

## **Critical Discourse Analysis: Ideological Supremacy of Durex Adverts on Facebook Fan Page Kenya**

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### **ABSTRACT:**

The paper explores ideological supremacy of durex adverts on Facebook fan page Kenya by unpacking the dominant themes in the adverts. Sex education and safe sex advertising remain a global challenge due to its sensitivity and biases derived from attitudes and values that are either personal or related to religion and traditions. Some societies openly discuss taboo topics such as sex, sexual orientations and sexual practices while others are uneasy about doing so. This is a challenge to condoms promoters who use online means to reach people of different cultures worldwide. This study, therefore, critically analyzed Durex adverts in their Facebook fan page Kenya. The study uses Critical Discourse Analysis (CDA) specifically Norman Fairclough's 3-D model and Kress and van Leeuwen's Grammar of Visual Design. The research designs used was both quantitative and descriptive. Data was collected through making an online observation, retrieving and electronically storing. Purposive sampling procedure was used to arrive at 150 adverts (visuals and written) were downloaded from the Durex Facebook fan page Kenya for analysis. The findings showed that the most dominant theme was pleasure derived from using Durex condoms. Rational appeal was most dominant, and various metaphors were used in Durex adverts to ideologically construct super Durex using various discourses to avoid discussing matters of sex openly. This research will add knowledge to the field of Critical Discourse Analysis, especially in health communication and taboo topics.

**Key Terms:** Advertising, safe sex, appeals, discourses, super Durex

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## Introduction

Advertising is a prominent discourse type in all societies; we live in a society where it is already well established and its rapidly gaining ground (Cook, 1992). Advertising aims at persuading people to buy a particular product, but this is not the only function of advertising because they convey information so that consumers know what is available, who makes it and where to buy it (Durant, & Lambrou, 2009).

An advertisement (henceforth ads) does not create meaning initially, but it is an invitation for us to make a transaction where it is passed from one thing to another (Williamson, 1978). Saren et al. (2007) confirm this claim as adverts utilize a pre-existing referent system of meaning, because the product, before signification in the adverts, has no meaning. Goldman (1992) explains that advertising is a key institution in producing and reproducing the material and ideological supremacy of commodity relations. This is because commodities are revealed as an inevitable and natural part of different individuals' lives. (Saren et al., 2007, p.129). Ads invite us to participate in ideological ways of seeing ourselves and the world. Further, ideology is what is not represented in the advertising text (Williamson, 1978).

Advertising of condoms in Kenya was banned from airing between 6:00 am to 10:00 pm by Kenya Films and Classification Board (KFCB, 2015). KFCB claimed that such messages are intended for adults' audience and that they are promoting glamorous sex among teenagers; this is a challenge to condom promoters. How does Durex design adverts that extol the benefits and advantages of condom use? Finding the answer to this question will assist advertising strategist with the strategies they can use to design an advert that is globally accepted. The findings will also be of great importance in health communication discourse.

## LITERATURE REVIEW

### Themes in Advertising

How an issue is characterized in mediated reports can influence how the news is understood by the audience (Scheufele, & Tewksbury, 2007). The frames employed by the mass media helps develop interpretive schemas among audience members so that they can classify information and interpret it meaningfully. Framing/themes refer to the modes of presentation communicators' use to present information in a way that resonates with existing underlying schemas among audiences (Shoemaker, & Reese, 1996). Visuals like text can operate as framing devices in so far as they use various rhetorical tools like metaphors, illustrations, symbols that aim to capture the essence of an issue or event graphically. A silent idea becomes easier to understand and to remember than other ideas (McQuarrie, & Mick, 1999).

Visuals offer different symbols that suggest the core frame (Gamson, & Staurt, 1992) visuals also offer large amounts of details into a practical framework that are reliable and appropriate to people understanding of the everyday world. In this line, visuals channel discursive possibilities for making sense of social phenomena; they legitimize the grounds upon which some interpretation can be favoured and other impeded. Most of the themes dominant in condoms adverts is the pleasure theme and prevention of HIV/AIDS and pregnancy. Therefore, we ask the first research question, what are the dominant themes in Durex ads?

