

الجمال المستورد في السودان

تحليل محتوى إعلانات مستحضرات التجميل

في ثلاث من القنوات التلفزيونية السودانية

عمر عبد الجبار

ملخص: تعنى هذه الدراسة بتحليل محتوى إعلانات مستحضرات التجميل في ثلاث قنوات تلفزيونية سودانية. تتلخص الأهداف الرئيسة لهذه الدراسة في تعرف خصائص الجسم الأكثر أهمية ونوع الجمال الذي تدعيه إعلانات المنتجات والخدمات التجميلية في السودان. تستخدم الدراسة النظرية البنائية الاجتماعية ممثلة في أعمال إرفينغ غوفمان، ميشيل فوكو وأنطوني سينوت. ومن حيث المنهجية، استخدمت الدراسة طريقة تحليل المحتوى. توصلت الدراسة إلى عدد من النتائج، مثل أن الإعلانات عن مستحضرات التجميل على القنوات التلفزيونية السودانية تختلف في الحجم، والأهداف، والادعاءات، وأن إعلانات مستحضرات التجميل تدعي تغييرات رئيسة في الجلد والوجه والشعر وكامل جسم المرأة السودانية، وأن هذه التغييرات مجتمعة تمثل نوعاً جديداً من خصائص الجمال، التي ليست سودانية في الأصل.

المصطلحات الأساسية: الإعلانات، مستحضرات التجميل، الجمال، تفتيح البشرة، تبييض البشرة، السودان.

Sudan Imported Beauty: A Content Analysis of Cosmetic Advertisements in Three Sudanese TV Channels

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Abstract: This study is concerned with the analysis of the content of cosmetic advertisements in three Sudanese TV channels. The main objectives of the study were to identify the most important body characteristics and the beauty type claimed by the advertisements of the cosmetic products and services in the Sudan. The study adopts the social constructionist theory as represented in the works of Michel Foucault, Erving Goffman and Anthony Synnott. In terms of methodology, the study adopts the content analysis method.

The study arrived at a number of conclusions: the cosmetics advertisements on the Sudanese TV channels vary in size, objectives, and claims; the cosmetic advertisements claim major changes in the skin, face, hair and the body of the Sudanese woman; and the claimed changes taken together represent new characteristics of beauty that are not originally Sudanese.

Key words: Advertisements, Cosmetics, Beauty, Skin Lightening, Skin Whitening, Sudan

Introduction

This part of the study consists of the study problem, the importance of the study problem, the importance of the study, study objectives, study questions, and study concepts.

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1.1 Study Problem:

This study is concerned with the analysis of the content of cosmetic advertisements in three Sudanese TV channels. Cosmetic products are gaining increasing importance in the present era. More and more women are using cosmetic products for various reasons and the Sudanese women are no exception. However, the ultimate goal of using cosmetics is to attain a specific beauty feature. The market of cosmetic products is widening. Companies producing and marketing cosmetic products are competing to gain customers worldwide. One of the important tools these companies use is the advertisement. All cosmetic companies are using all types of advertisement in newspapers, specialized magazines, TV channels and the Internet. In the age of globalization and communication, the effect of advertisement is growing tremendously in size and importance. Advertising is exceeding all distances and cultural boundaries and getting into every household. It has been observed that the cosmetic advertisements are trying to market a specific beauty type and model woman that may not fit in every society and every culture. It has also been observed that there is a growing tendency towards skin whitening and skin lightening among non-white women in many parts of the world, [See (Eric, et al. 2008), (World Health Organization, 2011) (Askari, et al. 2013)]. The phenomena of skin whitening and skin lightening could be attributed to many factors. This includes the globalization of cosmetic advertisement and its associated images of women, the globalization of a beauty type based on white women, and the ability to make some changes in the human body through cosmetic surgery and cosmetic services. In the case of the Sudan, it is observed that cosmetic advertisements are offering and promising body traits and a model woman that are not of Sudanese origin, a woman with a white skin and long hair in addition to other body characteristics. This study is aimed to analyze the content of the advertisements of cosmetic products and services offered by companies and beauty centers in three Sudanese TV channels. The main goal of this study is to show that cosmetic advertisements are marketing cosmetic products and services promoting body characteristics and features of beauty which are not of Sudanese origin.

2.1 Importance of the Study:

Theoretical Importance of the Study: The theoretical importance of this study is reflected in:

- 1 - This study represents one of the few studies directed to the analysis of advertisements in Sudanese TV channels.
- 2 - The study is one of the attempts to investigate the theoretical aspects of cosmetic advertisements and cosmetic use.
- 3 - The study is hoped to be an addition to the studies of the sociology of the body in the Arab World.

