

A COMPARATIVE TEXTUAL ANALYSIS OF PRINT AND ONLINE  
ADVERTISEMENTS OF BELO MEDICAL GROUP

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DEDICATION

To my beautiful daughter

Mariana

## ABSTRACT

Reyes, M. T. (2012). *A Comparative Textual Analysis of Print and Online Advertisements of Belo Medical Group*, Unpublished Undergraduate Thesis, College of Mass Communication, University of the Philippines Diliman.

This study aims to analyze how selected Belo Medical Group advertisements construct notions of beauty through commodification and the effects of technologization of the body. The study tried to explore how the female body is seen, shaped, and modified by society in accordance to its ideals and false boundaries of female beauty. This study is guided mainly by feminist theoretical concepts of The Male Gaze and the Technologization of the Body.

Generally, the objective of the study is to compare the two ways in which Belo Medical Group advertises its services, in both print and online, by analyzing the elements that make up the content of the advertisements. The researcher tried to explain the technologization of the body and tried to show how it is commodified and imposed upon women.

The study utilized a method that is qualitative in nature. It employed textual analysis of the online and print advertisements of Belo Medical Group. The results revealed insights on how technologization and commodification play a role in the imposition of certain beauty standards on Filipino women.

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## Chapter 1

### INTRODUCTION

“Beauty is in the culturally-conditioned eye of the beholder.”

– Denis Dutton

#### Background of the Study

Over the years, the Philippine media has become a huge influence to society, over all issues on life, including beauty and the body. It is undoubtedly packed with various images of women, in all forms and faces of beauty. Everyday, people are bombarded with images of women with bodies that the media imposes on them as ideal. In Karl Marx’s *Capital: A Critique of Political Economy*, under *The Fetishism of Commodities and the Secret Thereof*, he used wood as an example of how certain things turn into a commodity. Such that the moment a wood is turned into a table and tagged with a price, it steps forth as a commodity.<sup>1</sup> And so, the moment beauty is tagged with a price, and sold over the market, it turns into a commodity. Several companies, not just limited to cosmetic surgery companies, have exemplified this through their advertisements. The media points out the excesses of the female body through their advertisements which promise elimination of such. Being beautiful is now achievable through cosmetic surgery, changing one’s skin color to a “more attractive” fair complexion is now attainable through bleaching, and losing the excess fat is now possible through liposuction.

Today, the use of technology to enhance one’s physical appearance is already widely accepted. Cosmetic surgery, which was once taboo, is now a highly celebrated



procedure, which a lot of celebrities not only endorse, but also undergo. Nowadays, beauty is highly exploited in the market and clear images of the ideal body are marketed to the public.

In 1990, Dr. Vicki Belo opened her first clinic for Belo Medical Group. What started out as a small clinic in Medical Towers Makati turned into a booming business with nine (9) clinics in Manila. Dr. Belo pioneered the liposuction and seamless facelift in the Philippines. She gathered several awards including Thermage International's Number One Doctor in the World who has performed the most number of Thermage procedures, and Reader's Digest's Most Trusted Brand in 2010. Her brand ambassadors and endorsers consisted of some of the most controversial celebrities in the country, such as Katrina Halili, Hayden Kho, Anne Curtis, Dingdong Dantes, ZsaZsa Padilla, and more. With the use of these top celebrities, the country easily accepted the trend of cosmetic surgery in the Philippines. In the recent years, Belo Medical Group has done a tremendous job on marketing the company, both online and offline. In June 2011, Belo came up with a huge marketing campaign called "BELOfied: The Beauty Essentials Makeover", wherein four lucky winners get a chance to have a P150,000 worth of beauty makeover care of the Belo Medical Group. The contestants just had to send in their photos, along with a short essay on why they want or deserve to be BELOfied. This promo clearly shows how women in the Philippines are very much open to the idea of cosmetic surgery.

Most of the Belo treatments are categorized into the following: Face, Body, Skin, and Teeth, with a bigger focus on the first three. In the Philippines, there is a huge

demand for these services, especially when they are marketed by celebrities which people really admire and idolize.

Another factor that affects the widespread of cosmetic surgery in the Philippines is its affordability. Cosmetic surgery procedures in the country are relatively cheap compared to other countries. Some Filipinos who are already living abroad even come back to the Philippines just to undergo cosmetic surgery. Also, most people believe that cosmetic surgery is a long lasting investment, compared to frequent trips to salons and spas.

But what exactly is beauty? How is it determined? Why do most advertisements portray it to be something that is influenced by or likened to western standards of beauty? Why do Filipinos easily accept this notion?

There are a number of studies done on the topic of cosmetic surgery advertisements. Many factors should be taken into consideration when attempting to study this subject. In 2009, an undergraduate study was done on the topic of feminine health and beauty products.<sup>2</sup> Here, he examined how print ads of feminine health and beauty products found in local women's and teen magazines influence their readers' construction of the elements of the ideal Filipina physical beauty image. Theories such as Uses and Gratifications and Social Identity were employed to better understand how Filipina readers are subtly positioned to accept western standards of beauty. He examined the elements of the advertisements to find out what the ideal beauty is for Filipinas.

Another study explored the audience reception of beauty product TV advertisements.<sup>3</sup> The study analyzed how audiences judge images of beauty in beauty

product ads in relation to their beliefs, values, and experiences. As a result of the study, the author concluded that though images of ideal beauty are remembered by the audience, their interpretation of such differ depending on their self-perceptions and unique life experiences. The researcher believes that there are a number of other issues that should be explored to be able to fully explain and understand the cosmetic surgery phenomenon in the Philippines. Not only should the audience be involved in understanding this, but also the people behind the advertisements, and the advertisements themselves. A thorough analysis of these advertisements could possibly provide more insights on the phenomenon of cosmetic surgery in the country.

### **Statement of the Problem**

In light of these observations, this study attempts to answer the following:

In general, what are the similarities and differences between the online and print cosmetic surgery advertisements of Belo Medical Group?

This study then aims to analyze how selected Belo Medical Group advertisements construct notions of beauty, by exploring the female body, the commodification of beauty, and the false boundaries that the media and society imposes upon women. This study is a comparison between the online and print advertisements through textual analysis to better explore how the female body is seen, shaped, and modified by society, in accordance to its ideals and false boundaries of female beauty.

## **Research Objectives**

Generally, the objective of this study is to compare the two ways in which Belo Medical Group advertises its services, in print and online, by analyzing the content of the advertisements. The researcher tried to explain the technologization of the body and to show how it is commodified and imposed upon women by the Belo Medical Group. To be able to do this, the study intends to:

1. describe and determine the similarities and differences of online advertisements and print advertisements of the Belo Medical Group;

2. determine the sales message of the online and print advertisements;

4. describe the talents used in the online and print advertisements;

5. determine the text used in the online and print advertisements;

6. describe the layout used in the online and print advertisements;

7. determine the emphasis in each online and print advertisement; and

8. analyze how the Belo Medical Group uses technologization and commodification to construct notions of beauty and impose these ideals on women through its online and print advertisements

## **Significance of the Study**

This study is significant because it questions the Filipinos' existing notions of beauty. There are quite a number of studies done on the topic of beauty in the Philippine context but this study focuses on the commodification of beauty and the body, and there are very few studies like this, especially locally. Also, this will be one of the first undergraduate studies on this topic that would employ critical theories.

For the academe, this will be a good contribution to the slowly growing archive of studies on beauty and media. The study will contribute to a better understanding of how beauty is commodified by cosmetic surgery companies and the media.

For the society, this study would be highly relevant as it aims to increase awareness of implications of such constructions in advertisement texts. The study could help women realize that they are blindly accepting notions of beauty that they are bombarded with through hard selling print advertisements.

As a future media practitioner, the researcher considered how this study would be of relevance to the media industry. Data, information, and knowledge gathered from this study could be of importance and use for the media and advertising industry.

Lastly, this study wishes to impart a better understanding of the Filipino beliefs, norms, and motivations that influence today's various phenomena, specifically, the rise and sensation of cosmetic surgery in the country.

## **Coverage of the Study**

This study focuses on the commodification of the body as imposed by the top cosmetic surgery company in the Philippines, Belo Medical Group. The study is limited to this company, and did not take into consideration the advertisements of other cosmetic surgery companies.

The researcher used three (3) online advertisements and three (3) print advertisements that are parallel to each other in terms of the clinical procedure (i.e. breast augmentation).