### Appeals in Advertising

Advertising appeals are designed to create a positive image of the individual who uses certain products (Amberkar, 2009) appeal are used to influence the purchasing decision of the consumers. Products and services are packaged in such a way that explains to consumers why they should buy what is being marketed (Kotler, & Armstrong, 2001). Advertising appeal is a creative way to inspire consumers

purchasing motives and influence their attitude towards a specific product or service (Berkman, & Gilson, 1987). Advertising appeal are used to attract attention, change consumers conception of the product and to affect them emotionally (Belch, & Belch, 1998) the motivation behind using advertising appeal is their ability to create a link between the product or service being advertised and some perceived needs, desire or problem of the consumer (Bovee, & Arens, 1995, p.232). Advertising using a rational appeal relies on the belief that consumers make logical and rational decisions that can be influenced by changing the consumer attitude towards the product, thus persuasive arguments and reasoning. Of these appeals, the most commonly used in adverts is a rational and emotional appeal (Chu, 1996). Emotional appeals include the use of humour, fear and sadness (Amberkar, 2009). Therefore we ask the second question of this study, which was the dominant appeals used by Durex adverts?

### Visual Metaphors Advertising

Metaphors are devices that enable an extension of ideas beyond experience; particularly persuasive metaphors are ubiquitous in verbal and visual language. We can only understand our world and express ourselves through them; from describing attitudes to defining objects (Morris, 2011, p.944-945). Metaphors have a great role in thought processes because they provide a framework for the organization of information about the world and for making sense of experience (Kaplan, 1990), metaphors determine peoples worldview by providing meaningful categories of perception and experience (Peppers, 1942). According to Lakoff and Johnson (1980), metaphors enable the understanding of one concept in terms of another.

Consumers who saw ads with metaphors had more positive thoughts about the product being promoted (McQuarrie, & Mick, 1999). Studies have revealed that visual metaphors facilitate recall of the product (Kaplan, 1992). Janks (2010, p.74) defines metaphors as devices that

are used for yoking ideas together and at the same time constructing new discursive ideas. Although metaphors are variably classified according to their structure and functions, all metaphors have one key function; representing one aspect of experience in terms of another (Fairclough, 2003, p.8). This function of metaphors was what this study involved. Fairclough further argues that different metaphors have different ideological attachments. We ask the third question, what visual metaphors were used in Durex ads? Conceptual metaphors that drew a comparison between the idea that was being expressed and analogies that were familiar to the participants were used in this study.

### Ideology in Adverts

Ideology is a matter of discourse rather than language between particular human subject for the production of specific effects (Eagleton, 1991). Ideologies are a form of structures of meaning that are inseparable from a set of practices that are themselves inscribed in discursive practices (Hodge, & Kress, 1993, p.212) Ideology in advertisement is so powerful it is naturalized by the image (Dyer, 1986)

Williamson (1978) explains that advertisement translates statements from the world of things into a form which means something in terms of people; in so doing, an ideology of the product is created. The correlation between the referent system and the product system is critical since the ideology of the referent system is continually being recreated in relationship to the ad and the commodity it represents. We often give a certain meaning to a particular product. We then connect these meanings that are beyond the frame of advertising. The ideology of a product is created by the exchange process between signifiers. We can only be participants in a specific ideology when we become active in its creation.

Williamson (1978) points out that any system of values constitutes an ideology. She posits that values do not exist in things, so to speak, but in how they are conveyed. Moreover, she states that ideology is always that which we are not aware of.

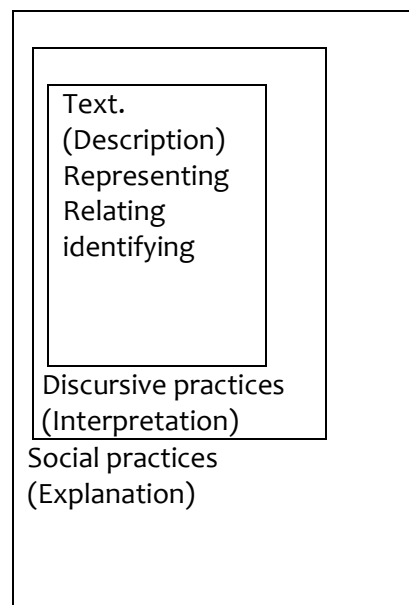
In ideology, we make an assumption which we do not question because we already perceive them as true. Ideology works through us and not us because we are actual participants in it. In this way, our ideologies are always at work in the transference of values that takes place when working with any two systems of meaning (referent and product) that are present in advertising (Williamson, 1978).