Practical Importance of the Study: The practical importance of this study is reflected in:

- 1 - The study will provide information about the use of cosmetics in the Sudan.
- 2 - The study will show the body traits promised by the cosmetic products.

3.1 Objectives of the study:

This study seeks to fulfill the following objectives:

- 1 - To analyze the content of cosmetics advertisements in some Sudanese TV channels.
- 2 - To identify the most important body characteristics claimed by the advertisements of the cosmetic products and services.
- 3 - To identify the beauty type and the model woman promoted by the advertisements of the cosmetic products and services in the Sudan.

4.1 Study Questions:

The study will seek to answer the following questions:

- 1 - What are the contents of cosmetics advertisements on some Sudanese TV channels?
- 2 - What are the most important body characteristics promoted by the advertisements of the cosmetic products and services in the Sudan?
- 3 - What is the beauty type and the model woman promoted by the advertisements of the cosmetic products and services in the Sudan?

5.1 Study Concepts:

Advertisement:

A notice, such as a poster or a paid announcement in the print, broadcast, or electronic media, designed to attract public attention or patronage. (<http://www.thefreedictionary.com/advertisement>)

In this study, advertisement is defined as the written text broadcast on TV channels.

Cosmetics:

A preparation applied to the body, especially the face, to improve its appearance: the range covers everything from the latest cosmetics to skin and hair care. (<http://www.thefreedictionary.com/advertisement>)

In this study, cosmetics is defined as any substance used to improve the appearance of all or parts of the human body.

Appearance:

Appearance is the way we present ourselves to the world; in other words, what we look like. It's something that is shaped at the most basic level. We make deliberate choices (whether consciously or not) every day in the way we enter the world, from basic acts of personal grooming through to choosing to surgically alter aspects of our appearance (Cregan, 2012, p. 16).

In this study, appearance is defined as the way we want to be seen by others.

Beauty:

Beauty is in perception; it is in social norms that interpret a particular form of appearance that is valued, and it is a factor in influencing people to shape themselves and alter their appearance in order to conform to those norms (Cregan, 2012, p.16).

In this study beauty is defined as valued physical characteristics of the human body especially for females.

Sudan: From Arabic *sūdān*, literally 'country of the blacks'. (Oxford Dictionaries)

In this study Sudan means the country known today as the Sudan.

2. Theoretical framework

2.1 Introduction:

This part represents the theoretical framework of the study. It consists of the previous studies and the theory applied to understand the study problem.

2.2 Theory:

This study adopts the social constructionist theory as represented in the works of Michel Foucault, Erving Goffman and Anthony Synnott.

Shilling (2003, p. 66) argued that Michel Foucault's work is the most radical and influential social constructionist approach. She added, for Foucault the body is not only given meaning by discourse, but is wholly constituted by discourse. The body vanishes as a biological entity and becomes instead a socially constructed product which is infinitely malleable and highly unstable.

Goffman (1959) reports that the management of the body is central to the maintenance of encounters, social roles and social relations, and also mediates the relationship between an individual's self-identity and their social identity. She notes in this context that the body assumes the status of resource, which can be managed in a variety of ways in order to construct a particular version of the self.

In his elaboration of Goffman's concept of mask, Synnott (1990, p. 61), argues that "The social face is the public face, and requires the rapid changing of masks or expression. Only under conditions of extreme emotions or alone or among friends does the mask slip and the private face, the real person appears".

He adds that most women and some men wear make-up, at least sometimes. The face must be dressed just like the body and the face must be put on just like clothes. The social face is the face we put on. This is the public face, the decorated face, the created face: make-up is an art. He further argues, it is the particular face we select from a range of possible options, depending on our self-definition, the person we wish to project, our artistic skill and our interests in impression management: make-up is mask. [Synnott 1990, p. 62].

2.3 Previous studies:

Advertisements in general and cosmetic advertisements in particular are subjects for research from various disciplines. Frith et al. (2005, p. 56) report that, as a media genre, advertising offers a unique opportunity to study how the beauty ideal is constructed across cultures. They analyze the content of advertisements from women's fashion and beauty magazines in Singapore, Taiwan, and the U.S. to compare how beauty is encoded. They found a noticeable difference between the portrayals of women from the U.S. and from the two East Asian societies. Asian ads contained a large proportion of cosmetics and facial beauty products, whereas the U.S. ads were dominated by clothing. They argue that these

findings suggest that beauty in the U.S. may be constructed more in terms of “the body,” whereas in Singapore and Taiwan the defining factor is more related to a pretty face.

