



Exploring Communication Metaphors in Preventive Products: a Critical Discourse Analysis on The Portrayal Trends of Condom Advertisements

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Abstract: Among preventive products, communication of condom usage through diverse advertisements have always occupied the centre stage targeting male audience majorly. The critical observation at the communication trends of these advertisement put forward, the portrayal of condom advertisements have undergone significant changes in the last one decade with the globalization and feminist movements being stronger than before. According to the report "Condom Market", U.S. demand for condoms is expected to reach USD 1,563.95 million in 2020, growing at a CAGR of 3.5% between 2015 and 2020. A Few studies have tried to gain insight on changing trends and its relation with changing outlook among individuals. The research focusses on the critical analysis of the changing discourses in condom advertisements and understanding its effectiveness with respect to today's evolved audience. The purpose is to identify whether the condom advertisements have been dynamic enough to capture the changing mind-set of the consumer and measure the extent of impact. For study implementation, quantitative methods are used to explore important parameters from condom communication research and evaluate the changing discourses of condom advertisements in the last one decade. The five parameters that this paper would undertake are: Preparatory behavior (sexual cues); Portrayal of gender; Textual discourses; Visual discourses and Target Audience. The study showed which parameters have undergone change over the last one decade and which have remain constant. Comprehensive study will lead to advertisers in finding feature-efficient way of telling buyers what is for sale. Medical practitioners and health researchers will be benefitted in persuading people with meaningful communication of the preventive products.

Index terms: advertisement, condom, gender, health

I. INTRODUCTION

The term sexuality has, in many countries, been considered as a taboo. In the book "History of sexuality" Michael Foucault had opined that the reason for the popularity of the word sexuality is because of its "hush-hush" nature.

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The idea of safer sex and prevention from venereal diseases have been a subject of inquisitiveness throughout history. Changing behaviour pattern of people towards safer sexual habits has been extremely critical matter to deal with. However, there are multiple viewpoints on prevention products, some believes it takes out joy and some define it as combination of pleasure with safety from HIV and STDs.

A. Contraceptive industry

Contraceptives are segmented into contraceptive drugs and contraceptive devices (Consultants, 2016) used as deterrence in pregnancy and sexually transmitted disease by interfering with normal process of ovulation, fertilization, and implantation, through the use of barriers, drugs, medical devices or advancement in surgical techniques. These contraceptive drugs and devices are in the market for approximately more than 50 years and projecting rapid growth with the NGO's initiatives and public awareness. At the phase, where developed and developing countries have shown positive market opportunities in this industry, side effects while using contraceptives and rising prevalence in infertility can act as constraint in growth (Contraceptives Market, 2017). Contraceptive comprises contraceptive pills, injectable, female sterilization, intrauterine devices & systems, male condom, female condom, vaginal ring, diaphragm, cervical cap, implant, spermicide and emergency contraception. It has been observed that The Female Health Company, Teva Pharmaceutical Industries, Bayer Healthcare Pharmaceuticals, Piramal Healthcare Limited, Reckitt Benckiser Plc., Cipla Limited, Novartis AG, Lupin Pharmaceuticals, Inc, Pfizer, Inc., Amgen Inc., Sun Pharmaceutical Industries Ltd., and Glenmark Pharmaceuticals, are key players in this industry. However, in India, HLL Life Care, TTK LIG, JK Ansell and Mankind Pharma are leading companies in contraceptive industry. As per the analysis, by 2021 the market is expected to reach approximately USD 16.25 billion (Contraceptive Market by Method Type, 2016) and India's projection in growth of this industry is 17% during 2016 to 2021 (Consultants, 2016). The risk of failure of oral contraceptive pills, a transdermal patch, or a vaginal ring is 20 times higher as risk compared to other long-acting contraceptive devices. 70% of female population are using pills and condoms, out of one in eight have encountered contraceptive failure leading to unintended pregnancy, especially in United States (Brooke Winner, 2012)

Even though various types of contraceptives has been introduced over decades, condoms are the most widely used device among world population. Over period of time, brands have come up with innovative ideas to lead the market, however Supreme Court put a concern stating the cover of the contraceptive device advertisements are racial, obscene and outrage to Indian culture and punishable.