Goldman (1992) points out that advertising is an ideological tool in that ideologies take on the role of adjectives used to boost the flavour of this or that commodity. Thus, advertisers incorporate ideology into their ads to construct social illusions or project a different view of the world and the relationships that are around us. In Goldman's view, the advertising scene is ideological because it constructs socially necessary illusions, and it normalizes distorted communication.

Williamson adds a twist to the idea by focusing on the ideology of natural; she explains an ideology of in terms of culturally determined miss-recognition of a real relationship between culture and nature. In this sense ideology works by misrepresenting our relationships to the means of production; the system of the nature is filled with product that we are encouraged to buy, and this means that we attempt to attain the natural because the product is made to symbolize nature we ask the fourth question what other discourses were used in Durex ad?

## Theoretical Framework Critical Discourse Analysis (CDA)

CDA followed Thematic Content Analysis (TCA). It was mainly used to analyze the linguistic features characterizing the construction of a super product. TCA revealed the commonly recurring themes which mainly constituted key functions of Durex condoms as mentioned in the data. Fairclough's model of CDA employed by this study demonstrates three analytical dimensions, which include the text, discourse practice and social-cultural practice (ideology). Although all dimensions of this model remain crucial to this work, this study mainly focused on textual analysis, which is level one of the models. The analysis pays particular attention to the questions "what?" and "how?" The researcher first attempted analyzing the content of the ads to answer the question "what" that is what is being presented (themes). Before paying attention to how this content is represented (appeals used and metaphors). In answering the "how" question, the analysis focuses on linguistic and semiotic choices to understand different constructions of super product.





**Figure 1: Fairclough's 3-D Model**  
Adopted from Fairclough (1995: 59)

Fairclough (2003) defines 3-D for every discursive event as 1 a spoken or written text, 2 a discursive practice with which production and interpretation of a text, and, 3 a piece of social practice. The first dimension represents the object being analysed (including verbal, visual or verbal-visual and visual texts (Janks, 1997). The term text, however, does not only refer to linguistic units of clauses or sentences. All semiotic indications such as images, different colours, sounds, signs, etc. are considered as similar to text. The second dimension can be as the processes through which the object is received and produced (writing, speaking, designing and reading/listening/viewing) by human subjects (Janks, 1997, p.26). This will be accomplished by use questions like who are the producers, what are the appeals used what visual metaphors are used in ads? And lastly the third dimension of discourse could be described as the power behind discourse or as social practices, because it contains the social-historical conditions that govern these processes (of production and reception) (Janks, 1997) it seeks to answer questions like with what kind of discourse or social practice is the object of investigation interrelated? In this study, the focus will be the kind of other discourse used in the construction of super Durex.

## 1) Kress and Van Leeuwen: Grammar of Visual Design

The grammar of visual design can be interpreted through the analysis of signs. According to Kress and van Leeuwen (1996) by using different types of modes, meaning is conveyed through design, production and interpretation. Kress and van Leeuwen (1996) highlight two components for visual discourses; represented participants (things mapped on the image) and interactive participants (producers and viewers). Among all these participants, there exist four relations in ads and are inseparable; the first is the relation between the images. The other two are

related to the position of the producer and position of the receiver towards the image. The last section is related to these processes as a whole in the social sphere.

The image (advertisement text) is composed of signs (represented participants) and the signs are joined together to construct the structure of the image. The image representations constitute the relation between producer and receiver. The social sphere is stimuli for production of a text. The producers use his/her available codes and knowledge to compose text the receiver uses his/her codes and knowledge to interpret the message. If receivers' codes are common with those of producer's codes, then communication has taken place. And the effects of the message will return to the social sphere.

Kress and van Leeuwen define the relationship between the producer and the viewer. This is realized through social distance. This puts the viewer either in a close and intimate position. Another form of position is through different angles. High angle and low angle; low angle is depicted as if having symbolic power over ads. Low angle shows the .power of viewers over the represented participants in ads that is the viewer has the power to either choose or not to choose a product. It gives an impression of superiority and triumph (Kress, & van Leeuwen, 2006). High angle tends to diminish the individual to flatten him morally by reducing him to the ground level to depict him as caught in an insurmountable determination (Kress, & van Leeuwen, 2006) therefore the viewer has no power over advertised commodity he/she has to buy. As a result, if the image is at eye level, then the frame of reference is one of equality where there is no power play involved. The aspects of grammar of visual design as espoused by Kress and van Leeuwen are used to examine the ideological supremacy of durex adverts on Facebook fan page Kenya.