Eric et al. (2008, p. 444) note that whiteness, or having white skin, is considered an important element in constructing female beauty in Asian cultures. They argue that a dramatic growth of skin whitening and lightening products has occurred in Asian markets. They add that contemporary meanings of whiteness are influenced by Western ideologies as well as traditional Asian values and beliefs. They analyze print advertisements for skin whitening and lightening products in four Asian societies-India, Hong Kong, Japan and Korea. Additionally, they say whiteness in these Asian cultures is both empowering and disempowering as well as both global and local in character.

The World Health Organization (2011, p. 1) reports that in Mali, Nigeria, Senegal, South Africa and Togo, 25%, 77%, 27%, 35% and 59% of women, respectively, use skin lightening products on a regular basis. The report adds that in 2004, nearly 40% of women surveyed in China, Malaysia, the Philippines and the Republic of Korea reported using skin lighteners. In India, 61% of the dermatological market consists of skin lightening products. The report notes that skin-lightening products are manufactured in many countries; for example, consumer protection agencies in the European Union and the United States of America (USA) have identified mercury-containing skin lightening products made in China, the Dominican Republic, Lebanon, Mexico, Pakistan, the Philippines, Thailand, and the USA.

Askari et al. (2013, p. 2) presents that skin lightening is practiced in many parts of the world, sometimes for hyperpigmentary disorders on the physician’s recommendation but often for social purpose to achieve fairness. This is also a prevalent practice in Pakistan, where a lot of products are visible in the market. However, this is not without adverse effects as many harmful chemicals are used in them. Their study was conducted to observe the determinants of prevalence of use, and the user’s awareness about the use and misuse of skin lightening products in Lahore, Pakistan. They add that most women in the sample agreed that lighter skin tone is more beautiful, helps in getting married, and results in greater consideration from men.

Morris and Nichols (2013, p. 49) were interested in expanding the idea of female beauty beyond the physical characteristics through an exploration of women's magazine advertisements from France and the United States. They analyzed the content of over 570 ads from ten women's fashion magazines. One of their major findings was that American publications consisted of more hair care and makeup products than French publications; French magazines, in contrast, included more ads for lotions and perfumes.

The previous studies cited above were very useful for the conceptualization of the problem tackled in the present study. The studies reveal that the content of cosmetic advertisements is indicative of many social facts regarding the concepts of appearance and beauty.

3. Methodology:

3.1 Type of the Study: This study is a descriptive analytical study since it seeks to describe and analyze the content of cosmetic advertisements in some Sudanese TV Channels.

3.2 Method of the Study: The study adopts the content analysis method since it is the most appropriate for the study problem and objectives. In the current information age, content analysis is becoming a main method of study in information and social sciences. It has been described by Kripeendorff as "a research technique for making applicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (2004, p. 18).

3.3 Study Sample: The study applied the purposive sampling method to select three channels from the Sudanese TV channels, that are running cosmetic advertisements more than the other channels. These three channels are: Blue Nile TV, a nonspecialized channel, Angham TV which is a music channel, and Goon TV which is a sports channel. The three channels were selected because they run more advertisements than other Sudanese TV channels. The advertisements are run in text form in a moving manuscript. To obtain the study sample, a video of all cosmetics advertisements shown on these three channels was recorded during the period from 15 May 2014 to 1 June 2014. The total number of advertisements recorded was 22. Fifteen of them were from Blue Nile TV, four from Angham TV, and three from Goon TV. Nine of the 22 advertisements were provided by companies working in the field of

marketing of cosmetic products while 13 were provided by beauty centers.

3.4 Coding: In the coding process, the advertisement's videos were first transformed into texts. Secondly, the main parts of the human body were identified as categories. After that, the claim of the advertisement towards each part or category was identified and recorded.

3.5 Statistical Analysis: The study used descriptive statistics and tabulation of frequencies and percentages.

4. Results:

4.1 The Advertisements:

The total number of cosmetic advertisements recorded was 22. It is important to mention that these advertisements share some common characteristics. First, all advertisements provide a telephone number for communication. They also provide a description of the geographical location in Khartoum and a telephone number for agents in other main cities of the Sudan. The companies in the sample have agents outside the Sudan in countries with a large number of Sudanese migrants like the Kingdom of Saudi Arabia and other Gulf States.

