

Redefining Prevalent Societal Norms in Advertisement: A Critical Discourse Analysis of Ariel's "*Share the Load*" by using Fairclough's 3D Model

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ABSTRACT

Advertising in recent years has become a significant mode for social messages, and gender equality. Traditionally, advertisements have been tools for perpetuating gender roles, particularly by linking housework to women. In the context of Ariel's "Share the Load: How Strong is Your Home Team" campaign, this means shifting norms to promote the sharing of domestic responsibilities against the backdrop of traditional gender roles. This campaign, through its strategic use of multimodal elements, promotes the idea of equal partnership in household chores, with the ultimate aim of reshaping public perceptions of domestic chores. The study uses Multimodal Discourse Analysis (MDA) to examine how visual, textual, and auditory elements work together to convey the message of gender equality. The Fairclough 3D Model of CDA offers the analytical framework, that is, textual analysis, discursive practice, and social practice. This way, it is possible to explore the language used and the production and consumption context in which the advertisement was prepared and the broader implications that it has for society at large. This research looks at how Ariel uses its multimodal strategies in contesting the traditional approach toward gender roles in home work and towards shared responsibility. The paper also shows the reflection and challenge towards social norms by the campaign on the way to building gender equality discourse in household chores. This study brings out how the campaign contributes to a cultural shift toward egalitarian family structures and redefines gender roles in domestic labor, particularly in urban and progressive settings.

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Introduction

One of the most potent and successful tools that directly influences consumer purchasing decisions is advertising, which also influences how people view gender roles, beauty, and social conventions. The media is a powerful and dynamic socialization tool that helps individuals connect (Rideout, 2007). People are more involved with and consistent with the media than they were in previous years (Kung, Picard & Ruth, 2007). As a potent tool, the media can play a key role in the dissemination of information and affect people's attitudes, beliefs, and ways of living (Jewkes, 2011). Numerous studies have confirmed the enormous influence of the media on the general public, who also get the same message and take comparable actions as a result. In actuality, advertising is a creative type of communication that continuously affects our daily lives and is an inevitable part of social interactions (Kazmi & Batra, 2009).

This study is important as it underlines the power of advertising in influencing societal views on gender equality, particularly about domestic responsibilities. The analysis of Ariel's "Share the Load" campaign illustrates how brands can be used to challenge conventional gender roles and promote cultural change. The findings shed light on how advertising can advocate for equal partnerships in domestic labor and contribute to the broader movement for gender equality in modern households.

Research Objectives

1. To analyze how Ariel's "Share the Load: How Strong is Your Home Team" campaign uses multimodal strategies in advocating gender equality through shared household responsibilities?
2. To analyze how the campaign represents and challenges prevalent societal norms regarding gender roles in the context of domestic chores??

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Research Questions

1. What multimodal strategies does Ariel's "Share the Load" campaign adopt in advocating for gender equality through shared household responsibilities?
2. How does the campaign challenge prevalent societal norms regarding gender roles in the context of domestic chores??

Statement of the Problem

Traditional advertising has traditionally reinforced gender stereotypes to portray household chores as the exclusive and sole responsibility of women. Those representations have perpetuated inequitable domestic roles, limiting progress toward achieving gender equality in private spheres. Ariel's "Share the Load: How Strong is Your Home Team" campaign calls for a challenge to norms by promoting shared responsibilities via multimodal messaging. Despite the progressive nature of the campaign, its deconstruction potential of entrenched social practice and transformation of public perceptions on the role of gender have not yet been explored. This study aims to dissect how the campaign utilizes multimodal components to communicate its message and what impact it may have on wider societal norms and discourses about gender equity in household work.

Literature Review

Advertisements reflect our social disposition. According to O'Barr (2015), an advertisement should share information on the creation of social representation in addition to product information. While it is true that advertisements are a powerful tool for spreading ideas around the world, they are also held accountable for creating artificial demands and desires through the use of taglines related to power, glamour, and beauty (Collins, 2011).

Currently, women are viewed as equal to men, and we want them to be portrayed as independent, strong, and influential. A new image of the perfect woman for society is being formed by the advertising industry after realizing this (Soni, 2020). Advertisements have the power to shape a society's perception of gender roles and teach people about respect and equality for all. The media can change the way the general public thinks and behaves (Adil & Malik, 2021). Being involved in professional activities boosts women's confidence and helps them realize that their true role extends beyond being at home (Sharma & Bumb, 2021). However, gender balance in the house or at work gradually affects the comfort of both men and women on an individual basis as well as the entire family structure.