This is a comparative study of online and print advertisements. The research method used is textual analysis of online and print advertisements.

## Chapter 2

### REVIEW OF RELATED LITERATURE

This review of related literature consists mostly of essays and parts of books that discuss technology, cosmetic surgery, the body, and other related concepts. Although there are a lot of sources on these, the researcher only chose the ones that would be of relevance to this study. This chapter is divided into two parts. The first part discusses studies that explain *The Role of the Media* when it comes to commodification and consumerism. The second part is a compilation of studies that talk about *The Role of Technology* in the process of body modification such as cosmetic surgery and the like. These studies helped a lot in gathering knowledge and existing information on the topic, and provided inspiration to delve into further issues that weren't previously explored.

#### ***The Role of the Media (Commodification and Consumerism)***

The media plays a huge role in conditioning the minds of the people. In Justine Coupland's *Ageist Ideology and Discourses of Control in Skincare Product Marketing*<sup>4</sup>, she discussed the relationship between woman, the body, and skincare products and the agency involved with it. She used a small-scale survey of product advertisements seen on popular women's magazines, such as Nivea Visage, Oil of Olay, Estee Lauder and many more. She then pointed out that these advertisements speak authoritatively, imposing a responsibility upon women to follow and accept face and age ideologies. She explored how the significance of bodies, as well as faces, are shaped and influenced by the mass media.

In the essay, she showed how advertisements and features in women's magazines "actively impose norms and priorities for consumers' orientations to their facial and bodily appearance"<sup>5</sup> Advertisements control women to take charge over their bodies and do something to stop the ageing process.

She was able to attain her goal, which was to "examine the discursive means by which popular media discourses negotiate ageism as it is applied to the body."<sup>6</sup> By using magazines that targeted consumers who wanted to enhance their bodies through skincare products and self-tanning agents, she was able to gather enough data to support her hypotheses. She was also able to explain how media texts portray the notion of ageing as problematic, and something that one has to fight. Her analyses prove that the media plays a role in shaping the minds of consumers, and forcing upon them the idea that modification should be done, in order to be beautiful.

This proves the researcher's initial theory that women are influenced by the media to do something about their physical appearance. Advertisements, indeed, are very powerful and can truly affect the consumers in deciding what to do (with their bodies) and how they can do it. It also confirms the idea of commodification of beauty through the media and the researcher tried to explore this further in the Filipino setting.

In Elizabeth Jagger's *Consumer Bodies*, she explored the interconnections between consumption, identity and the body.<sup>7</sup> Here, she explained that in consumerism, the intention is for the consumer to turn away his or her critical functions from the product, and towards him or herself. In addition to this, Jagger also discussed female subjectivity and bodybuilding. She focused on female body builders and the conditions



under which women “attempt to assert their subjectivity through reflexively fashioning their own identities”.<sup>8</sup> She defined bodybuilding as an explicit and conscious process of self-transformation. Female bodybuilders enjoy the feeling of empowerment and gaining control over their body, as well as being able to change their appearance.

“Advertisements were often designed to make people feel ashamed of themselves and feel inadequate”.<sup>9</sup> The main message of advertisements, therefore, is that there is always room for improvement through purchasing the products being marketed. In consumerism, every individual’s imperfection is highlighted and the road to perfection is always perceived as attainable only through product consumption.

Just like the first essay, Jagger’s study focuses on how the media targets its audience to feel inadequate about themselves. Highlighting one’s flaws helps a lot in urging women to do something to change their appearances for the “better”. In this study, the researcher looked into consumerism and the consumer’s motivations behind purchasing certain products.

In 2005, Blair & Shalmon discussed *Cosmetic Surgery and the Cultural Construction of Beauty*.<sup>10</sup> They explored the growing popularity of cosmetic surgery, drawing examples from reality television, advertising, dolls, and children’s films. They also examined the work of a feature artist who repeatedly underwent cosmetic surgery in a quest to challenge dominant standards of beauty. “People become dissatisfied with their appearance when they perceive a discrepancy between their actual appearance and an ideal, whether that ideal is that of a doctor, celebrity, or a toy manufacturer”.<sup>11</sup> They used various examples on how beauty is portrayed in the media, such as in Disney movies like

*The Little Mermaid*. Ursula is portrayed as the big, fat, evil squid, while Ariel is thin and Barbie-like. The authors also used samples of reality TV shows like *The Swan* and *I Want A Famous Face*.

Overall, Blair & Shalmon concluded that they have nothing against cosmetic surgery, and that it can even be the solution to long-term insecurity problems. However, they also wished that students will be critical in examining the messages put forth by popular culture, as well as fine arts. The researcher liked this short and simple essay because the authors were able to raise a lot of valuable points on how the media portrays women and feminine beauty. The authors proved the reality of cultural ideals through concrete examples. The researcher wished to do the same and apply it in the Philippine context.

### ***The Role of Technology (Body Modification)***

In this segment, the researcher cited works that discuss the various ways in which people use technology as a means of modification and self-beautification.

In Linda Hogle's *Enhancement Technologies and the Body*<sup>12</sup>, she talked about how enhancement technologies aim to improve human characteristics, often beyond what is necessary for one's well-being. In this essay, she defined the body as a solution to issues of mobility, communication, and functioning in the environment, but, since the body is imperfect and in need of constant repair, it may not be the best solution.

Innovations in biomedicine and bioengineering make it possible to alter biological form and function, it even gives anyone the possibility to go beyond what is needed, and alter

or add new features<sup>13</sup>. Basically, what she wanted to do was draw the line between what is normal and what is excessive.

A concrete example was the restoration of vision for the blind. Vision can be restored to let the blind see shapes and colors, but they could also add a device for human spectra of light detection. Is that normal or is it too much? Also, there are people who undergo cosmetic surgery to fight off signs of aging. Is that therapeutic or just a mere quest for immortality? Hogle then went on to define what is normal and the different enhancement technologies in relation to other topics. Then, Hogle concluded that:

Corporeal sufficiency as perceived in normative legal, political, medical, and cultural narratives becomes a reference point for considering what is necessary or desirable for a properly functioning body. But notions of sufficiency change as expectations of what it takes to sustain life changes in various political, economic, and social contexts and across time periods.<sup>14</sup>

All in all, there are a lot of emerging new technologies and it is important to study their possible ethical and social implications. Everyone who undergoes cosmetic surgery should know the implications of their actions.

In Lynda Nead's *The Female Nude*<sup>15</sup>, she reflected on various authors' theories of the nude. Here, Nead explained that women keep regulating themselves to follow cultural ideals and to contain themselves within the boundaries of society.<sup>16</sup> To be able to explain her theory of the female nude, the researcher focused on Nead's criticism of Kenneth Clark's definition of the nude, specifically, its contrast to the naked. For Clark, he saw naked as the negative, and nude as the positive. Naked is a body deprived of clothes, while the nude is a body clothed in art, and the transformation from the naked to the nude is like a shift from the actual to the ideal.<sup>17</sup> So for Clark, the nude is a representation of

the body, which is produced by culture, which then turns the naked body into one which is lacking of an aesthetic transformation and outside of the cultural representation.

Nead criticized Clark's theory by saying that there should be no naked 'other' to the nude and that the body is always in representation. "And since there can be no recourse to a semiotically innocent and unmediated body, we must be content to investigate the diverse ways in which women's bodies are represented and to promote new bodily images."<sup>18</sup>

Nead also talked about the concept of the woman playing out two roles in representation. She acts as both "viewed object and viewing subject"<sup>19</sup>, who keeps regulating herself in observance to cultural ideals and societal boundaries of the female body.

Woman looks at herself in the mirror, her identity is framed by the abundance of images that define femininity. She is framed – experiences herself as image or representation – by the edges of the mirror and then judges the boundaries of her own form and carries out any necessary self-regulation.<sup>20</sup>

Here, she pointed out that women know that the female body has to be contained within boundaries and regulates themselves to conform to what society dictates. Cosmetic surgery advertisements apply these concepts in such a way that advertisers show people the 'right kind' of images of beauty. They explicitly promote the removal of any excesses in the body. A concrete example would be the removal of excess fat through liposuction. In this study, the researcher tried to understand how Belo Medical Group uses its

insightson women to create its cosmetic surgery advertisements which they think will appeal to women.

