertised in the text give the impression to the readers that these are necessities which they should possess.

The word meanings in the text have ideological significations. The words that have been used for female beauty products like ‘scent of a woman’, ‘magic’, ‘breath of flowers’, are all words that signify femininity whereas words that are used for male beauty products like ‘euphoric’, ‘macho’, ‘looking stylish’, ‘fresh’ signify power and dominance. Women who are enthusiastic will feel pressurized to become feminine and give up their non-feminine features. This has been strategically done to preserve the institutional power men hold over women. Lazar (1993) gives a similar conclusion where in she mentions that on the one hand the advertisements encourage women to go out but implicitly they put pressure on women not to compete with men and accept whatever men like. The text producer has used gendered discourse. The word ‘sanguinely masculine’ gives a clue to the stereotypical image of males the text producer wants to create. Sanguine means passionate and enthusiastic. The intentions here are to promote ideology of male dominance.

4.13 Analysis Text 3 *Women’s Era*

THESAMPLE

The write up is about homeopathy, which is a branch of healthcare. Homeopathy has always been very popular in the Indian society because it is believed that homeopathic medication does not have any side effects on the individuals who take it. Homeopathic science exists in the Indian society for hundreds of years.

Discourse Practice

The text has drawn medical and homeopathy discourses into its production however, there is the discourse of health and fitness also. The sample text is an example of a descriptive and an expository text. There is detailed and minute description of cataract. The sample appears in a women magazine ‘Women’s Era’ and has been produced by the Delhi Press Samachar Patra in joint efforts with some homeopathy company though apparently in the text nowhere any name of the homeopathic company is mentioned. The discourse of homeopathy exists since ages in the Indian society.

The style of the text is written formal descriptive. There is no use of colloquial language. The text draws medical scientific and health discourses into its production to give it a very serious note. Articles on health and fitness largely rely on these two types of discourses. The text producer has not tried any innovative techniques in the production of the text. The text is likely to enter intertextual chains in the form of conversations by readers; the example of the text might be given in some other similar text related to eye diseases and cataract. The text may also appear in parts in some other newspaper article etc. or it may appear in the conversations between eye surgeons and patients. The distribution of the text cannot be massive as not many readers are likely to be interested in reading about cataract. Perhaps the majority of readership would be beyond the age of 50 who either suffer from it or who are likely to have cataract.

The consumption of the text is directly affected by its distribution. If distribution is not very large then the number of readers who consume the text are also likely to be less in number. The consumption of the text is not very easy as the text producer has used medical terminology largely in the text. An ordinary reader may find such terminology difficult to understand. Thus, the text is likely to be ambivalent for quite many readers. The sample text may also receive resistant readings from people belonging to the medical field. Doctors from the allopathic field may challenge the homeopathic treatment given in the text. There might be a lot of controversial texts emerging out from this text.

Textual Practice

In the first few lines the text producer has used clauses of enhancement and has provided a basis of what he is going to elaborate further in the text. There are a number of examples from life world, which have been depicted as factors aggravating cataract. Then in the rest of the text there is use of elaborative clauses that describe the different types of cataract and how is it triggered and so on. Thus, the text is a coherent piece of writing. Every clause of the text bears some sort of kinship with cataract. The text refers to the topic which itself makes clear the fact that text is about cataract and its treatment by homeopathy.

The thematic structure of the clauses is fairly even except for at a few places. The author has used marked theme when he/she is mentions about the number of people who are affected by cataract. ‘Approximately 50 percent’ of the human population is a marked theme which highlights the fact that nearly 50% of the people are affected by this disease. Such a marked theme will provoke readers to think that they can also become a part of the 50% population that is affected by it. Marked theme has been used to foreground the fact that it is a very commonly occurring disease and thus a large public needs to know about the homeopathic treatment that is available. Fairclough (1989) says theme is used to foreground certain things. There is hardly any modality used in the text which shows that the author does not want to explicitly put any pressure on the mind of readers and at the same time does not want to occupy a commanding position. The author wants the readers to decide on their own and analyze about the treatment that is mentioned. The text producer presupposes an audience who are responsible and independent minded.