B. Background of Condom Industry

Condom, one of the widely used barrier device at times of sexual intercourse to prevent pregnancy and disease i.e. Sexual Transmitted diseases (STDs and STIs) and AIDS. Condoms are considered to be the most inexpensive, often recommended and easily available way to prevent unwanted pregnancy. Condom has been interestingly known by weird slang words across world i.e. Germans call it “naughty bags”, Nigerian “Penis Hat”, China as “Insurance Glove”, Hong Kong “Bullet Proof Vest”, Portugal call it “Venus Shirt” and so on. “Condoms have been in use for about 400 years yet they have undergone very little technological improvement in the past 50 years,” Grand Challenges says. Condom should be named under health device than protective device (Singh, 2016). Condom is predominantly made of latex, and female condom is comprising of nitrile and polyurethane sheath with a flexible ring (John, 2017). However other materials such as polyisoprene, lamb skin and Pu leather are also being used for manufacturing of condom. Condom being thin sheath is advised to keep at room temperature, usually 55 to 80 degree Fahrenheit, as it can melt if exposed to direct heat source and one should avoid keeping the same in wallet close to body (Clare, 2016). Frank has come up variation in size of condom in 2007, stating standard size can cause unwanted pregnancy and spread of potentially disease as earlier the approach is based on one-size-fits-all (Sadlo, 2007). Condom may slip-off or break due to improper application, leading to rate of breakage between 0.4% (Terri L. Walsh, 2004) and 2.3%, though chances of breaking of non-latex condom is higher than latex ones (Berek, 2007). Even if it is applied properly, chances of positive result of pregnancy is between 1 and 3%. People who are allergic to latex or repetitive use of latex, can suffer from skin irritation and its severity could be life threatening.

C. Market Share of Condom Industry

Top brands covering major market share in Indian Condom Industry are Manforce, Moods, Durex, Kamasutra, Delux Nirodh and Trojan (Santosh, 2017). Hindustan Latex Ltd has set up in 1966 as first condom factory in Kerala, India with annual production of 144 million good quality condom pieces for National Family Planning Programme (Balaiah Donta, 2014). The share of condom manufacturing itself is approximately 15% of world market, stated by Karex in their factories over Malaysia and Thailand with the estimation of 7 billion condom to be produced in 2017. Karex in name of “Carex” brand leading in the Middle East and contract manufacturer of Durex with the expected revenue of \$91.4million by June, 2016 (Yee, 2016). Durex, being biggest seller in UK Market, sells one billion product in more than 150 countries, holding 26% global market share (Roderick, 2016). Based on the statistics, around 45crore condoms being sold only in United States where the average cost is \$0.45 (Brain, 2016). Skore aims at increase market share around 10-15% in next three years and

however according to National Family Health Survey, condom penetration is just 5% (Neogy, 2016). Manforce conquers 40% Indian market followed by SKORE and Moods (Correspondent, 2016)

An essential conclusion that can be drawn is civilization has always had a way to deal with its problems in birth control and sexually transmitted diseases, as it has affected people of all race, colour, gender, creed, and religion.

D. Aim and objective of research

The aim of this research is to understand the gratification parameters of condom advertisements among consumers. The objective of this research is to understand specific elements in a condom advertisement so that it leads to effective communication of the product and the brand among the consumers.