Lastly, the researcherdiscussed Gagne and McGaughey's*Designing Women: Cultural Hegemony and the Exercise of Power among Women Who Have Undergone Elective Mammoplasty*. Gagne and McGaughey focused on elective mammoplasty and how Foucault's concept of power and Gramsci's cultural hegemony are used by women to exercise power over their bodies. Their objective was to find out if women who undergo elective mammoplasty are victims of false consciousness and are disciplined by the male gaze, or if doing so makes them exercise free choice and gives them control over their bodies.<sup>21</sup> Gagne and McGaughey also used Laura Mulvey's male gaze to explain how women are objectified by men. According to Mulvey, women judge and recreate themselves according to what they think is desirable for men.<sup>22</sup> Throughout the essay, they raised points on both perspectives. At the end of their study, they concluded that women actually exercise agency when undergoing elective mammoplasty, but, they do so within the confines of hegemonic norms. Women still exercise power, they are still likely to resist these hegemonic norms of beauty but they are also likely to resist any form of discrimination.

This study gave the researcher a lot of insights on cultural ideals and hegemonic norms, as well as fresh perspectives on the exercise of power. It would be interesting to find out the results of such a study in the Filipino context.

What sets the researcher's study apart from these previously reviewed literatureis the fact that this study, first of all, was executed in the Filipino setting. This study aims to

discover the advertising strategies of a local cosmetic surgery company. Aside from this, the researcher also took into consideration two different forms of advertisement, namely print and online advertisements. Elements of these advertisements were examined and analyzed, to give a better understanding of the notion of beauty and technologization of the body in cosmetic surgery advertisements.

## Chapter 3

### STUDY FRAMEWORK

This study was guided mostly by two theoretical concepts that are feminist in nature. The first concept is the technologization of the body. Technologization, according to Anne Balsamo, is the technological transformation of the female body into a visual medium.<sup>23</sup> The discussion of this concept will help one understand the dynamics and reasons behind the use of technology as a way of enhancing one's body. The second concept is the male gaze. Here, Laura Mulvey stated that in media, specifically mainstream films, women are constructed to be regarded as sources of viewing pleasure, and the audience view the characters (women) from the perspective of a man.<sup>24</sup> This could possibly explain the reasons behind the imposition of false ideals of beauty in advertisements. These two theories worked hand in hand to guide the researcher in this study.

#### *Technologization of the Body*

In Balsamo's *On The Cutting Edge*<sup>25</sup>, she discussed cosmetic surgery and the technological production of the gendered body. She said that in cosmetic surgery, the physician's clinical eye functions like Foucault's medical gaze that looks at the female body as "pathological, excessive, unruly, and potentially threatening."<sup>26</sup>

This gaze disciplines the unruly female body by first fragmenting it into isolated parts – face, hair, legs, breasts – and then redefining those parts as inherently flawed and pathological. When women internalize a fragmented body image and accept its 'flawed'

identity, each part of the body then becomes a site for the ‘fixing’ of her physical abnormality.<sup>27</sup>

Basically, this means that when the body is seen this way, it turns into an object that should be reconstructed. “Cosmetic surgeons use technological imaging devices to reconstruct the female body as a signifier of ideal female beauty”<sup>28</sup>, thus, imposing on women that beauty is something to aim for and not natural.

This can be applied to this study in the sense that cosmetic surgery companies portray women in advertisements as perfect, beautiful, sexy, etc. They present images of women with the “ideal face and body” and tag a price on it, as if beauty can be bought. They imply that the woman’s body is not naturally perfect to begin with, hence, they should undergo cosmetic surgery to remove these flaws and attain perfection. The Philippine media works on this framework in terms of the portrayal of women in advertisements. For a long time now, advertisements have been implying that women need to attain perfection through consumption of their products.

### ***The Male Gaze***

Now the researcher wants to look into how women perceive themselves and how consumers in general perceive advertisements. This is possible through the analysis of Laura Mulvey’s theory of the male gaze.

Let’s start by getting a better understanding of Mulvey’s theory of the male gaze. It is a critique of the way the female is formed by the media. In simple terms, it’s just



basically how a viewer views what is being shown. Here, Mulvey associates the male position as active, and the female position as passive.<sup>29</sup> When viewed by an audience, the male is the subject who watches the film, while the female is the object, or the one being watched. The male gaze can also be applied in other forms of media, such as advertising. A deeper look into it would show the underlying power relations between men and women. It is common for men to look at women but uncommon for women to look at men.

This theory can be concretely applied to the researcher's study. In cosmetic surgery advertisements, women are not only the objects of the gaze, but also the ones being bought and sold. Basically, the male gaze turns the woman into a commodity that helps the products get sold.

## Chapter 4

### METHODS AND PROCEDURES

This study is qualitative in nature. To be able to understand the commodification and technologization of the body, a textual analysis was utilized to gather, construct, and analyze the data of the study.

Textual analysis, according to Alan McKee is when “[W]e interpret texts (films, television programmes, magazines, advertisements, clothes, graffiti, and so on) in order to try and obtain a sense of the ways in which, in particular cultures at particular times, people make sense of the world around them.”<sup>30</sup> For this study, the researcher interpreted online and print advertisements of the cosmetic surgery company Belo Medical Group to find out how they commodify beauty and the body through their advertisements. Specifically, the researcher began by analyzing the print advertisements in comparison to the online advertisements.

The primary sources of data were six (6) chosen Belo Medical Group advertisements, three (3) were produced in print, and three (3) were produced online. All of these materials were taken from the official Belo Medical Group website and Facebook page. After gathering the six advertisements, the researcher chose to divide these advertisements into three (3) categories, which are the three main cosmetic surgery treatments that are widely advertised by the company, namely:

- 1) Body
- 2) Face
- 3) Skin

For each category, there is one (1) print advertisement and one (1) online advertisement to be analyzed. The researcher deemed this categorization necessary so that the elements of each advertisement could be analyzed more thoroughly and specifically.

The researcher compared and contrasted the two forms of advertisements (print and online) to determine and differentiate the elements of these materials. As taken from the eight research objectives, there are five definite factors that were compared to better understand and analyze the materials. Again, these are:

- 1) Sales message
- 2) Talents
- 3) Text
- 4) Layout
- 5) Emphasis

The researcher believes that a thorough analysis of these advertisement texts will lead to a more concrete understanding of the media's purpose and goals in terms of advertising their products.

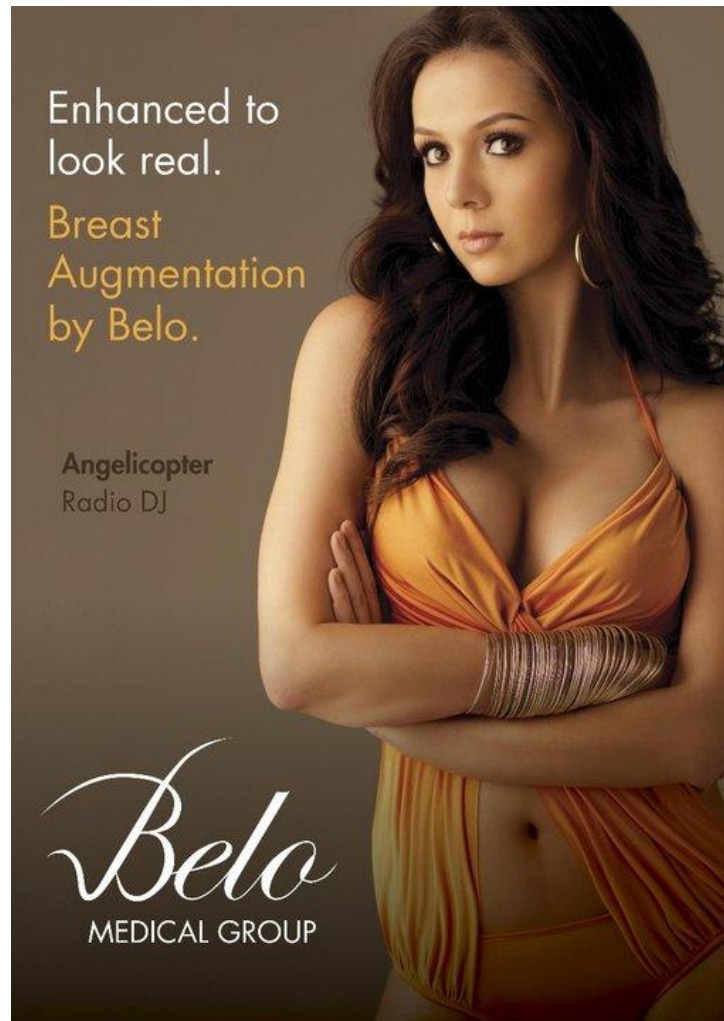
## Chapter 5

### RESULTS AND DISCUSSION

Since this study is purely a qualitative textual analysis, this chapter is all about analyzing and understanding the different parts and elements of each of the advertisements. The researcher used a textual analysis guide as previously stated in the methodology. The researcher chose six different advertisements (three are print, and another three are online), and further divided them into three categories.