The keywords of the text bear a synonymous relation as most of them relate to and belong to the ophthalmological discourse. The medical wording of the text like ‘nuclear cataract’, ‘cortical cataract’, ‘sub-capsular cataract’, ‘acquired cataract’, ‘cortex’, ‘congenital’, ‘intranterine’, ‘metabolic’, ‘radiational’, ‘toxic’, ‘coagulation’, ‘oxidation’, attribute the text to a medico scientific voice. This sort of wording places a text of homeopathy discourse into the discourse of ophthalmology. The author has used grammatical metaphor in the sub-title of the text i.e. ‘An eye-opener’ that has been instead of something that will open your eyes. This use of grammatical metaphor gives ambivalence to the text and hides the source of the proposition and at the same time makes the statements general. The following grammatical metaphors have been observed in the text ‘Triggers of cataract’ is another grammatical metaphor used instead of ‘how cataract is triggered’ or ‘factors that trigger cataract’. ‘Psychological impact of cataract’ instead of ‘how can cataract affect a person psychologically or ‘the ways cataract can have psychological affects’. The question that can cataract be prevented’ is an indirect invitation to readers, seeking their knowledge as to whether they know of prevention methods or not.

Social Practice

The text gives evidence about the importance of homeopathy in the Indian society. Homoeopathy is a science that exists in the Indian culture since times old. Recently, this branch of science has become very popular not just in India but in the western countries as well. However, to give the text a modern look the text producer has merged the homeopathic discourse with scientific medical discourse. The sample is an example of the newer trends emerging in the existing discourse of homeopathy. The discourse producers have created a counter discourse to the already existing discourse of allopathic medical sciences.

4.14 Analysis Text 4 *Woman's Era*

THE SAMPLE

The sample is about commonly found skin problem i.e acne or pimples. Teenagers are the ones who are usually affected by Pimples but generally people from any age can be affected by this skin problem. This sample belongs to healthcare broadly but has discourses of fashion also woven into it. It is about fashion because looking good is part of being fashionable.

Discourse Practice

Beginning with the discourse practice analysis of the sample, it can be said that the text has drawn discourses of cosmetology, medical science, health and skin care beauty culture into its production. Throughout the sample text there are words that belong truly to the medical discourse like egs: 'oil glands', 'seborrhea', 'androgen', 'triglycerides', 'vit B12 deficiency', 'hysterectomy', 'menopause', 'benzyl peroxide', 'glycerine', 'tetracycline', 'chronic', 'papules', 'priction'. The reason of including words from the medical discourse is of course to make the sample look very professional and technical.

The text is a formal piece of writing in which the readers are like passive recipients of the information that is being given to them. The style of the text is descriptive right from the beginning till the end and the text producer is describing the causes of acne, the types of acne, the available treatments for acne and other

information related to acne. The sample text supports manifest intertextuality. It has embedded intertextuality as it contains medical text within the larger matrix of skincare text. Apparently, it seems or looks as if the sample has been produced by the magazine 'Women's Era' but this is not true it has the hidden interests of other people too. This has been done purposely to give ambiguity to the source of the sample. As Goffman (1981:144) suggests that a distinction between the 'author' and 'animator' is done to hide the source of the sample

The text is likely to enter intertextual chains in the form of casual conversations among its readers and especially among teenagers as the sample specifically targets teenagers. The sample is likely to be of keen interests to the college going teenagers. The text is also likely to enter intertextual chains as part of tips that will be given in different salons. The distribution of the sample text is easy, the magazine is easily available and is a low priced one. Thus, the sample will reach a large readership at one go. The text is likely to have great appreciation and liking amongst the teenagers as they are the ones who face this problem largely. The producers probably have produced the sample in accordance. The text also targets readers like mothers of teenaged children, beauty and skin care professionals, salonists and some other readers for who the treatment of acne is of great interest.

The writer has purposely used medical terminology to attribute the text to the voice of medical technology and also to induce in the readers a curiosity to find what these words mean.

The consumption of the text is not very easy and smooth for its readers as the text contains a lot of technical vocabulary from the field of medical science and technology. Technical words that have been picked up from scientific field are likely to be unclear to readers and specially teenagers for whom this article is meant. It is likely that the text will have positive effects on the teenaged readers as it contains some useful tips for them and also because there is a mention that in spite of suffering from acne one should not worry as 'modern scientific treatments' are available. This line gives a lot of moral support and hope to the teenagers. The author has just given passing reference to the new treatment and has not given it in detail. The author has

invoked in the readers an interest so that they search more about the treatments. The sample is likely to receive no resistant readings as the issue that is being discussed is a part of the health and skincare and concern a genuine issue and problem. The text is also of interest to a large audience and it does not contain anything that is objectionable. The text makes a coherent whole beginning with describing what acne is and then discussing step-up step as to where does it occur usually, its causes, its occurrence, the types of acne factors that aggravate acne and the treatments available for acne.