II. LITERATURE REVIEW

A. Gender and Contraceptive Devices

The researcher Kathleen D. Vohs, attributed, in an academic journal, that women perceive sex as rare, special and readily accept sexual content and images when linked with relationship (B.S., 2013). There is differentiation in product usage based on gender. It has been estimated that 50% pregnancy is unintended and among that 60% females uses birth control during the month of conception (Burke, 2012). As and when we hear about contraceptive devices, birth control pill and condoms come first in our mind. Results have shown different strata of world population, which is, 19% of women relies on tubal ligation, which might led to complication in 1 to 2% cases during procedure and men opt for vasectomy which might cause swelling and pain of the scrotum. Another most widely used method is Intrauterine device used by 14% females, T-shaped, generally made of copper (failure rate – 0.8%) or levonorgestrel (failure rate – 0.2%) (Burke, 2012). Followed by short term precaution i.e. Birth Control Pills (9%), Male Condom (8%), Injections (restores fertility e.g. Depo-Provera – 5%). Approximate 6% females count on tradition method i.e. Withdrawal (pulling out before ejaculation) which is risky, if not performed in timely manner (Clark-Flory, 2016). With the advancement of technology, A Michigan-based Condom Company invented vibrating condom for females to reach climax, made of latex also protect against STDs and unwanted pregnancy.

B. Condom - Cues and Intention to Use

Liking cue of casual partners significantly impact attitude and perceived behaviour towards condoms (Anna Rinaldi-Miles), where attitude has stronger effect on intention (Bozionelos, 2000). The preparatory behaviour for condom use can be determined by act of buying and keep it handy at the time of intercourse (Telma Carvalho, 2015). There are several evidence that people engage in risky sex with their partners (main or occasional) which led to difference in intention to use condom (Fishbein, 2004). It has been observed that there is still lack of awareness among people about how to use condom and embarrassment has been noted while discussing about its usage with their partners. People have several perception while using condom which create negative outlook – effects masculinity, not satisfactory and religion intervention (Ravichandran, 2012).

However, researcher has suggested sexual arousal is not linked to use of condom, i.e. when arousal is high, encounter becomes the motivation and need for use of condom loose the attention altogether (Bozionelos, 2000).

C. Advertising of Condom

In 2002, Lowe has introduced Balbir Pasha (a fictitious character), where company targeted audience who knows about AIDS but believes it will not affect them. This resulted in 50% recall for outdoor and radio medium by targeted audience (Lintas, 2002). Though most of condoms advertisements target heterosexual gender, it is relevant for homosexual people as well. Celebrities like Ranveer Singh in Durex and Sunny Leone supporting Manforce has been recently noticed taking message of sexual well-being to the young generation (Singh, 2016). Where we target big banners of condom, for their innovative advertisements and message spread with its context, Tata has come with the phrase "Use Dipper at Night" for truckers costing 3 cents each to raise awareness about sexually transmitted disease targeting mainly bridge population (Abrams, 2016).

Obscenity, (in terms of language or images) during and in the condom advertisements have become part of huge controversies from decades. There are numerous illustration of condom advertisement being banned or known for controversies i.e.

1. The advertisement of Kamasutra featuring Pooja Bedi and Marc Robinson in seductive shower scene shot in 1991 under the title "Jo Jeeta Wohi Sikander" (Vyavahare, 2011)
2. Sunny Leone casting in Manforce showing off cleavage while objection raised for language of the advertisement here and accused for promoting rape (DNAWebTeam, 2015)
3. Moods Condom advertising of on-the bike seduction display, sexual urge of girl seeing condom, while riding with her boyfriend (This advertisement was among the 10 Most Sensual Advertisements of Indian TV in 2014).
4. Trojan came with the commercial screening a hot girls in bar disgusted with hot guys till one wear condom. Here CBS and FOX objected stating the ad should focus on health related usage than stressing on pregnancy (Boorstin, 2007).

Here when we talk about advertising budget of campaign pertains to condom, Skore, brand of TTK Healthcare claims to spend INR 7 crore for their new campaign on premium "Champion series" starring Dwayne Bravo and Chris Gayle in 2017 (Neogy, 2016).