#### *Category A: Body*

##### 1. Print Advertisement<sup>31</sup>



## 2. Online Advertisement<sup>32</sup>



BELO SERVICES: NEW! FACE BODY SKIN SMILE

**B BODY SERVICES**

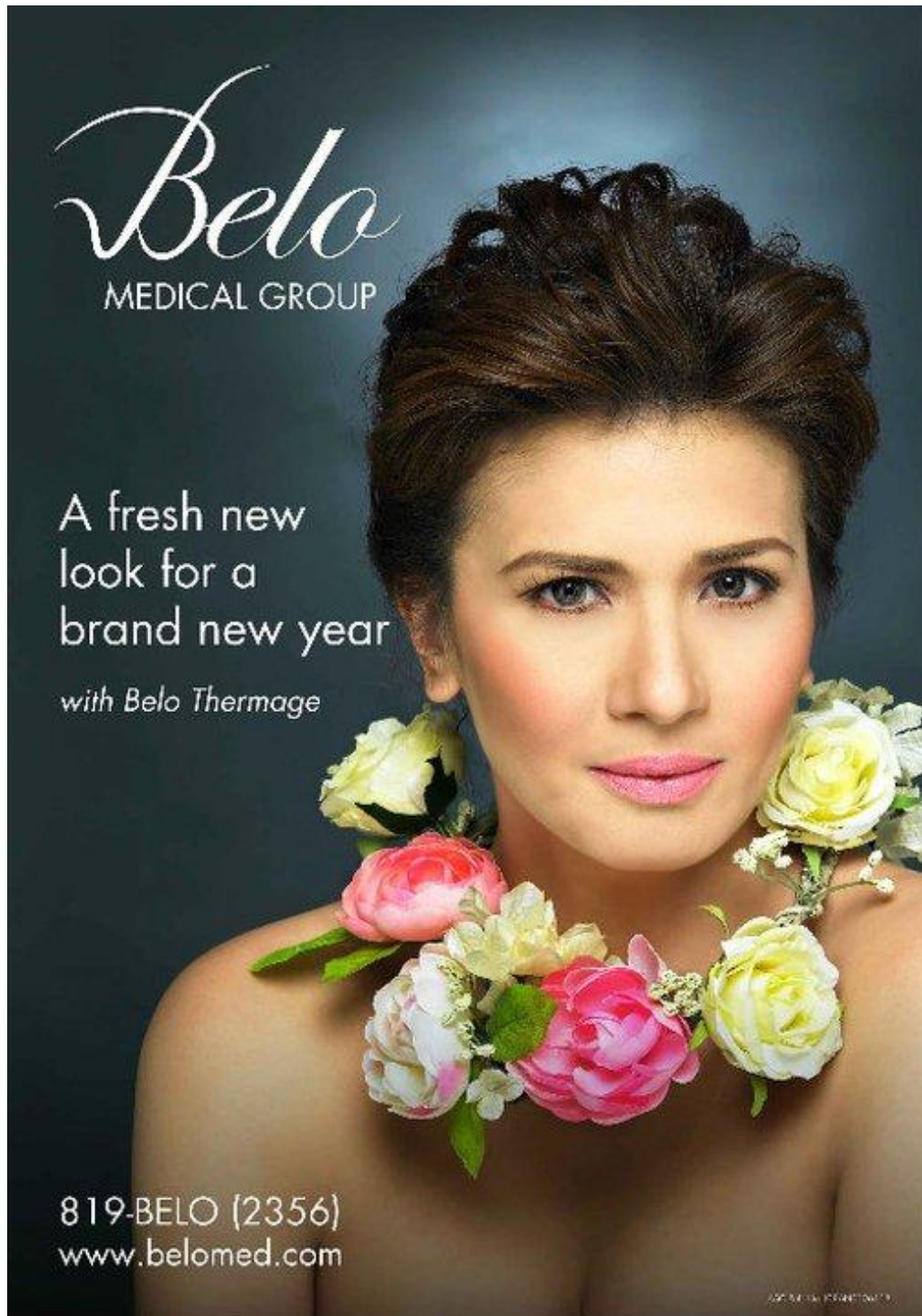
**BREAST AUGMENTATION**

Breast Augmentation is one of the most commonly performed and most coveted cosmetic operations. Primarily, women desire the results of this surgery due to the commonly perceived definition of ideal beauty. Full breasts have been used as the a distinction between man and woman – an indication of womanhood.

- [learn more](#)
- [see complete list](#)

*Category B: Face*

1. Print Advertisement<sup>33</sup>



*Belo*  
MEDICAL GROUP

A fresh new  
look for a  
brand new year  
*with Belo Thermage*

819-BELO (2356)  
[www.belomed.com](http://www.belomed.com)

© 2011 BELO MEDICAL GROUP



## 2. Online Advertisement<sup>34</sup>



BELO SERVICES: NEW! FACE BODY SKIN SMILE

# B FACE SERVICES

### BLEPHAROPLASTY

The cosmetic eyelid surgery is used to tighten the eyelid skin and to remove the bags caused by bulging fat deposits. At the Belo Medical Group we utilize a Carbon Dioxide laser to make our incisions. Absolutely no knives or scalpels are used to cut through skin. This means there is less swelling and bruising and a shorter recovery period.

- [learn more](#)
- [see complete list](#)

*Category C: Skin*

1. Print Advertisement<sup>35</sup>





## 2. Online Advertisement<sup>36</sup>



BELO SERVICES: NEW! FACE BODY SKIN SMILE

# SKIN SERVICES

### SKIN MASTER

A variety of factors contribute to the skin's aging process which includes reduced cellular metabolism, improper nutrition and sun exposure. Over time, these factors slow down the skin's ability to carry out its normal functions. The result is the appearance of fine lines and wrinkles, pigment problems and the loss of elasticity and tone.

- [learn more](#)
- [see complete list](#)

## *Textual Analysis Results*

### **Description of the sample materials**

All six materials were taken from the official Belo Medical Group website<sup>37</sup> (for the online advertisements) and the official Belo Facebook page<sup>38</sup> (which contains an archive of their past billboards for the print advertisements). All of these materials make use of the English language, and all of these materials contain female celebrity endorsers. These materials were further divided into three categories, namely: Body, Face, and Skin. The researcher thought it would be best to divide the materials into these three categories as they are the top three Belo services that are consumed by the customers. It would also help discuss and analyze the materials more specifically.

#### *Body*

The first category, which is Body, deals with two advertisements that promote the enhancement of mainly the woman's upper body. The print advertisement shows a picture of Angelicopter, a female celebrity, with a few key words that promote the breast augmentation service. It says "Enhanced to look real. Breast Augmentation by Belo." It is simple and direct, with no wordy description. The online advertisement, on the other hand, not only focuses on breast augmentation, but also on other services that could be done to the body. It shows a photo of Anne Curtis, a female celebrity, wearing a bikini. There are some key points that are highlighted in the body, which could be hovered over with a mouse to gain more insight on the specific service being addressed. In the lower part of this advertisement, one could also find a few links to other pages in the website, which show more details on their services.

### *Face*

The second category, which is Face, deals with two advertisements that promote enhancements of the face through Belo services. The two advertisements feature the same celebrity endorser, which is ZsaZsaPadilla, and the same photo as well. Just like the Body category, the online advertisement is much wordier, and includes links and descriptions for a lot of possible services that could be done to the face. The print advertisement only says “A fresh new look for a brand new year with Belo Thermage”.

### *Skin*

The last category, which is Skin, deals with two advertisements that promote enhancement of the skin through Belo services. Again, just like the trend in the other categories, the online advertisement contains more words and information, as well as links that provide further details on their services. The print advertisement shows a picture of Lovi Poe, a female celebrity endorser, and it says, “Love my skin by Belo”. It’s very clear and simple, just like the two previous print advertisements that were described.