## METHODOLOGY

The data for this study was collected online, whereby the researcher joined the Durex Facebook fan page, and he was able to view adverts that were sent from the year 2014 to 2018. Purposive sampling was done to arrive at 150 adverts that were downloaded and saved electronically for retrieval. A thorough content analysis of these ads was done whereby various recurring themes were identified and compiled various appeals used; metaphors and type of discourses used were also tabulated and analyzed.

## RESULTS AND DATA ANALYSIS

### Themes Emphasized in Durex Advert

The first research question of this study what are the themes dominant in Durex online advert.

**Table 1: Themes emphasized in Durex Adverts**

Theme	Occurrence	Percentage
Sexual pleasure	65	43
Prevention of HIV/STI	50	33
Prevention of pregnancy	10	6
New brands	7	5
Vale of Durex clients	6	4
Social responsibility of Durex	6	4
Price of Durex	4	3
How to use Durex	2	2
Total	150	100

Source: Author research, 2019

Table 1 above shows that of the 150 Durex advertisement examined Durex condoms are aimed at increasing sexual pleasure was the most dominant theme followed by HIV and STI prevention this shows that Durex cares for their clients because of the benefit they will get after using Durex. Prevention of pregnancy, the value of Durex condoms, price of Durex condoms, social responsibility of Durex condoms, how to use Durex condoms had low percentages.

### a) Increasing sexual pleasure using Durex



**Figure 2: “Go deep and get the glory you’ve been playing for.”**

As it can be seen in the advert above, there is a goal post and the bottle of Durex lubricant; however, the bottle is depicted like a ball which has been scored and shaken the net. The producer of this advert is Durex Company, and they are concerned about the pleasure of their clients who uses Durex. The viewer is positioned at a low angle, and therefore, they can choose to buy or not. The ad is framed to direct viewers where to watch. The text “go deep and get the glory you have been playing for” reveals the theme of pleasure. The colour used is bright, which depicts happiness derived from scoring a goal and also attracts the viewer’s attention to read the advert repetition of colour pink creates textual cohesion and identity of the product. The advert uses sports discourse to convey the benefits clients will have if they use Durex condoms; that is pleasure.

### b) HIV and STI prevention using Durex



Figure 3: "Before a storm, be sure to cover up with a Durex condom."

The ad depicts an umbrella and some drops of rain on top an indication that it's raining. The ad has used different colours to emphasize the message. At the bottom right there is #condomemoji written in capital letters to show that what is being advertised is Durex condoms but using emoji. The icon of Durex is at right bottom and the sign of danger of unprotected sex, which is more salient. The word umbrella is bonded to attract the attention of viewers. The written text below the picture before a storm be sure to cover up with Durex emphasizes the need for protection against HIV and STI. The producer of this ad is Durex company. The viewer is positioned at a high angle, and therefore, they can choose to buy or not. The emphasis is on protection against STI and pregnancies. The ad has used weather discourses to convey the message of protection using Durex condoms.

#### c) Value of Durex condoms

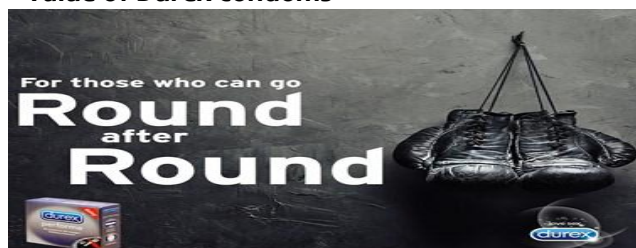


Figure 4: "For those who can go round after round."

The ad above depicts hanging boots on the top left hence more salient. There is a packet of Durex at bottom corner

hence less salient dark colour used, but the written text is white to attract the attention of viewers and emphasize the message of the value of Durex to clients. Therefore, those who can is not bonded, but round is repeated and bond to emphasize the message of this ad. The ad has used sports discourse to show that those who use Durex can sustain sex acts several rounds without tiring. This shows the value of Durex performance to their clients. The viewer is positioned at a high angle, and therefore, they can choose to buy or not. The ad has passed the message of safe sex without depicting sex scenes.