D. Discourse of Condom Advertisement

Advertisement uses visual and textual semiotics such as body language, content, facial expressions, gesture, gender, visual imagery and graphics. There are two modes i.e. textual and visual modes of signification which can be used analyse the discourse of condom advertisements. Interesting perception has been encountered by other researcher, stating male consumption of advertisement on condom use is majorly through Television and least via magazine where female consumption is dependent magazine and then television (Wasike, 2013).

D 1. Visual Discourse

There is shift in message of commercial being aired from safe sex and prevention from HIV/AIDS to enjoyment and pleasure. In 1991, J K Ansell Ltd launched "Kamasutra"

brand known to be the first time associating condom as pleasure than safety (Balaiah Donta, 2014).

In 1998, Durex condom advertisement depicted sexual behaviour stating human body has 45 miles of nerves, set yourself free and enjoy the ride. In 1999, Durex – Ultra Comfort, depicted when you make love, sexual stimuli travel at 170 miles per hour to brain, though Durex High Sensation stressed on sexual intercourse portrayed the energy at this time is equivalent to walk Empire State Building. Lifestyle condom appeared in 2002 picturing woman looking directly towards camera and a man pictured in background. In 2002, Durex introduced two product High Sensation and Extra Sensitive condom in the market with the similar kind of commercial screening picture of hotel room and one with airplane lavatory door with the claim that "you will wonder what you were having before". Durex advertisement spread the message of enhanced sensation can be one of the benefits of having advertisements. In 2003, Trojan pictured women from chest down wearing transparent skirt and a bikini bottom, saying it will help reduce the risk without any specification. Pronto condom came up with two concept of commercial, one showed women placing condom on carrot and other advertisement displayed a man placing condom on a penis model, both ended on a note "quickest way to get it on". Condom companies are targeting women to be upbeat and increase purchasing power with their campaign on – buy first condom for him to wear, bring your own Trojan, a special shape for him and unique texture for her (Sofalvi, 2008).

D 2. Textual Discourse

Texts about sexual commercial and practices encompass sense of powerful knowledge and modernity. The beautiful and sexually attractive women, is persuaded by the advertisement in the magazine or editorial to buy contraceptives (Caldas-Coulthard, 2014). Right from 1988, condom awareness through various forms of media has been marketed, i.e. U.K. Jissbon Global Company initiated the advertisement over 80 buses with the context "a love without worries or anxieties" and "a condom to ensure safety" stopped by Guangdong municipal government (Zheng, 2010). It has been observed initially that perception of people towards condom is more inclined to non-marital sex, thus in 2002 Weber Shandwick (with government and bank association) launched a campaign with the slogan "Ek Dujhe Ke Liye" with the memo that condom should be used in marital relationship and stressing husband to care for sexual health of wives. In 2006, campaign was launched with the motto to remove embarrassment/ hesitation of using word condom in rural India with the slogan "Condom, Bindaas Bol", recorded increase in sale (Balaiah Donta, 2014). When texts of condom advertisements has been analysed, apart from promotion of the brand, various features of condom has been observed. The Cambodian and Filipino advertisements has promoted "Ok Condom" and "Trust" with instruction on how to use the products, its significance in family planning and public awareness on HIV/ AIDS. American advertisement on Trojan, focused on brand promotion only and informed about its availability in market. The Tenor used for these advertisements indicates their targeted consumers are married and sweetheart couple without specifying age group.

Here advertisers take role of social workers who can give guidance on family planning, however American “Trojan” emphasise on feminine care targeting female consumer or someone who has never tried such product. Filipino advertisements seem to be sound as oral advice rather than written one, where American is combination of description and information about the product (Khan). Several factors appears to feature condom advertisement which are to curb the spread of HIV/AIDS, prevent pregnancy and to heighten sexual experience (Rodriguez, 2015).