As the text is a part of a magazine discourse and also that it contains the technical discourse of medical field it must have been produced by the collective efforts of a team of people. There must have been some skin expert or doctor who must have contributed ideas to the treatment, suggestions and the cause of acne. There is a mention of ultraclearsil that shows that the company perhaps pays to women's era. Both the text producers and the magazine producers have worked in collaboration to promote the magazine and ultraclearsil as the product.

The placing and the whole setting of the sample text is quite strategically carried out as the picture that has been used is of a teenaged girl who is applying some cream on the face to curb acne. A few tips 'Do's and Don'ts' have been given at the end of the article and they have been printed in the colour white to draw attention of the readers also to make them conspicuous.

Textual Practice

The textual practice covers the description of the text. This dimension encompasses the various semiotic indications related to the text. The sample text makes a clear reference to a problem of the adolescents. The problem is given in the shape of a social issue thus, the text is itself a reference to the outside social issue or problem. The text refers to a wider cultural context. The whole text is organized into a question answer sequence; the sequence is such that it refers to what follows further in the text.

In the description of the types of acne the text producer has purposely used the word 'therefore' as a conjunctive adjunct to make a cohesive link between the mild

type of acne and the rest of the text. This use of 'therefore' also refers to the topic of the text in which the text producer has used the word adolescent. The text is cohesively linked as each question is followed by the answer which is further explained in detail i.e. where do acne appear, what are the features, causes of formation, role of bacteria, the types of acne, factors that aggregate acne and finally the treatment of acne followed by some Do's and Don'ts. The question answer sequence makes the text a unified whole and it revolves around one theme i.e. acne. As Fairclough (1989:175) mentions that question-answer is a rhetorical schema that is widely used in advertisements.

There is a use of extended clauses in the beginning of the text. The text producer has given explanation by adding more information as to how oil glands get congested. Infact the initial part of the text is an extension of how oil glands are responsible in the formation of acne. Most of the clauses in the text are extension clauses that add to the meaning of the clause. The text producer anticipates readership largely from teenagers who will be able to infer the information the text producer is trying to give. The text bears lexical cohesion, most of the words that are used in the text bear a synonymous relation to acne. The wording of the text is scientific and nowhere has the text producer used any vernacular language.

The wording of the text gives an insight/peep into how important it is to look good and have self-confidence. Words like 'appearance' and 'self-confidence' have been used to highlight the fact that if one is suffering from acne then one is likely to suffer from inferiority complex. The word 'disorder' in the heading gives 'acne' the status of an ailment. The word 'disorder' has social significations attached to it; disorder is something that is not in accordance with what is generally accepted. Hence, acne has been depicted as something that is not acceptable in the society. Acne has been given the status of a problem that teenagers all around the world face.

The topic of the text is suitable and apt in accordance with the whole of the text. The clauses in the text refer directly indirectly to the topic of the text.

Social Practice: Explanation Dimension

This dimension of the macro level is important to unveil the hidden ideologies and social practices related to skincare of the teenagers.

The sample article that has been picked covers a great deal of discourses such as medical, cosmetic, teenage, health, looks and others. On the whole in the write up medical scientific discourse intervenes in the cosmetic discourse in order to give 'Acne' the position of an ailment. Acne has been demonstrated as a taboo and as an imperfection in the skin. The text producer creates an incomplete though not perfect image of beautiful skin. The basic aim seems that of arousing a new consciousness among the teenagers regarding acne and skincare.

The text draws upon different orders of discourses; it has scientific terminology interwoven into the discourse of beauty. The beauty discourse has been interwoven to bring about awareness amongst the teenagers about the various ways by which they can improve their looks and attain confidence. The ideology about good looks and healthy skin is revealed and the ideal of maintaining one's skin is propagated. The write up is about a significant social issue; a problem teenagers around the world face. The sample gives us an idea of the universal identity crisis that every teenager goes through and tells about the importance of looks and self confidence hold a lot of importance of looks and confidence in a teenager's life.