### **Sales Message**

For all the materials chosen, all advertisements make use of soft sell advertising. A soft sell advertisement is one that uses a casual and subtle sales message. What is a soft sell advertisement? According to Cook, “soft selling relies more on mood than on exhortation, and on the implication that life will be better with the product.”<sup>39</sup> All the

chosen materials make use of an indirect message that prods the consumers to invest in their services to have a better face and body.

## **Talents**

### *Body*

The print advertisement of Belo Medical Group features Angelicopter, a very controversial radio disc jockey. Angelicopter, or Angelika Schmeing-Cruz, is a wife and mother, whose claim to fame was a phone call to one of the biggest radio shows on the airwaves (Good Times with Mo on Magic 89.9). She caught the attention of the listeners, and even the DJs, as she talked about her sexual life with her husband. She then got invited to actually be part of the show to board as one of the DJs. As a DJ, she would openly talk about her openness to the idea of breast augmentation. In 2011, she got chosen by Belo Medical Group to endorse its breast augmentation procedure. She's still very open about the procedure and the changes that came with it. It was actually a very smart move of Belo to choose Angelicopter as their endorser, since she had a lot of opportunities to talk about it on air, and to give added promotion to Belo. In the advertisement, she poses with her arms crossed, looking confidently at the camera. She is wearing a plunging halter top, which exposes her cleavage and her belly. There is also a small caption beside her that says "Angelicopter, Radio DJ".

For the online advertisement, it is endorsed by Anne Curtis. Anne Curtis is a model, actress, and host. She is also dubbed as the Princess of All Media. She is actually one of the hottest endorsers in Manila nowadays. She's well known for her quirky

personality, stunning good looks, and curvy body. In her Belo advertisement, she is seen in a bikini, with her arms up (exposing her underarms). There are also six key areas of her body that are highlighted. If one hovers the mouse over each highlighted portion, one will see links to various other body procedures.

There is not a very big difference in terms of talent used in the advertisements. Both endorsers are female celebrities (although Anne Curtis is a far more popular one), and both have sexy body figures. The only notable difference between the two is the choice of clothing. Angelicopter is wearing a halter top that exposes her cleavage and just a portion of her belly, while Anne Curtis is wearing a bikini top and short shorts for her bottom. Curtis is definitely exposing more skin in her advertisement, but then again that is probably because her advertisement is promoting more services, including Smart Lipo and Butt Augmentation.

### *Face*

To start this off, both print and online advertisements for the Face category make use of the same endorser. Not only that, but both advertisements also make use of the same photo. The celebrity endorser for this category is ZsaZsa Padilla who is also known as the Divine Diva. She is a singer, actress, songwriter, and mother. For the 21<sup>st</sup> anniversary of Belo Medical Group, Padilla was chosen to star in their first ever television commercial. According to Dr. Belo, “She is the epitome of what Belo stands for. She is beautiful and intelligent. She is a wonderful wife, mother and friend. At 47 years old, she is showing the world how a woman can defy aging with the help of Belo.”<sup>40</sup> Quite loyally, Padilla has also been a regular Belo patient for more than 15

years. The advertisement features Padilla with her hair in an up do, and her face surrounded by flowers. She is not seen to be wearing any clothes, as the photo ends right below her shoulders.

Since there is no difference with the talents in both print and online advertisements, there will not be anything to compare and contrast any more in terms of talent in this category.

### *Skin*

For the print advertisement, Belo Medical Group features Lovi Poe as their talent. Lourdes Virginia Poe, better known with her screen name Lovi, is the daughter of the legendary action star Fernando Poe, Jr. She is a slowly rising star in the local show business industry, and is currently an endorser for various local brands. In the print advertisement, Poe is featured on her knees wearing a nude one-piece swimsuit. This specific advertisement, however, was disapproved for public display on an EDSA billboard. This disapproval came at a time when the Metropolitan Manila Development Authority (MMDA) became stricter with offensive or distracting billboards because of the famous Philippine Volcanoes' sexy billboards along Guadalupe, EDSA.

Poe is a good choice for the skin endorsement category, as according to the Belo website, she suffered from keratosis pilaris (better known as chicken skin) during her early days as a celebrity. After three years' worth of treatments with Belo, she noticed a drastic improvement with her skin.

For the online advertisement, Belo Medical Group features Rhian Ramos. Just like Poe, she is also an actress and model. Poe and Ramos also come from the same

television station, which is GMA-7 Network. She was welcomed into the Belo family in 2008, when she turned eighteen. In her advertisement, she is featured wearing a white tube top, with one arm behind her head, exposing her underarm. Just like the other online advertisements, there are highlighted areas in her body, which can be hovered over to see specific treatments that can be done to the specific body part.

Both women are young actresses, who are also trying to take a shot into the singing industry. Rhian, unlike Lovi who is a pure Filipino, is of Welsh-Filipino descent. The biggest difference between the two is probably their skin color. Rhian is what you could call *mestiza*, or fair-skinned, while Lovi is generally more of a *morena*, or dark-skinned (although she comes from the whiter end of the spectrum). Physically, both appear to have very clear skin, and slender body types.

The common factor among all these talents is they are all good looking women. Five out of six of the models are in their 20s, and only ZsaZsa Padilla is in her 40s. All of the models, except for Lovi Poe, are fair-skinned. Another factor to be noticed is that they are all featured with wavy to curly hair in the advertisements. All the talents used were not smiling and all of their lips are either pursed or in a semi-pout, which exudes confidence and contentment. All of these models are also successful in their careers, in the sense that they have all gained a following in whatever field they are in. Curtis, Padilla, Ramos, and Poe are all popular actresses, while Angelicopter is known to be one of the more famous disc jockeys on the airwaves.

## **Text**

### *Body*

The text found in the print advertisement of the Body category is very minimal. In big, bold words, it says, “Enhanced to look real. Breast Augmentation by Belo.” It is then followed by “Angelicopter, Radio DJ”. On the lower left of the advertisement is the logo of Belo Medical Group. It is obvious that the print advertisement chooses the photo, instead of the words, to speak for the advertisement. It actually provides a very good example of a soft sell. It uses subtle words, with a quiet confidence that it is enough to lure consumers into availing of their services.

As for the online advertisement, it is very text heavy. The main reason why the researcher thinks this is so is because of the fact that people get to spend more time staring at advertisements online. They can take their time to read the information, and they even go online just to see further information. The Body advertisement features six highlighted body parts, with corresponding body treatments. These six treatments are Breast Augmentation, Light Sheer, BodyTite, Smart Lipo, Sculptor Plus, and Butt Augmentation. Each treatment has two links at the bottom, which, when clicked, would bring the user to a page (also within the Belo website) which contains further information on the specific treatment. These two links are uniform for each treatment. The links say, “Learn more”, and “See complete list”. Below are three examples out of the six services that are featured on the online advertisement.



## Body 1: Smart Lipo<sup>41</sup>



BELO SERVICES: NEW! FACE BODY SKIN SMILE

**B BODY SERVICES**

**SMART LIPO**  
Originating from Italy, this state-of-the-art liposuction technique uses a long pulsed, Neodymium:YAG laser system. It is a new-generation procedure which enables to treat body adiposities through the laser's ability to dissolve or liquefy unwanted body fat with heat.

- learn more
- see complete list

## Body 2: Body Tite<sup>42</sup>



BELO SERVICES: NEW! FACE BODY SKIN SMILE

**B BODY SERVICES**

**BODYTITE**  
BodyTite is a Radio Frequency Assisted LipoTightening (RFALT) device used for assisted liposuction and simultaneous skin tightening. Different areas of the body require different heating profiles for optimal lipolysis and contouring. With BodyTite, contouring is easily pre-determined by the specially designed BodyTite handpiece...

- learn more
- see complete list

### *Body 3: Butt Augmentation*<sup>43</sup>



In the Butt Augmentation advertisement text, it says, “Both men and women highly covet the full buttocks which are admired by the opposite genders and give a boost of confidence to wear jeans and form-fitting clothes. Butt Augmentation is a procedure very popular to men and women. The procedure makes use of silicone gel butt implants placed in the intramuscular.” This text alone completely imposes standards set by society on how a woman’s buttocks should look like. It says that full buttocks are more desirable and will allow a person to have confidence when wearing tight fitting clothes.