Reviewing the literature, it is found that there are hardly any research paper which has delved deeper into the gratification parameters in terms of visual and textual discourses along with gender portrayal and the influence of stimulating cues in advertisements.

III. THEORETICAL FRAMEWORK

A. Uses and Gratification Theory

Recent uses and gratifications studies in this area compare the gratifications of video advertisement to satisfy specific needs of consumers. This theory is useful to understand what draws the attention of audience, how successful the advertisement will be, once aired i.e. viral effect and which factor convince the audience to purchase the product. As per the investigation of commercial website, it has been found that uses and gratification of website carries significance of providing information and selling function (direct and indirect) (Shaheen, 2010). Two of the pioneers of this theory are E. Katz and J. Blumler (1974), suggesting the theory as what and how of the usage of media and the satisfaction of need therefore. The five main motivation factor for condom advertisement, in terms of users and gratification perspectives are interpersonal efficacy, short-lived time, people’s convenience, information seeking and entertainment (Dominick, 2011). It has been analysed more than 350 viral advertisements are based on humour and sexuality (Golan, 2008).

B. Social Learning Theory of Albert Bandura

Psychological theories have engaged exclusively on learning through the effects of one’s experience (Bandura, Social Cognitive Theory, 1999). As per bandura, behaviour can be determined through “reciprocal determinism” of cognitive and environmental factor. Behaviour as incited by inner determinants within the individual in form of needs, drives and impulses. Earlier learning theory used to depict consequence of direct experience. New pattern of behaviour can be assimilated by observing behaviour of others, in social learning system. On the basis of informative criticism, people form thought which become guide for future actions (Bandura, 1971).

These two theories form the framework of this research precisely because in the literatures reviewed about communication in terms of condom advertisements suggest, that while the purpose of condom communications are sometimes for educating the audience and sometimes for purely awareness of the brand and marketing purposes, the other significant health communication renditions in the advertisements suggest the gratification therefore during or after the utilization of the product. Hence Blumler & Katz’s Uses and Gratification theory and Bandura’s social learning

theory is important bases for this research. On one side, while communications in the condom advertisements should socially educate consumers about the importance of using condoms, users of condoms should be gratified by the reasons of usage and the satisfaction of need therefore. But the arguments as to what type of portrayals lead to the gratification of what type of needs according to Maslow’s hierarchy of needs is debatable and may lead to future research.

IV. CONCEPTUAL FRAMEWORK

There are four conceptual frameworks to be discussed as part of this study and meaning need to be bracketed in terms of what they mean to this research in specific. These parameters were dominant in terms of the literature review analysis. The parameters are as follows:

- a. Preparatory behaviour- In this study, the parameter preparatory behaviour suggest the sexual cues and enhancement sexual communication stimuli that are present in the advertisement and prepares the audience for a specific product like condom.
- b. Portrayal of gender: Gender is divided into two parts – Masculine and feminine. The three sub parameters analysed in masculine advertisements include communication that suggests men will have pleasure using this condom, communication that explicitly shows men having sexual interactions with women and men are in dominant position, communication that suggests that men are controlling and initiating sexual advances to women. The three sub parameters analysed in feminine advertisements include communication that explicitly show women exhibiting and initiating sexual interest in men by manipulating situations that lead to sexual act, communication that explicitly suggest women are in dominant position in terms of sexual act, communication that explicitly suggest there is portrayal a parental involvement and control in terms of sexual advances.
- c. Textual discourse: In terms of textual discourse, the advertisement is first judged in terms of its objective of whether it is educative or purely for marketing purpose, secondly the position in the advertisement when the name of the brand is revealed, thirdly whether the word ‘condom’ is used in the advertisements and finally the specific reason of creating the condom advertisement.
- d. Visual discourse: In terms of visual discourse, the advertisement is first judged in terms of the location or the place in which the advertisement was shot, secondly, the sexual semiotics of the advertisement and finally whether the actors in the advertisements were common people or celebrities.