The majority of the products are cosmetic creams made out of chemical materials. Five of the nine cosmetic companies claim that they have herbs products while one company claims products from the Dead Sea.

The advertisements vary in their size. Table No. (1) shows the distribution of the study sample by the number of words. As it is shown in the table, the majority of the cosmetic advertisements in the sampled Sudanese TV channels are composed of more than 40 but less than 50 words. The difference in the advertisement size may be attributed to the broadcasting cost.

4.2 The Distribution of Cosmetic Advertisement Per Body Parts:

Table No. (2) shows the distribution of cosmetic advertisements per body parts. It is clear that 90% of the cosmetic advertisements are directed towards the skin, 86% towards the hair, and 77% towards the face. This distribution could be ascribed to the fact that these parts of the human body (i.e. the skin, the hair, and the face) are what make human

appearance or what people want to present to the world. The table also shows that other parts of the body such as hands and feet were subject to cosmetic advertisements.

Table No. (1) Size of Advertisements:

No. of words	No. of advertisements	%
Less than10	1	04
10 to less than 20	3	14
20 to less than 30	4	18
30 to less 40	3	14
40 to less than 50	6	27
More than 50	5	23
Total	22	100

**Table No. (2) The Distribution of Cosmetic Advertisements
Per Body Parts.**

Body Parts	No. of advertisement	%
Skin	20	90
Face	17	77
Hair	19	86
Hands	3	14
Legs	2	10
Feet	4	18
Abdomen	7	31
The whole Body	4	18
Chest	3	14

4.3 Cosmetic Advertisement Claims:

Table No. (3) shows the distribution of advertisement claims per body parts. It is clear that the cosmetic advertisements in the sampled Sudanese TV Channels claim solutions and treatments for all body parts. As is clear, the majority of claims and treatments went to the hair, then

the skin and the face, which are the most important parts in personal appearance. However, nearly all parts of the human body were promised improvement by some kind of claims and treatments.

5. Discussion:

This study shows that the cosmetic industry in the Sudan is growing. It also demonstrates that the majority of advertisements and advertisement claims deal with the most important parts of the human body and appearance. This includes hair, skin, and face.

The advertisements claim effecting a change in the skin and face tone by making them whiter and lighter. They also claim the removal of all black and dark spots in the whole of the body. In other words, it is possible for women who wish to change the tone of their skin and faces to attain that by using the cosmetic products promoted in the advertisements. White and light skin and face tone are not the original colors for the Sudanese women as the Sudan is considered to be the land of the black.

The hair is another main target for cosmetic advertisements. The advertisements claim the possibility of solving all hair problems and making the hair more abundant, straighter, and glossier. This is in addition to the possibility of hair extensions to obtain longer hair. However, the hair characteristics claimed by the cosmetic advertisements in terms of abundance, straightness, glossiness and length are not the known characteristics of the Sudanese women's hair.

As it is shown in table No. (3), cosmetic advertisements targeted other parts of the body, such as hands, legs and abdomens. Claims like the previous ones concentrate on removing the black spots and changing the local black colors into whiter and lighter colors. There are also advertisement claims for slimming or fattening of particular parts of the body as required.

The results drawn from the content analysis of the cosmetic advertisements in the three Sudanese TV channels are different from the findings of Frith et al. (2005, p. 56), which showed that beauty in the U.S. might be constructed more in terms of "the body," whereas the defining factor of beauty in Singapore and Taiwan was more related to a pretty face. The findings of the present study show that the imported beauty in the Sudan is constructed in terms of the skin, face, hair and the whole of the body.

Table No. (3) The Distribution of Advertisement Claims Per Body Parts.

Body Parts	No. of claims	% of Total	Advertised Claims
Skin	14	23.7	Skin whitening, removal of dots, remove freckles, removal of skin stretch marks, burns removal, removal of wounds, dark spots removal, skin peeling, skin tightening, skin rehabilitation, skin whitening, body whitening, skin roughness removal, control of the skin rashes.
Face	08	13.6	Face whitening, acne removal, tightening facial wrinkles, face fattening, whitening the black color around the eyes, increase eyebrow thickness, eyebrow makeup, increase eyelash thickness.
Hair	17	28.8	Solving all hair problems, protect hair from precipitation, protect hair from split ends, hair extension, increase hair thickness, alopecia treatment, normal hair straightening, keratin hair straightening, stops the growth of unwanted hair in the body, remove dandruff, strengthen the hair roots, damaged hair treatment, increase hair darkness, increase hair glossiness, hair makeup, broken hair treatment, hair re-building
Hands	05	08.5	Removal of the blackness of the hand joints, lighten dark hand joints, lighten dark elbows, installation of a permanent fingernail, installation of temporary toenails.
Legs	02	03.4	Legs local fattening, lighten dark knees.
Feet	01	01.7	Removal feet split.
Abdominal	03	05.1	Removal of the blackness of the abdomen, abdominal slimming, the removal of excess abdominal tissue.
Body	06	10.1	Stop unwanted hair growth, stop fattening of the body, body slimming, local slimming, increasing body weight, tighten body flabbiness.
Chest	03	05.1	Breast lift, chest slimming, control of nipple split associated with breastfeeding.
Total	59	100	