#### d) Social responsibility of Durex adverts



Figure 5: "#Turn off to turn on."

The ad above depicts a couple holding each other, it can be seen they are in darkness, but at the background, there are lights. The dark colour depicts that all light has been switched off. The headline of this ad is turn off to turn on. It's written in white colour to attract the attention of the viewer. The viewer is positioned at a high angle, and therefore, they can choose to buy or not. This ad appeals to the clients to switch off all electronic gadgets to celebrate earth hour. It encourages couples to spare some good times not to use gadgets like computers, phones and have some time with their partners. This will be done by using Durex condoms the ad has used technology discourses to pass the message. The written texts enjoy earth hour commands clients to have a good time with their partners. This emphasizes the social responsibility of the ad to the society.



e) Price of Durex condoms



Figure 6: "Our prices are going down... Are you?"

The ad above shows a woman enjoying sweet, hence high modality in terms of using images because it's realistic. The participants have not gazed the viewers directly this kind of image is 'an offer' it offers the represented participants to the viewer of information of price drop (Kress, & van Leeuwen, 1996) the written text **our prices are going down... are you?** Are written directed to the icon of Durex at the bottom right corner to emphasize the way the price of Durex has dropped. Contrasting colours have been used to emphasize the message. The ad is blue to depict coolness and excitement. The sweet is red in colour to attract the attention of the readers colour red is an emotionally intense colour; it foregrounds the image (Walters, Apter, & Svebak, 1982). Written text is in black to make it more visible. The woman licking sweet is an analogy of oral sex. But Durex has used this analogy to show how the price of Durex is dropping. The question is directed to clients to inquire whether they know Durex prices have gone down and they should purchase one. The ad has depicted the price of Durex without depicting sexual scenes it has used food discourse to convey the

message, but the picture of a woman shows that gender discourses have also been used. The viewer is positioned at a low angle, and therefore viewers have symbolic power over the advert hence they can choose to buy or not (Kress, & van Leeuwen, 1996).

f) Prevention of pregnancy

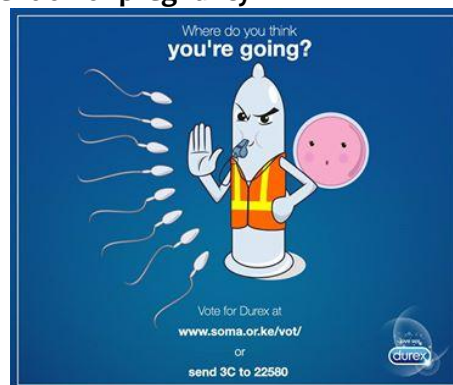


Figure 7: "Where do you think you are going?"

The ad above shows an emoji of a person who pauses like a traffic police officer hence low modality in terms of image. The police emoji is in between the sperm cells and a circular emoji. A close look of the text shows that the person has worn condom provably Durex. This text indicates that the police has stopped the sperm cells from entering the hole. The tag line **where do you think you are going** is bonded to emphasize the message. The colour blue has been used to show relaxation. This shows that with Durex, no need to worry because it acts like a police officer who can stop sperm cells. This ad, therefore, emphasizes the theme of protection of pregnancy. The ad does not depict sexual scenes, but it has passed the message of preventing pregnancy by using Durex condoms. From the above, we can say that the ad has used transport discourse to convey the message. The viewer is placed at the same eye level angle, and therefore, there is no power difference involved they can choose to buy Durex or not.



**g) New brands of Durex condoms**



**Figure 8: “Strong defence: Sexy team.”**

The ad above depicts various brands of Durex condoms packed in a different size. The ad shows a football stadium in the background there are spectators. The packets are arranged in the format of 4.3.3 which is believed to be strong defensive play in a football game. The headline strong defensive sexy teams are capitalized and white to emphasize the message and attract the attention of viewers. The clause sex team is not bonded because Durex doesn't want to reveal the sex part because it's a taboo. The ad depicts the strength of various brands of Durex condoms and at the same time revealing the protection of pregnancy and STI by Durex condoms. The viewer is positioned at a low angle, and therefore, they can choose to buy or not. It has used sports discourses to convey the message.