4.15 Analysis Text 5 Woman' Era

THE SAMPLE

The sample 'What tickles teens?' falls under the category of relationships and it tells us about the importance such discourses on relationships and counseling have achieved in today's times. The sample talks about the troubles that are faced by all the parents when their children enter the adolescent age. Most of the parents react in a very strange manner and so do the children. Thus, the sample is for all those parents and children who are either going through this trouble or will go have to face this stage shortly.

Discourse Practice

The sample under analysis contains discourses of age and psychology and behavior. The sample draws discursive techniques from the genre of counseling. The text producer is giving some kind of advice regarding parent-children to the readers. The sample describes in detail about how and what parents to handle teenage children should do. 'Dueep Jyot Singh' has produced the sample in tandem with the rest of the production staff of the magazine *Woman's Era*. Dueep Jyot Singh is a Management Professional turned IT professional, with plenty of experience in the Marketing, Advertising, HRM and Financial fields of Management. She has written more than 5000 articles, for different websites, and companies out there. She has also been The Content Manager/ Web Administrator/Web designer for 250 websites, at one time. She is also interested in writing how- to articles, for different websites on the Internet and niche publications.

The distributional network of this sample is likely to be at a massive scale because of the kind of topic it relates to. It talks about a universal kind of phenomena. Parents all around the world face some kind of problems tackling teenage children and vice-versa. The sample will enter into chains when the readers will talk about it in their social circles or counselors will mention about it when giving advice to their clients. The sample belongs to the genre of counseling and psychology and it will thus conjoin the various other texts that are available on counseling and psychology. This way the sample will form intertextual chains and will further add to the distributional network. The readers can infer the information that the sample producer is trying to give them as there are a lot of examples about the behavior of the teenagers in the sample. Example: 'Look at a group of teenagers, laughing and giggling with each other and pushing each other around while finding something funny. They could be imitating and laughing at things their parents have said. This is a favorite pass time of teenagers'. The sample is an elaboration to the topic i.e. 'What tickles teens?'. It can be said that the text producer presupposes that the readers are in need of advice on how to handle their teenaged children. Example from the text ' All parents have at some time or other, stared at their offspring in bewilderment wondering what on earth they are laughing at'. The style of the sample is written informal and the sample has

been written in way as if the counselor is speaking to the client. As mentioned earlier the readers because of the semantic unity can infer the message in the sample. Words like 'teenager', 'perplexities', 'changing body', 'anguish', 'generation gap', 'rebellious behavior' 'adolescents' belong to the discourse of teenagers and parents.

Textual Practice

The key words of the sample as mentioned before belong to the parenting and teenage discourse. Words like 'adolescents', 'teens', 'bewilderment', 'wondering', 'perplexed', 'surprised', 'changing body and mind', 'balanced' and many more like this. Such sort of vocabulary makes the text easily understandable to the readers. The entire write up is a reference to the topic 'What tickles teens?'. The text producer has divided the answer into two parts. There is a lot of reference in the sample in form of personal pronouns like 'they' (teenagers) 'you' (parents) , this gives a personal touch to the write up and also every reader can relate himself and herself with the sample because of the use of 'You' and 'They'.

The sample is cohesive , the text producer has structured the clauses in a manner that help to build up the argument i.e. parents need to understand the needs of their teenage kids. Examples from the sample are 'Parents ! it is not necessary for you to get unnecessarily upset if you find that your teenager a once sober and sensible child behaves in a completely incomprehensible manner when he or she is with friends'. 'Do not get disturbed unnecessarily'. 'Do not judge today's teenagers by your own past behavior'. 'Don't use sarcastic witticisms in your quiver'. 'so instead of scolding you could remark in a calm and collected voice'. 'Remember that laughing at an adolescent is a dangerous game-you never know which way he will take it'. 'Parents must not get heavy handed that they stop him from exercising his sense of humor'. All these clauses are cohesive and make assertive the idea that parents should not react in a strange way with their teenage children. The sample has homophoric reference i.e. the issue that is being discussed is a common issue existent in the wider social cultural set up. All the readers who are parents can relate to it , even the teenagers can relate to it because the sample contains discourses about their general behaviour during teenage.