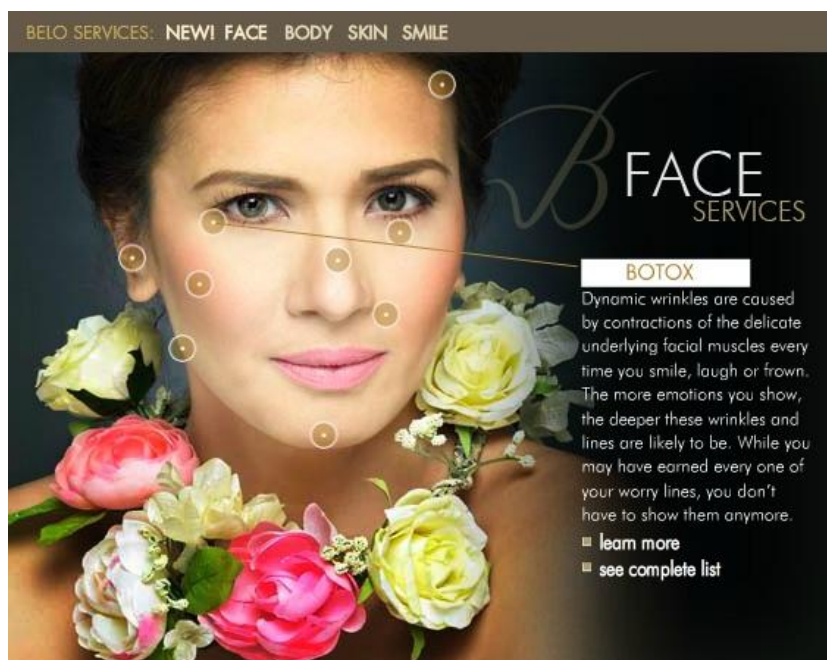
### *Face*

The text found in the print advertisement for the Face category is pretty much similar to the Body category. In big bold words it says, “A fresh new look for a brand new year”, and in a smaller font size it is followed by “with Belo Thermage”. The Belo Medical Group logo is located on the top left part of the advertisement. The only thing

that is different in this advertisement (as compared to the Body print advertisement) is that it contains a contact number and website. It says “819-BELO (2356) www.belomed.com”.

The same pattern goes for the online advertisement, although there are much more highlighted areas in the face. The talent used in the advertisement has nine areas of her face highlighted, which all correspond to a certain treatment. These nine treatments are Botox, Thermage, Rhinoplasty, Blepharoplasty, Otoplasty, Hair Transplant, Fillers, Chin Augmentation, and Ulthera. It is noticeable that the Face services advertised here are not just limited to strictly the face, but also one’s hair and ears. Just like the online Body advertisement, there are two links at the bottom of each treatment which say, “Learn more” and “See complete list”. Below are three examples out of the nine treatments found in the online advertisement.

*Face 1: Botox<sup>44</sup>*



BELO SERVICES: NEW! FACE BODY SKIN SMILE

**B** FACE SERVICES

**BOTOX**

Dynamic wrinkles are caused by contractions of the delicate underlying facial muscles every time you smile, laugh or frown. The more emotions you show, the deeper these wrinkles and lines are likely to be. While you may have earned every one of your worry lines, you don't have to show them anymore.

- [learn more](#)
- [see complete list](#)

## Face 2: Thermage<sup>45</sup>



BELO SERVICES: NEW! FACE BODY SKIN SMILE

### FACE SERVICES

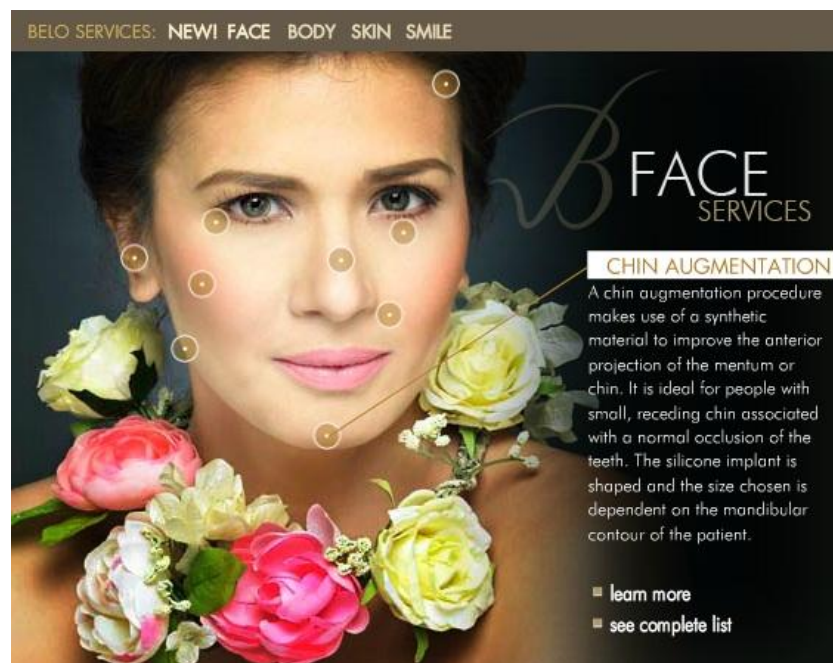
#### THERMAGE

The Thermage procedure is a non-invasive treatment that delivers tighter skin, renewed facial contours and healthier collagen after a single treatment.

The Thermage procedure employs a patented radiofrequency (RF) technology called ThermoCool.

- [learn more](#)
- [see complete list](#)

## Face 3: Chin Augmentation<sup>46</sup>



BELO SERVICES: NEW! FACE BODY SKIN SMILE

### FACE SERVICES

#### CHIN AUGMENTATION

A chin augmentation procedure makes use of a synthetic material to improve the anterior projection of the mentum or chin. It is ideal for people with small, receding chin associated with a normal occlusion of the teeth. The silicone implant is shaped and the size chosen is dependent on the mandibular contour of the patient.

- [learn more](#)
- [see complete list](#)

The text of the third online advertisement (Face 3: Chin Augmentation) says, “A chin augmentation procedure makes use of a synthetic material to improve the anterior projection of the mentum or chin. It is ideal for people with small, receding chin associated with a normal occlusion of the teeth.” Once again, the text imposes a standard for the ideal skin. It implies to potential customers that if one’s chin is small and receding, cosmetic surgery procedures could improve on it and make it more acceptable.

### *Skin*

The print advertisement for the Skin category features only this line, “Love my skin by Belo”. There’s a small caption below the photo which says “Lovi Poe, Actress/Singer” and the Belo Medical Group logo is on top. This is the print ad which contains the least amount of text. Again, this advertisement is a minimalist in terms of text, but has a huge photo that can easily grab one’s attention.

For the online advertisement, there are five areas of the model’s body that are highlighted. When one hovers the mouse on each highlighted portion, one will see a lengthy description of a specific service being offered. The five services that are seen in this advertisement are Fraxel, Hydrafacial, Wet or Dry Dermabrasion, Skin Master, and Powerpeel. Every time one hovers the mouse on a certain highlighted spot, it shows a brief description of the service, and two links at the bottom saying, “Learn more” and “See complete list”. These links will take you to another page (still within the Belo website) which contains more information on the specific service. Below are three



examples out of the five services found in the online advertisement of Belo Medical Group.

*Skin 1: Hydrafacial<sup>47</sup>*



BELO SERVICES: NEW! FACE BODY SKIN SMILE

## SKIN SERVICES

### HYDRAFACIAL

The HydraFacial treatment is a unique breakthrough technology that enhances skin complexion and reduces signs of aging. In a simultaneous process, dead skin cells are exfoliated and impurities are extracted, using a patented, disposable vacuum-based skin abrasion tip, while the healthy underlying skin is bathed with specifically developed active...

- [learn more](#)
- [see complete list](#)

*Skin 2: Powerpeel<sup>48</sup>*



BELO SERVICES: NEW! FACE BODY SKIN SMILE

## SKIN SERVICES

### POWERPEEL

With the Power Peel skin treatment program, you can see immediate changes in your skin with noted improvement in age spots, fine lines and flaking skin. This unique approach exfoliates dead and dull skin and stimulates the production of fresh new skin cells and collagen. It is the ultimate advancement in non-invasive, non-surgical skin conditioning..