The way that different social groups and identities are portrayed has changed dramatically in recent years, departing from the damaging and stereotyped depictions that have long been common in various media. The way women are portrayed in ads has generated debate and controversy in Pakistan. In Pakistan's past, ads have frequently reinforced negative and sexist preconceptions of women by depicting them mostly as objects of desire or as men's property. However, in recent years, there has been a noticeable increase in awareness regarding the diverse and positive portrayal of women (Zia, 2007).

Research Methodology

Multimodal Discourse Analysis

Multimodality is a theory that examines the various ways in which people express themselves and communicate with one another. This idea is pertinent since individuals can now easily use a variety of modes in art, writing, music, dance, and daily interactions with one another, thanks to the availability of multimedia composition software and the proliferation of technological instruments. A culturally recognized communication channel is commonly referred to as a mode. Modes include writing, gesture, posture, gaze, color and font selection, photos, video, and even how they interact with one another. Many of these means of expression and communication have been around for a long time, but they haven't always been acknowledged as valid or culturally acceptable. Multimodality proponents of learning theory stress that people communicate in a multitude of ways and that it is necessary to watch and identify the various modes of communication to fully comprehend an individual. Communication theory, linguistics, media literacy, visual literacy, anthropological studies, and design studies are among the fields that have written and discussed the topic of multimodality.

Analytical Framework

Norman Fairclough's Model in CDA

In his 1989 research, Fairclough is the only one to expound on the relationship between ideology, language, and power. In 1989, Fairclough introduced a model, which was updated in 1995. His paradigm is

regarded as the center of the critical discourse analysis wheel. He provided rules for text interpretation and was the first to develop a theoretical framework for CDA. The three steps of Fairclough's model analysis are linked to the three interconnected discourse dimensions listed below.

1. Text Analysis (Description)

"Text" is the first analytical focus of Fairclough's model. Fairclough (1995) asserts that linguistic analysis is a component of text analysis. "Linguistic analysis includes the analysis of the grammar, vocabulary, sound system, semantics, and cohesion organization above the sentence level," according to Fairclough (1995) (p.57). Its foundation is the linguistic explanation of the text's formal characteristics. One type of data utilized in linguistic analysis is text. Every grammar explanation is based on text. Any spoken or written example of language that makes sense to a language-savvy person is referred to as a "text." When humans write or talk, they create text that listeners and readers interact with and interpret. It includes the analysis of written expressions and visual images.

2. Discursive Practice (Interpretation)

It demonstrates the connection between the text and discourse processes. The act of reading is the result of an interaction between the text's characteristics and the interpreter's tools and methods. Depending on the nature of the text, the range of possible readings will be limited.

3. Social Analysis (Explanation)

Discourse and social and cultural realities are related at this stage. For a text to be authentically interpreted, it is crucial to consider the immediate context in which it was created. The language and specific words that make up a text are the main focus of this examination. If the analyst starts the analysis by choosing the step of his choice, this method is unconcerned. Any stage can be chosen to begin the analysis, which eventually combines all three processes after the conversation. This framework's central tenet is that discourse is an integral aspect of social existence.

Population and Sample

"Share the Load" campaign by Ariel is taken for the analysis to evaluate how advertisements challenge the existential societal norms and advocate the gender equality. "How strong is your home team?" is an advertisement for Ariel that is sampling for this research.

Analysis

According to Fairclough's 3D model, there are three stages for this analysis: **Textual Analysis:**

In the first step, the language of the advertisement is analyzed, including written symbols, oral expressions, and visual images.

Tagline (How Strong is Your Home Team)

The core slogan, "How Strong is Your Home Team?" plays a central part in framing the gender equivalency communication. The expression aligns ménage chores with the idea of cooperation, inferring that a home functions better when liabilities are shared inversely between husband and wife. The word "team" suggests cooperation, moving down from traditional gender roles where ménage duties are seen as a woman's responsibility. The word "strong" is pivotal because it links the idea of strength to participatory trouble, situating participatory domestic labor as essential for a strong and healthy home, both physically and symbolically.