A lot of passive clauses have also been used by the text producer , these also contribute in putting the pressure on the idea that parents need to understand their adolescent children. Examples – ‘ On the other hand if you laugh at their activities’. ‘Do not get disturbed unnecessarily’. ‘So instead of scolding you could remark in a calm and collected voice’.

The first sentence of the sample contains the topical theme ‘Parents are often surprised when they see’. The write up is a description of this topical sentence i.e. parents fail to understand their adolescent kids.

The text producer takes the position of the readers and writes as if she has inside knowledge of what is going on in a general readers mind. ‘No doubt our generation was better behaved when we were in our teenage years’. The use of the words ‘Our’ ‘we’ gives the readers (parents) a sense of belonging to a community i.e. parents. The readers will get a feeling that the text producer realizes what is on their minds.

Social Practice

The sample under analysis is a text which is of concern to all the people who have teenaged children. What is interesting to note is the kind of change of views that has come in the society. In the olden times teenagers were always considered wrong for their behavior but now with the advancement of psychology the behavior of teenagers has been studied by psychologist and they have come up with the conclusion that teenagers should not be scolded or punished. Rather a lot of support and love should be given by parents during this age. The appearance of a write up in the magazine also tells us about the social change that has come in the society. People in the modern times now depend on magazines to solve their relationship problems. In the earlier days such write ups never appeared in the magazines, people did not even required any counseling on relationships. But nowadays the lifestyle is such that most of the people require counseling for relationships and thus such discourses of counseling and psychology have found a new significant place in the society.

4.16 Analysis Text 1 *Cosmopolitan*

THE SAMPLE

It is a colourful text on cosmetics. Apparently it looks as if it is a write up on different ways to do make up but actually the sample is promoting some particular products of make up and not all. The products that are being promoted are high end designer brands. The sample appears in the December 2006 issue of *Cosmopolitan*. For the ease of analysis I have divided the text into five parts or sub texts a,b,c,d and e. The following is the division (a) Clear Skin Calling (b) Hey, Body Shop (c) Sheer Glam (d) A Fit Find (e) The Expert Touch.

Discourse Practice

The text under analysis has discourses of cosmetics and discourses form cookery. This makes the sample innovative. It also makes the sample different and unique. It is not like the usual samples on cosmetics which appear in magazines. Words like ‘tea tree oil’, ‘granular’, ‘neem’, ‘fumes’, ‘oiliness’ in all the sub texts(a,b,c,d,e) are words that have been taken from the discourse of cookery . Apparently, it seems that the sample has been produced by the staff of *Cosmopolitan* magazine but it has behind its production the interests of four big brands namely ‘The Body Shop’ , ‘Shahnaz Hussian’, ‘L’Oreal’, ‘YSL’ and ‘EverYuth’. ‘The Body Shop’ is an international brand founded in 1976 deals in cosmetics. It has 2400 stores in 61 countries and has its headquarters in West Sussex , England . L’Oreal another big international company now owns ‘The Body Shop’. The L’Oréal Group is the world's largest cosmetics and beauty company with its registered office in Paris and head office in the Paris suburb of Clichy, Hauts-de-Seine, France. It has developed activities in the field of cosmetics concentrating on hair color, skin care, sun protection, make-up, perfumes and hair care, the company is active in the dermatological and pharmaceutical fields and is the top nanotechnology patent-holder in the United States.

‘YSL’ is a luxury fashion brand founded by Yves Saint Laurent(French designer) and Pierree Berge in 1962 in Paris, France. It is a high end designer brand

and is usually associated with Hollywood actors. 'EverYuth' is a range of specialty beauty products by the Zydus Wellness Group. Zydus Wellness Limited is an India-based company. The Company operates in one segment, the consumer products. Its products include table margarine and spreads, cosmeceuticals and sweet meat. Zydus Wellness Limited brands include Nutralite, which is a table margarine; Sugar Free, which is a low calorie sweetener, and EverYuth which includes skin care products. Now if such are the forces behind the production of this text, we can make out that the target audience must be from the very sound economic classes.