A. Research question

RQ: Which elements are required to strategically create an effective condom advertisement?

V. RESEARCH DESIGN

A. Methodology:

The methodology used in this research is qualitative research. It is based on exploratory enquiry of the subject under study. The method used in this study is based on Derrida's deconstruction theory to probe into the underlying structures of phonocentrism and phallogocentrism in various condom advertisements globally. Since the research is deductive in nature, themes were culled out of literature review and used as frames of analysis. These themes became the tools through which analysis was done to arrive at convergent themes for condom advertising.

B. Data collection process:

The data was collected through Youtube videos of 40 condom advertisements (salient representatives of a year) globally for a period of 12 years from 2006 – 2017 to understand the predominant themes that will emerge out of these advertisements. For each of the years, advertisements were seen till saturation to find out the common themes for that particular year. These common themes were then divided into parameters from the deductive literature review analysis (cues, gender, textual discourse, visual discourse) to understand patterns or structures of advertisements that would suggest consistency or shift in health communication of condoms as healthcare preventive products. Framing analysis was done to inspect frame by frame of the advertisements and understand the key communication discourses, gender representations and surrounding enhancement cues of the advertisements. Shifts were identified and major themes thus emerged were analysed and contextually inferred through discussions. The brands taken in this research include: Zazoo, Lifestyle, Durex, Trojan, Moods, Silk and Manforce. Inter coder reliability was 82% achieved among the coders and 2017 advertisements were taken to more or less understand the validity of the themes under study and were found to be valid.

VI. FINDINGS

Discourse analysis done on all the advertisements from 2006 to 2017 suggest interesting findings of the four deductive parameters under study:

A. Preparatory behaviour:

In the advertisements of 2006, significant sexual cues were infused in terms of the eye movements of the actors in the advertisements. In the advertisements of 2007, significant sexual cues were infused in terms of the words present in the jingle and also the explicit display of the undergarments. In the advertisements of 2008, significant sexual cues were infused in terms of showing the product that is condom, the actors performing sexual postures and the background jingle is produced in a specific tune to create a sense of sexual arousal. In the advertisements of 2009, significant sexual cues were infused in terms of explicit sexual acts performed by the artists with the production of different types of noises suggestive of sexual acts. In the advertisements of 2010, significant sexual cues were infused in terms of the words used in the jingle and the camera shots that focussed the female actors from the bottom to the top. In the advertisements of 2011, significant sexual cues were infused

in terms of body contact through smooching, explicit sexual interactions and background jingle produced in a specific tune to create a sense of sexual arousal. In the advertisements of 2012, significant sexual cues were infused in terms of drawings and visual representations of the libido as well as background jingle produced in a specific tune to create a sense of sexual arousal. In the advertisements of 2013, significant sexual cues were infused in terms of the dialogues that the actors used in the advertisements, the explicit focus on the cleavage and the revealing dresses that the actors wore. In the advertisements of 2014, significant sexual cues were infused in terms of the background jingle produced in a specific tune to create a sense of sexual arousal, explicit sexual act along with smooch of the actors and the sexual movement of the body in terms of the dance steps. In the advertisements of 2015, significant sexual cues were infused in terms of the background jingle produced in a specific tune to create a sense of sexual arousal, explicit display of the undergarments and use of sexual postures by the actors. In the advertisements of 2016, significant sexual cues were infused in terms of the background jingle produced in a specific tune to create a sense of sexual arousal and the explicit use of sexual acts by the actors. In the advertisements of 2017, significant sexual cues were infused in terms of the focus on the body curves and the body movements.