Visuals

The advertisement shows both man and woman sharing in laundry, a traditionally womanish associated task. This breaks with the traditional depiction where the woman is shown doing the chores, and the hubby remains detached from domestic liabilities.

Facial Expressions and Body Language

The couple's relations are positive, and both display cooperation and affection, suggesting that participating in work can produce harmony in the home. This also challenges the conception that men aren't interested or willing to engage in domestic chores. The color palette is bright, signaling positivity and freshness, while the overall setting of a clean, systematized home subtly underscores the idea that a well-performing home is a result of participatory liabilities.

Symbolism

Laundry as a symbol is unsexed traditionally; it has been seen as a woman's task. By showing both mates involved, Ariel disrupts this traditional association and redefines domestic chores as a participatory responsibility. The visual of both mates working together in the home symbolizes equality, suggesting that men should be equally involved in ménage work.

Discursive Practice

This dimension involves looking at how the advertisement is produced, framed, and consumed. The advertisement is produced by Ariel, a brand that markets itself as further than just a laundry soap. Ariel uses this crusade to establish itself as an advocate for gender equality. The brand seems to align itself with progressive social values by challenging outdated gender norms and emphasizing the need for equal opportunities in the home.

Framing

The announcement positions laundry as a participatory exertion rather than a woman's chore. By framing this task as a commodity that the whole family can engage in, Ariel challenges the traditional division of labor in homes. The architecture of the announcement also positions gender equivalency in the home as not just a moral issue but a commodity that will lead to a stronger family dynamic, suggesting that gender equality in domestic places results in a stronger bond between mates. The announcement is targeted at a progressive followership that's likely to view gender equivalency as a crucial value. It addresses ultramodern sensibilities, particularly in civic spaces where gender roles are getting more flexible. The target followership for this announcement is likely to correspond to both men and women who are looking to engage in more balanced, egalitarian hookups at home.

Social Practice

In this dimension, we look at how the announcement reflects, reproduces, or challenges broader social practices related to gender, places, family structures, and artistic morals.

Breaking Traditional Norms

Traditionally, household chores have been seen as women's work, and advertising has frequently corroborated this conception. still, by showing both the hubby and the woman inversely participating in domestic tasks, Ariel is challenging this norm. It presents a shift in social practice, encouraging equal participation by both genders in domestic duties. This announcement gets into a social movement that has been gaining traction in recent times, one that advocates for participatory liabilities in the home. It's aligned with the broader discussion about gender equivalency in both domestic and professional spaces.

Representation of ultramodern Families

The announcement reflects a growing trend towards egalitarian family structures where both men and women share liabilities not only in terms of child-rearing but also in ménage operation. This reflects a broader shift in social practice that challenges outdated gender norms.

Cultural Change

Ariel reflects an artistic shift where brands are increasingly situating themselves as agents of change. By addressing gender equivalency, Ariel acknowledges the artistic and societal changes taking place in numerous corridors of the world, particularly in civic centers, where traditional gender roles are being questioned and increasingly rejected.

The advertisement also has profitable power; by tapping into the gender equivalency converse, Ariel not only helps shift artistic morals but also engages with consumers who align with these values. This positioning can give Ariel a competitive edge in a market where socially conscious branding is increasingly valued.

Conclusion

The examination of Ariel's "Share the Load" advertisement based on Multimodal Discourse Analysis and Fairclough's 3D Model of Critical Discourse Analysis clearly illustrates that advertising, indeed, can play an important role in changing traditional views on domestic labor according to gender norms. A successful challenge for traditional roles, as housework, in a marital relationship, and the sharing of housework for gender equality in partnership roles in the household is supported. The advertisement constructs a good

narrative through the use of multimodal elements such as visual representation, language, and symbolism. In it, men and women appear to be equal contributors in domestic work. This paper demonstrates how brands like Ariel can play a huge role in advocating for progressive social change and encouraging cultural shifts toward more egalitarian family structures. In conclusion, research emphasizes the power of advertising to influence social practice and contribute to the more comprehensive movement toward gender equality. Ariel's campaign, therefore, challenges old gender norms while promoting a more balanced view of domestic labor through emphasis on shared responsibilities toward the building of a stronger and harmonious family system. The findings indicate that advertising can be a great tool for redefining cultural norms and promoting positive change if it is in line with social progress.

Disclosure Statement

No potential conflict of interest was reported by the author(s).

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