The distribution pattern of the sample can be accessed on the basis of the kind of products that are mentioned in the sample. It is likely to reach a heterogeneous readership comprising of different age groups and economic backgrounds. It will especially reach the youth because it has details of two make products i.e. 'foundation' and 'face wash' that are used largely by the youth . Also notable here is the target readership of the face wash i.e "girls" as in the sample it is mentioned that this face wash is recommended for oily skinned "girls". Amongst these two products one is a highly expensive product and the other 'EverYuth face wash' is available at an affordable price. This means that a diverse readership comprising of various economic backgrounds has been targeted. The sample also talks about an anti wrinkle cream by 'Shahnaz Hussain' which means that the write up will also reach an audience of the age group above 50. The 'tightening and resculpting body gel' to eliminate any flab or fat from the body is another product that is promoted in the sample. This gives a clue to the fact that the text producers have targeted the fat readers. The products by 'the Body Shop' are 'oils' and 'body butters' that can be used by any age group and gender. Thus, it can be said that a diverse readership is the target readers .The sample will reach a mass readership of different ages, genders, economic classes and will enter into tiny texts in the form conversations etc.

The consumption pattern of the sample however may not be at a very large scale because the sample is talking about products that are form super expensive designer brands except one. It is likely that people form selected class that has money

will buy such products. The price range of the products except the 'EverYuth facewash' is between Rs800 to 2500, which is a lot of money for an average Indian.

The style of the sample is friendly and has been written in a conversational style as if the text producer is talking to the readers. The text producers take the position of an insider who knows what is the requirement of the readers. There is presupposition cued in the relationship between the text producer and the readers . This line "Finally, our favourite brand is here" from the sample makes it clear. The use of the word 'our' implies the readers and the text producers. Thus the subject position of the text producers is like that of a family member or a close friend who knows about the needs of the readers. There is another presupposition cued in the sample that the readers are well acquainted with the brand 'The Body Shop'. This will instill in the readers a sense of belonging.

Textual Practice

The text producer has used vocabulary that has immediate experiential value and effect like 'refreshes' 'soothes', 'excessive oiliness', 'melt on skin', 'wrestle wrinkles', 'rehydrate', 'exfoliate', 'smooth and silky'. All these words will give the readers a feeling of experience. This has been done to make the sample emphatic.

The sample is cohesive as on the whole and largely belongs to the register of cosmetics and make up though a lot of it relies on the discourse of cookery also. Another observation in the sample is the newer kind of wording that has been used to make the sample interesting. The topic of the sample 'Beauty Lessons' is very innovative. Lessons as a word has always been used in the context of education. Thus the text producers here are the tutors and the readers are the students who take lessons on beauty. The vocabulary of the sample on the whole is very appealing as the words that have used are trendy and form the register of cosmetics. The text producers use the word 'wrestling' with wrinkle, which again shows creativity in the sample. Wrestling word has always had different connotations but here the text producers have used it in an innovative manner. Thus, a lot of creativity has been used to make the sample very fascinating and different.

There are a lot of marked themes used in the sample. And they have been used to achieve a particular goal. In the (a) text there is a marked theme in the second clause 'Packed with the goodness of tea tree oil', this has been done to highlight the fact that EverYuth face wash not only cleanses oil but also balances the skin. Tea tree oil is supposedly used to achieve balanced skin. Then in sub text (b) there is a marked theme 'Stock up on' has been used to stress the proposition that readers must buy these following products i.e. 'body butters', 'tea tree oils' 'make me fabulous make up range' by 'The Body Shop'. Then in sub-text(c) 'Wrestle wrinkles' in the first clause is a marked theme that has been used with a motive to emphasize the beneficial results of fighting wrinkles by Shahnaz Hussain's diamond collection. In sub-text (d) 'under the arm dingles and less than taut body parts' is a marked theme which has been used to grab the attention of the readers to product the text producer is going to tell about i.e. 'L'OREAL SCULPT UP'. Thus, it can be said that marked theme has been used at different places in the text to achieve the commercial targets of either promoting a particular product or highlighting its manifold qualities.

The sample is cohesive and a lot of reference has been used to make it united and easily comprehensible for the readers. The sample has the following sub texts i.e (a) Clear Skin Calling (b) Hey, Body Shop (c) Sheer Glam (d) A Fit Find (e) The Expert Touch and they cover topics like flawless skin, taut skin, supple skin, moisturised skin, and thin body. These sub texts are a reference to the main title of the sample i.e. 'Beauty Lessons'. Infact they connote to the readers what beauty means, beauty means having all these features of flawless skin, thin body, wrinkle free skin etc. There is lexical cohesion in the sample, words like 'clear' 'flawless' 'glow' 'remove grime' 'radiant' 'smooth and silky' belong to the genre of cosmetics and heighten the effect of the topic i.e. beauty. Personal pronouns like 'you' 'your' and 'our' have been used at many places. These pronouns refer to the readers and gives them a sense of belongingness 'When you shop at Body Shop you look great and you help support the brand's community trade programme' in this line 'you' has been repeated thrice that will give every reader a feel that he/she is being addressed. This will instil in them some sense of responsibility for buying the particular products.