- [learn more](#)
- [see complete list](#)

### *Skin3: Wet or Dry Dermabrasion<sup>49</sup>*



BELO SERVICES: NEW! FACE BODY SKIN SMILE

SKIN SERVICES

**WET OR DRY DERMABRASION**

The Wet/Dry Dermabrasion works well to even out skin to color throughout the body through exfoliation and infused serums. It helps make the skin lighter and supple to touch. The treatment is capped with the application of a bleaching cream. The procedure takes one and a half hours and may be done weekly.

- [learn more](#)
- [see complete list](#)

For the Wet or Dry Dermabrasion treatment, the text says, “The Wet/Dry Dermabrasion works well to even out skin color throughout the body through exfoliation and infused serums. It helps make the skin lighter and supple to touch. The treatment is capped with the application of a bleaching cream.” In this specific advertisement, the whole point of the treatment is just to even out one’s skin color, but, as it is stated in the advertisement, the treatment makes the skin lighter. It is also capped off with an application of bleaching cream, which is known to lighten the skin tone. This advertisement definitely implies that a lighter color is then more desirable than a darker skin tone.

A pattern is very noticeable in terms of comparing the text found in all the online and print advertisements. All print advertisements contain very few, well-chosen words, that the researcher thinks are very subtle yet strong. As for the online advertisements, Belo makes use of good techniques in maximizing each advertisement by providing highlighted portions which one can click and be redirected to another page within the website for further information. The text found in the online advertisements is not scientifically overwhelming, but is actually simple and catchy enough to grab one's attention. Although it is quite noticeable in most of the online advertisements that there are various impositions on how a woman should ideally look like.

## **Layout**

As for the analysis of the layout of all the advertisements, the researcher took into consideration the background color, font aspects, orientation, and overall formatting of the elements in the advertisement.

### *Body*

First of all, the print advertisement has a portrait orientation. It makes use of a brown and orange color scheme. The background color of the material has a light brown to dark brown scheme. The font colors used are white, orange, and black. The poster contains an image of a woman wearing an orange halter top with a plunging neckline. This image is on the right side of the poster. On the left side is where one can find the text. In a big white font it says "Enhanced to look real." In a big orange font it follows with, "Breast Augmentation by Belo." Below these words, one can find the name of the



product endorser, which is in black font. On the bottom left of the poster is the Belo Medical Group logo.

Now the online advertisement has an entirely different look. To begin with, the background color is white and the orientation is landscape. There is a brown strip on top with five different words that can be clicked by the mouse. These five words are Belo Services, namely, New, Face, Body, Skin, and Smile. Every word features a different photo and service offered. When one clicks Body, it opens up the online Body advertisement of Anne Curtis. As for the layout of this specific material, it contains a photo of the endorser on the left side of the poster, wearing a dark blue bikini top and shorts. On the right side of the poster, it says “Body Services” in a big font. Below, the text varies when one hovers the mouse on each highlighted spot of the endorser’s body. The right side is text heavy, but not necessarily too wordy for the eyes. Below the text are two link which will lead one to other pages within the website.

The two advertisements differ in background color, font, orientation, and positioning of the talent and text. Another noticeable difference is that there is no Belo Medical Group logo in the online advertisement. The researcher believes that there is no need for the Belo logo in the online advertisement, especially because the advertisement itself is placed within the official website of the company. Both advertisements are easy on the eyes, and the color schemes are complementary.

### *Face*

The color scheme for both print and online advertisements in this category is exactly the same. This is mainly because it uses the same model and photo. The

advertisements both use a deep blue and white fading color scheme. All font colors are white. One difference between the two is that the print advertisement has a portrait orientation, while the online advertisement has a landscape orientation. Again, like in the Body category, the model in the print advertisement is on the right side, while the text is on the left side. Same goes for the online advertisement, wherein the model is on the left side, and the text is on the right side. All the other elements of the previously discussed (Body category) advertisements are the same in terms of text placement, and lack of Belo logo in the online advertisement.

### *Skin*

The print advertisement for this category features an entirely different layout. First of all, it has a landscape orientation, which is different from the first two print advertisements. It features the model on her hands and knees, taking up a huge chunk of the space in the poster. On top of the model is where one can find the Belo logo and the main text of the advertisement, which is in a brown font. Although the layout varies a lot in this advertisement as compared to the previously discussed ones, the color scheme still somehow matches the others because it uses a blue and white scheme. The name of the endorser is on the lower left of the poster in a small white font.

The same goes for the online advertisement. It is again in a landscape orientation, with a plain white background. The model is on the left side, and the text is on the right side. Links are still available, and a huge chunk of text is provided.

The simple layouts used for the print advertisements could be because of the fact that these advertisements were meant to be placed on billboards, newspapers, and other printed materials. The recurring theme is that every print advertisement is minimalist in terms of the elements it contains. The color and font schemes are all cohesive and complementary. As for the online advertisements, they are all contained in one page of the website, and they are also cohesive and complementary. The layout of the text is made in such a way that it isn't too heavy on the eyes, even if it is a bit wordy. The placement of links (which can be clicked for further information) is a good touch of layouting, to be able to provide more information, without having to bulk up the main advertisement itself.

## **Emphasis**

### *Body*

The main emphasis in the print advertisement is the female model's cleavage. The advertisement is mainly for breast augmentation, and it is just fitting that the focal point of the poster is on the woman's breasts. There is no exaggeration, and the woman is not necessarily posing provocatively, but instead, just standing confidently with her arms crossed under her chest. As for the online advertisement, the model is doing the exact opposite. She is standing with her arms outstretched above her, exposing her underarms. She is also in a bikini, which provides more skin to be seen. The main emphasis of the online advertisement is actually the model's entire upper body, with a little bit of focus on the underarms. This is quite fitting as well because the advertisement promotes all

body services that Belo offers. The highlighted portions also go well with the photo, as more body parts are easily seen.

### *Face*

Both advertisements have the same emphasis, which is of course, the face. There is no difference with the photo used in both advertisements, so there is no difference with the emphasis. Although the Belo Medical Group logo pretty much stands out in the print advertisement, because it has the biggest font size, and is placed right on top.

### *Skin*

There is clearly an emphasis on the female model's skin on the print advertisement. The model is wearing a one-piece cutout swimsuit, exposing her waist, tattoos, and back. Her legs, shoulders, and arms are also seen in the photo. It is quite a catchy advertisement, as the model is posing in quite a provocative manner. As for the online advertisement, the model is seen with one arm up, exposing her left underarm. She is wearing a tube top so her clavicle is seen, but aside from these, no other parts of her body are seen. It is clear that the emphasis of the print advertisement is on the underarm, as it is right in the middle of the poster.

The researcher believes that the emphasis given to certain parts of an advertisement material is crucial. These points determine what the advertiser is especially proud of. Most, if not all, of these materials put emphasis on the body parts that are being advertised.

## **Technologization of the Body and Commodification of Beauty**

With the surge of technologization of the body, people have started to look at the body as a visual medium. Once it is seen in the eyes of a physician, the female body is then scrutinized for errors. Every part of the body which does not fall under the norms of beauty by society is considered to be a candidate of reconstruction through cosmetic surgery. The advertisements of Belo Medical Group highly imply this. With the online advertisements, various parts of the face and body are highlighted to show that there are services offered by the company to improve what one has naturally. The female body is fragmented into several parts that are up for reconstruction. After which, this is when commodification of beauty comes in. The advertisements clearly depict what is ideal, and that beauty could only be attained if Belo's services are used. Thus, Belo Medical Group clearly believes in a certain idea of beauty that should be commodified. It is even directly stated in one of the advertisements for Body services (under Breast Augmentation) that, "Breast augmentation is one of the most commonly performed and most coveted cosmetic surgery operations. Primarily, women desire the results of this surgery due to the commonly perceived definition of ideal beauty."<sup>50</sup> This statement alone proves the company's beliefs and usage of the common notion of beauty. Therefore, they make sure that this is portrayed in their advertisements. This idea can be further strengthened when the Male Gaze theory is put into consideration. Mulvey's theory of the male gaze is a critique of how the female is formed by the media. Women are the objects of the male gaze, and at the same time, they are products that are being sold.