The growing market of cosmetic products and services in the Sudan, especially what is related to the skin and face whitening and lightening could be understood in the light of changes in the norms of beauty. Such changes could be attributed to many factors. This includes the globalization of cosmetics advertisements and the associated images of women, the globalization of the type of beauty of white women, and the ability of making some changes in the human body through cosmetic surgery and cosmetic services. Similar trends have been reported by Eric et al. (2008, p. 444), who argued that whiteness, or having white skin, is considered an important element in constructing female beauty in Asian cultures. Askari et al. (2013, p. 2) also noted that most women in the sample agreed that lighter skin tone is more beautiful, and it helps in getting married and results in greater consideration from men.

On a wider scale of analysis, Sudan imported beauty could be interpreted in light of the social constructionist theory as represented in the works of Michel Foucault, Erving Goffman and Anthony Synnott. Changes in the main characteristics of the Sudanese women's skin, face, hair and the whole body represent what Goffman described as the management of the body. He adds that the body assumes the status of resource which can be managed in a variety of ways in order to construct a particular version of the self (Shilling, 2003, p. 66).

Face whitening, lighting, and all other cosmetic aspects of the face could be understood in terms of Synnotts argument that the social face is the face we put on. This is the public face, the decorated face, the created face: make-up is an art (Synnott, 1990, p. 62).

Thus, the use of cosmetic products and services with the intention to make any changes to the body in order to match with the changing norms of beauty could be interpreted within Foucault's argument that the body is constituted by discourse; the body vanishes as a biological entity and becomes instead a socially constructed product which is infinitely malleable and highly unstable (Shilling, 2003, p. 66).

A number of conclusions could be drawn from the present study. First, the cosmetics advertisements on the Sudanese TV channels vary in size, objectives and claims. Second, the cosmetic advertisements claim major changes in the skin, face, hair and the body of the Sudanese

women. Third, the claimed changes taken together represent a new type of beauty that is not originally Sudanese.

Further research is needed to reveal the health hazards and risks associated with the use of cosmetic products, especially those used for skin whitening and lighting.

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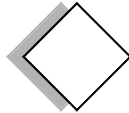
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مَجَلَّةُ الشَّرِيعَةِ وَالْإِسْلَامِيَّةِ

فَصْلِيَّةٌ عِلْمِيَّةٌ تَصَدَّرُ عَنْ مَجْلِسِ النُّشْرِ الْعِلْمِيِّ بِجَامِعَةِ الْكُوَيْتِ
تُعْنِي بِالْبَحْثِ وَالدراسَاتِ الْإِسْلَامِيَّةِ

رئيس التحرير الأستاذ الدكتور: **فهد سعد الرشيد**

صدر العدد الأول في رجب ١٤٠٤هـ - أبريل ١٩٨٤م

- * تهدف إلى معالجة المشكلات المعاصرة والقضايا المستجدة من وجهة نظر الشريعة الإسلامية.
- * تشمل موضوعاتها معظم علوم الشريعة الإسلامية: من تفسير، وحديث، وفقه، واقتصاد وتربية إسلامية، إلى غير ذلك من تقارير عن المؤتمرات، ومراجعة كتب شرعية معاصرة، وفتاوى شرعية، وتعليقات على قضايا علمية.
- * تنوع الباحثون فيها، فكانوا من أعضاء هيئة التدريس في مختلف الجامعات والكليات الإسلامية على رقعة العالمين: العربي والإسلامي.
- * تخضع البحوث المقدمة للمجلة إلى عملية فحص وتحكيم حسب الضوابط التي التزمت بها المجلة، ويقوم بها كبار العلماء والمختصين في الشريعة الإسلامية، بهدف الارتقاء بالبحث العلمي الإسلامي الذي يخدم الأمة، ويعمل على رفعة شأنها، نسأل المولى عز وجل مزيداً من التقدم والازدهار.

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