Social Practice

The social practice analysis of the sample reveals to us the importance cosmetics have now got in the Indian society. The sample analysis also gives a clue to the popularity of designer and international brands in the Indian society.

The sample supports the stereotypical ideology of beauty covering parameters like flawless skin, clear skin, thin and toned up body and well-balanced moisturised skin. There is gender discourse in the sample, though it is clearly depicted only at one place in sub text (a) 'oily skinned girls' but in reality the entire write up promotes gender discourse and in doing so supports the conventional ideology that women are beautiful if they have all these features like 'clear skin' 'well balanced skin' 'toned up body' and 'wrinkle free skin'. In promoting such an ideology the analysis gives a clue to the hegemonic position that is enjoyed by the companies whose interests are met by endorsing such traditional ideologies. They are responsible for producing such discourses of what is beauty. When such discourses are produced most of the women readers are marginalised because they cannot meet the standards that are set in these discourses, which are strategically shaped in a manner to meet some commercial interests.

General Observations of Analysis of all the write-ups.

The analysis of the majority of these write-ups reveals that they include the traditional type discourses of homemaking, beauty or relationships. The dominant message is frivolous and activities that are promoted are not very educative or intellectually stimulating. These niche publications help in imparting lifestyle education to the new evolving woman of today who believes in multitasking and multiple roles. Women readers feel that these magazines act as guides on lifestyle products and relationships. In the modern times relationships have become very sensitive and complicated because of the stress and pressures of modern times. Thus, these niche publications act as friends or counselors or guides to its readers.

It has been seen that the write-ups are supported by a lot of visual and graphic elements. The main picture is usually one of a beautiful attractive woman, varying in

age from the mid-20s to the 40s. No older women are seen and few minorities are presented. The graphics point to a specific age, class, and race definition of “woman”. By far the content provided in these write-ups is in the form of direct or indirect advertisement. Multi national companies market their products through the write-ups in these magazines. The brands that are represented in *Femina* , *Elle* and *Cosmopolitan* are high end designer brands whereas the brands represented in *Woman’s Era* are the regular ones that can be bought by any ordinary person who is not very sound financially. This straight away gives a clue to the kind of money that is involved in the production of *Elle* , *Femina* and *Cosmopolitan* magazines.

Another observation is that if there is feminist discourse, it is of the bourgeois feminist (Royal, 2000) ideology i.e. finding solutions for the independent woman within the dominant male ideology. Women are on the one hand encouraged to use certain beauty products that will give them some sort of pleasure and freedom but in reality by doing such things women just stick to the dominant ideology of looking good.

A broader observation is that these magazines have content, which is such that promotes consumerism and at the same time endorses stereotypical ideologies related to beauty and relationships. In most of write ups women are motivated to mould themselves in a manner by which they can make men happy. Even in *Cosmopolitan*, which claims to be a bold magazine includes tips given to women on what men like and what they do not like. All these glossy fashion women magazines motivate women to use expensive products, which will correct any flaws if they have in physical appearance. It has been noted that all these magazines have either tie-ups with certain companies or they take money from them on a regular basis. Each of the magazines has certain brands that they advertise indirectly or directly in their content on a regular basis. McCracken in speaking of diverse print magazines for women states “the structural similarities between these ostensibly different publications result from a common material factor: all of these magazines base their continued existence on the cycle of publishing profit, advertising, and women’s roles as the primary purchasers of consumer goods.” (McCracken, 1993:10). The

stated objective then of a magazine for women or a special place to meet women's needs is simply a pretext for an advanced marketing strategy. The women readers are made to feel that their needs and requirements are realized in the write-ups and the magazine producers make use of this weakness of women and give them a solution by promoting a certain product.

These are just some of the common observations about glossy women magazines .I have made some specific observations about each magazine and the kind of write- ups in it in the following chapter titled Conclusion.