**h) How to use Durex condoms**



**Figure 9: How to use Durex condoms**

The picture above shows a banana emoji worn condom hence low modality because it's not realistic. Durex icon is at the left bottom. This shows less salience since sex is taboo. In the background is a house constructed from timber. The heading of this ad is ***I hope your week is looking up.*** The clause *looking up* is in capital letters to emphasize the message of the erect penis which is worn the condom. This is a clear demonstration of how condoms should be worn on the erect penis. The ad does not depict sexual scenes but portrays the message vividly on how to use condoms. The viewer is positioned at a low angle, and therefore, they can choose to buy or not. It has used food discourse to pass out the message of safe sex.

**Appeals Used in Durex Ads**

The second question of this study was what appeals are used in Durex ads?

**Table 2: Appeals used in Durex Ads**

Appeal	Occurrence	percentage
Rational	128	85
Emotional	22	15
Total	150	100

**Source: Author research, 2019**

The study found that the most commonly used appeal was rational appeal the table above shows how emotional and rational appeal were used in Durex ads. Rational appeal had the occurrence of 85% this shows that Durex adverts clients were given a chance to use their rational thinking to buy Durex product. Emotional appeal had occurrence 15%, which shows that Durex did not use sex scenes for advertising their product.

**a) Rational appeal**



**Figure 10: “Brace yourself.... Winter is coming”**

In the ad above is an example of rational appeal which creates logical thinking to clients to decide whether to buy Durex or not. The ad depicts a cold season; this is a need created by Durex to their clients. Since ideologically it believed lovers find this season as the best time to engage in sexual intercourse. Therefore, Durex is advising their clients to buy enough Durex condoms to use during this time that was the intention of this ad. This will meet an essential need, and because it has told a story, clients discover the problem and product hence solve the problem for the cold season. Clients will use their rational thinking either to buy or no.

#### b) Emotional appeal

This appeal uses emotions of humour, sad and excitement to appeal to their clients to buy a certain product rather than logic. This causes curiosity, adventure, and belonging to clients. Example of a Durex ad that uses emotional appeal is the ad below.



**Figure 11: Emotional appeal**

This ad appeal to emotional appeal by creating fear among the viewers. The ad uses statistics to depict the number of youths who have had sex without STI protection. It clearly shows more than half had done so. This is fear because nobody will engage in unprotected sex because you never know where these people are located. But the solution is provided by Durex that is to use Durex condoms because you never know this number is huge.

#### Visual Metaphors in Durex Ads

The third question of this study was what visual metaphors were used in Durex ads?

The finding of this study is that various metaphors were used to represents condoms and sex organs. The table below shows the metaphors used in various Durex ads.

**Table 3: Visual metaphors used in Durex ads**

Metaphors for the act of sex	Metaphors for condoms	Metaphors for male sex organ	Metaphors for female sex organ
Playing football	socks	Corn	Tomato
Playing basketball	hat	Carrot	Basketball
Boxing	umbrella	USB cable	ring
Plugging in	shoes	Cucumber	USB portal
Chopping cherry	Swimming	Banana	The big O
Playing dart	costumes		Cherry
Swimming	Protective gear		
Extinguishing fire			
Cycling			

Source: Author research 2019

From table 3 above, it is clear that Durex did not mention the act of sex, condoms, male sex organ and female sex organ directly. Various metaphors were used. Act of sex had most metaphors followed by condoms. Female sex

organ and male sex organ had an equal number of metaphors. The act of sex connotes playing while the metaphors of condom connote the idea of wearing something which depicts the awesome protective ability of Durex condoms. Male genitals are connate by objects that resemble penis as tight and fitting. Female genitals are depicted as something big, therefore unpleasant.

### Discourses Used in Durex Adverts

Ensuing from the metaphors used, we ask the fourth question of how Durex adverts used various discourse to construct super Durex ideologically? The table below depicts various discourses used and the underlying ideologically meaning as used by Dyer (1986).