## *Synthesis of the Results*

The results of the study show a lot of common factors in all the advertisements. There are various similarities with the advertisements, but also quite a handful of differences. All advertisements make use of a soft sell strategy. The sales message in all advertisements are subtle and indirect, yet powerful. The talents used were all celebrities. Two of these have been in the show business industry for quite a long time already, and three are relatively new to the field. All of them, except one, have fair to white complexion. The text for the online advertisements is much heavier than the text found in the print advertisements. The online advertisements contain a lot of words, as well as links to other pages within the website that could provide further information. The print advertisements usually contain just one line and the Belo logo. As for the layouts, the online advertisements have a parallel layout; all follow a certain color scheme and placing of text, photos, and links. As for the print advertisements, there's a bit more variety to the layouts. Proper emphasis is noticed in almost all of the advertisements, with respect to the specific service being advertised.

The common factors that were noticeable within the course of the analysis paved the way to the relation of the issue of technologization and commodification. A certain standard of beauty was evident in most advertisements (fair to white complexion, good skin, celebrity status, etc) and they further solidified the concern of the standards of beauty that cosmetic surgery companies, specifically Belo, imposes upon women. Even a direct lifting of the text found in some of the advertisements proves the existence of an ideal form of beauty that society expects of women.

## Chapter 6

### SUMMARY AND CONCLUSION

#### Summary

With the rise of cosmetic surgery procedures in the country, and a growing number of celebrity endorsers for Belo Medical Group, the researcher felt the need to look into the technologization of the body and commodification of beauty as portrayed in cosmetic surgery advertisements. A precise way of doing this entailed a qualitative comparative analysis of both print and online advertisements of the company.

A total of six advertisements were chosen for this study, three are print advertisements, and three are online advertisements. A textual analysis was then employed to be able to distinguish and compare the similarities and differences between the two sets of advertisements. Several factors were analyzed to be able to compare the two forms of advertisements, namely, Sales Message, Talents, Text, Layout, and Emphasis. These factors were taken into consideration as the researcher analyzed how advertisements play a role in expressing how society sees, shapes, and modifies the female body, in accordance to its false boundaries of beauty, as expressed in advertisements.

In terms of the Sales Message, a common factor that the researcher noticed among all advertisements was that they all employed a soft sell strategy. Soft selling, which requires the use of subtle and indirect ways of promoting a product, appears to be a consistently used strategy in advertising cosmetic surgery by Belo. With the Talents used, all endorsers were celebrity or public figures. Belo Medical Group didn't use "normal"

people or unpopular models to advertise its major services. Most of these women also sport fair to white complexion. A common difference in the Text category is that there is so much more text to be found in the online advertisements. As already stated, this is probably due to the fact that consumers can and will spend more time reading advertisements online, than if they see it on a billboard or the newspaper. Print advertisements of Belo used very short yet strong words, while the online advertisements were very text-heavy and informative.

The researcher scrutinized every aspect of every factor, and gathered enough data to prove certain similarities and differences in the print and online advertisements. Certain common factors were also prevalent as the analysis was made. The layout used for print and online advertisements were pretty much parallel for each category (Face, Skin, Body), especially with the online advertisements. The print advertisements had a broader spectrum of colors, and there was a little bit more variety and differences with the layouts. Proper emphasis was placed on all advertisements, with respect to the product being endorsed.

After enough scrutiny of the factors and elements contained in both print and online advertisements, the researcher tried to analyze its relevance to the deeper issue at hand, which was the technologization of the body and commodification of beauty, as seen in cosmetic surgery advertisements. The researcher found that technologization of the body was utilized in these advertisements, and that beauty is indeed commodified.



## **Conclusion**

The researcher hereby concludes that there are various similarities and differences found in the print and online cosmetic surgery advertisements of Belo Medical Group. After a thorough analysis of the sample, with respect and consideration to the five factors (Sales Message, Talents, Text, Layout, and Emphasis), the researcher concludes that there are indeed common notions of beauty that are portrayed in cosmetic surgery advertisements of Belo Medical Group.

It is noticeable in these advertisements how technologization of the body has taken over the world of cosmetic surgery and how women view their own bodies. Commodification of beauty is also very evident in all advertisements that were analyzed. All in all, there is a definite depiction of how women are supposed to look like, with respect to the ideals imposed by society, as portrayed in advertisements.

## Chapter 7

### IMPLICATIONS AND RECOMMENDATION

#### **Implications**

There were two theories that were used as guides to understand the study, Balsamo's Technologization of the Body, and Mulvey's Theory of Male Gaze. The researcher believed that these two theories work hand in hand in explaining how the body is technologized by cosmetic surgery, and how beauty is turned into a commodity when it comes to advertisements. The thing is, there shouldn't be a certain notion of beauty. The body doesn't necessarily have to be fragmented into parts that should be reconstructed to fit society's ideals of how a woman should look like. Given the method and data gathered, the conclusions gathered are quite credible. A thorough qualitative analysis was employed, and various factors were taken into consideration. A weakness of this study is perhaps the lack of input from the consumer's side of the issue. Adding this aspect would stray from the main purpose of the study, but it could also enrich the study and answer more questions posed by the relation of technologization and the male gaze to the issue at hand.

#### **Recommendations**

This study is a purely textual analysis of cosmetic surgery advertisements. Therefore, it does not take into consideration the actual interpretation of women who see the advertisements, and actual consumers. In addition, this study does not consider the motivations behind a woman's desire to undergo cosmetic surgery, so the study doesn't exactly confirm nor negate the effectiveness of these advertisements. For further research

on the topic, the researcher suggests to probably take a look at the consumer aspect of this study. The researcher also recommendsto take a look intothe exercise of a woman's power. It would be interesting to find out if women undergo cosmetic surgery, as a result of what society imposes as ideal (as observed in advertisements), or if it is merely an exercise of power over the body. This could be achieved via a series of interviews with women who have undergone cosmetic surgery.

## END NOTES

<sup>1</sup> Karl Marx, “The Fetishism of Commodities and the Secret Thereof” in *Capital: A Critique of Political Economy. Volume I – Part I, The Process of Capitalist Production*(1987), <http://books.google.com.ph/books?id=sxQl44nJmjwC&printsec=frontcover#v=onepage&q&f=false>(accessed February 17, 2011).

<sup>2</sup>J. Dayrit, “The ‘Perfect Pinay’: A Content Analysis of the Ideal Filipina Physical Beauty Image as Influenced by Women’s and Teen Magazine Print Advertisements for Feminine Health and Beauty Products”(Undergraduate thesis, College of Mass Communication, University of the Philippines Diliman, 1994).

<sup>3</sup>K. Raymundo, “Audience Reception of Beauty Product TV Advertisements”(Undergraduate thesis, College of Mass Communication, University of the Philippines Diliman, 2010).

<sup>4</sup> Justine Coupland and Richard Gwyn, eds., “Ageist Ideology and Discourses of Control” in *Discourse, The Body, and Identity*(Great Britain: Antony Rowe Ltd., 2003).

<sup>5</sup> Ibid.

<sup>6</sup> Ibid.

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<sup>14</sup> Ibid.

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<sup>17</sup> Kenneth Clark, *The Nude: A Study in Ideal Form* (New York: Pantheon Books, 1956).

<sup>18</sup> Nead, p. 16.

<sup>19</sup> Nead, p. 10.

<sup>20</sup> Nead, p. 11.

<sup>21</sup> Patricia Gagne and Deanna McGaughey, "Designing Women: Cultural Hegemony and the Exercise of Power among Women Who Have Undergone Elective Mammoplasty", *Gender and Society*, 16, No. 6 (December 2002) <http://0-www.jstor.org.library.lausys.georgetown.edu/stable/pdfplus/3081936.pdf> (accessed March 28, 2011).

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<sup>24</sup> Mulvey, 1989

<sup>25</sup> Balsamo, 1996

<sup>26</sup> Ibid.

<sup>27</sup> Ibid.

<sup>28</sup> Ibid.

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<sup>30</sup> Alan McKee, *Textual Analysis: A Beginner's Guide* (Sage Publication Ltd., 2003) [http://books.google.com.ph/books?id=H2Rn0Wpq5uQC&printsec=frontcover&dq=textual+analysis&hl=en&ei=E1lsTbHCN4fQcevUILkF&sa=X&oi=book\\_result&ct=result&resnum=1&ved=0CCoQ6AEwAA#v=onepage&q&f=false](http://books.google.com.ph/books?id=H2Rn0Wpq5uQC&printsec=frontcover&dq=textual+analysis&hl=en&ei=E1lsTbHCN4fQcevUILkF&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCoQ6AEwAA#v=onepage&q&f=false) (accessed February 16, 2011).

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<sup>44</sup>Ibid.

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