**Table 4: Discourses used in Durex ads**

Type of discourse	Real meaning	Ideology
Sports	Games played by people	Act of sex
Food	Food consumed	Portray of various sex organs
Transport	Means communication	Body parts
Gender	Male or female	Hegemony in sex matters
clothes	Garments worn by people	Acts of sex (removing all clothes, Lowering the price of Durex)
Weather	Conditions of day	Love season, protection
Celebrations	Various days observed by people	Time to celebrate by engaging in sexual intercourse
Technology	Modern gadgets used for entertainment	Safe sex

Source: Author research, 2019

From table 4 above, it's clear that Durex used various discourse to advertise the importance of using Durex condoms. Sports discourses were predominantly used, followed by food discourses, technology discourse, cloths discourse, weather discourse and transport discourses were used to convey their message without depicting sexual scenes. These discourses were used to portray super Durex ideologically.

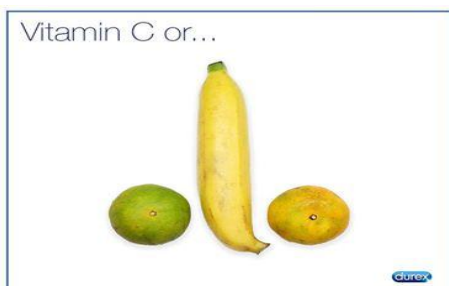
### a) Sports discourse



**Figure 12: “WHAT A KNOCKOUT! What an exciting game!**

Durex used various sports to symbolize the act of sex; some of the sports used were football, tennis, boxing, darts, playing cards, athletics and swimming. The above text is an example of sports discourse that was used during a football match. The board depicts extra time in a game of football. This time is added after normal 90min. But Durex chose to advertise their product using this analogy. Ideologically what Durex is advertising is the value of Durex to their clients that whoever uses Durex can ‘play extra time’ and get the joy of using Durex. The words what a knock out what an exciting game is a clear indication of pleasure that clients will enjoy.

**b) Food discourse**



**Figure 13; DID YOU KNOW. Sex has fantastic health benefits? Fun ways to get healthy**

Durex ads used food discourse to advertise their product. Various fruits were used to symbolize sex organs. The ad above uses two fruit, that is two oranges and a banana. The arrangement of these fruits depicts the male sex organ. The tag line vitamin C or... emphasizes the need for fruits for good health. But what Durex is advertising ideologically is that vitamin C can be gotten from the act of sex. This is from the written text DID YOU KNOW. Sex has fantastic health benefits? Fun ways to get healthy. Therefore if you cannot eat bananas and oranges, the other source of vitamin C is sex. But using Durex condoms for protection.

**c) Technology discourse**



**Figure 14: Be safe before you plug in this weekend**

The ad above uses modern technology equipment for entertainment Durex cations their clients before they connect these modern gadgets to power; they should make sure they are safe. The written text be safe before you plug in is used to symbolize how USB cables are

plugged in gadgets. Ideologically this depicts the act of sex whereby USB cable depicts male sex organ, and USB portal depict female genital organs. Therefore, to be safe, you ensure you wear a Durex condom.

**d) Gender discourse**



**Figure 15: Gender discourse**

The ad above uses gender discourse for advertising Durex brand that is XXL. The woman presented wears some braces on the left and right side of her mouth. The tag line **real big** shows that the lady may have participated in the act of oral sex, and she got injured. Ideologically Durex is advertising their product of XXL. That their product can fit all men irrespective of the size of the male sex organ this shows super Durex.

**e) Cloth discourse**





Figure 16: Cloth discourse

The ad above shows how Durex used cloths discourse to advertise their product. The text depicts ladies wearing school uniforms. One the lady has worn a bigger dress than others. What Durex is advertising is XL condoms using an analogy of a long dress and short dress.

#### f) Transport discourse



Figure 17: “When you need that extra sense of protection, here's your answer.”

The ad above depicts an aeroplane; there is a sperm cell trying to enter into the aeroplane. But the message being communicated is the safety of clients because the sperm cell has no place to enter into the plane. The written text **when you need an extra sense of protection here's your answer**. Clearly shows that the answer is Durex. The theme of safe sex is being emphasized in this ad.

#### CONCLUSION

Out of 150 adverts analyzed, the study revealed that there were eight themes emphasized in Durex adverts. The most dominant theme was pleasure followed by prevention of HIV and STI. Various metaphors are used to describe the act of sex, condoms and genital organs. Durex used these metaphors to avoid mentioning the act of sex directly. The study shows that various discourses can be used in advertising the importance of safe sex messages without depicting sexual scenes.

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