B. Portrayal of gender:

In terms of portrayal of gender, there has been a dominant trend of the masculine traits in the advertisements. While 2006, 2013, 2016 and 2017 show dominant feminine traits in the advertisements, all the other years show a dominant masculine traits. However, there were differences in portrayal of the traits even among masculine or feminine traits. The years 2006 and 2016 showed parental control in terms of feminine traits whereas 2013 and 2017 showed women as dominative and manipulative in terms of sexual acts. The years 2009, 2011, 2012 and 2014 show masculine traits in terms of the explicit showcase of the sexual experiences, the years 2008 and 2010 show masculine traits in terms of the male pleasure of condom usage that the advertisements would communicate and the years 2007, 2015 and 2016 show masculine traits in terms of male control and dominance of the sexual acts that was explicitly projected in the advertisements.

C. Textual discourses:

In terms of understanding the objective or the purpose of the advertisements, findings suggest that most these advertisements have the objective of marketing the brand rather than educating the audience about the health benefits of using condoms. Except for the years 2007, 2011, 2012 and 2017 where educating the consumers about the health benefits of using condoms, all the other years were seem as communicating the marketing aspect of the brand in terms of its awareness, its functional and emotional benefits. When the exploration was conducted in terms of when the disclosure of brand names come in the advertisements, it was seen that most of the advertisements had the name revealed at the end of the advertisements, only in four years 2008, 2010, 2011 and 2016, the brand names were disclosed in the middle of the advertisements.

In terms of understanding whether the word 'condom' was used in the advertisements, it was seen to have a mixed response. In some years it was used and in some other years, it was not used. Hence clarity in terms of thematic trend is difficult to understand except that both in 2016 and 2017 advertisements, the word was used, indicating there may be a pattern emerging as the years go by in the future. There are different reasons for communicating condom advertisements, the banal ones being information, awareness, experience and pleasure. But a significant trend noticed for communicating the condom advertisements is the highlight the fact that by using condoms, there is an enhanced feeling of sexuality that the advertisements want the consumers to feel so that they are instigated to buy the brand.

D. Visual discourses:

The visual discourses of all the years suggest that there is no one single location which is of highlight in the advertisements. So the advertisers are not so specific in terms of the location of the advertisements. The location can be in any room of the house, on the road, in retail stores, in a bar, in a toilet, in a hotel or even in a sport's ring. The semiotics of sexuality present in the advertisements are as follows: words like control, men as sperms, postures, rubber, pigs, chewing gum, stick, chalk, packet, penis, dress, light off, body movements, report card or highlight of some portions of the female body. In terms of actors in the condom advertisements, mostly common people are shown, however in recent years use of celebrity is taking up momentum.

VII. ANALYSIS AND DISCUSSIONS

Considering Derrida's deconstruction theory, the findings of this advertisements suggest that there are seven prominent themes which emerged out of the research. These themes are important for the communication professionals to understand what elements work as effective communication tools for influencing the audience. These themes are as follows:

A. Jingle:

Most of the condom advertisements have jingle which are erotic in nature and tries to create a sense of sexual arousal. There are different varieties of jingle depending on the theme of the advertisement and the target group but all of them tries to create an environment which is mystifying, sensual and create a sense of sexual craving and longing. The more a condom advertisement is able to create this environment, more will be the bonding of the advertisement with the consumer

B. Sexual act:

When a condom advertisement show explicit sexual act or sexual interaction, there are high chances that the advertisements will have traction among the audience. The audience would get glued to the advertisement, develop erotic gratification out of the representation and the brand name would take a surrogate route to enter the subconscious mind of the consumer. The higher the intensity of the act in the advertisements, better is the chance of creating a liaison with the audience. However, these advertisements should be careful not to cross the margin of ethical code of conduct of a country in terms of vulgarity and sexual content.

C. Masculine:

Most of the advertisements suggest that the condom advertisements are masculine in nature. There is a pre-dominance of male power centric representations in the advertisements. These advertisements mostly suggest that there is always a male advance in the beginning followed by the control and pleasure acts as defined by male. Hence, the advertisements mostly suggest that in sexual acts men are at power and women are merely passive receivers of the act conducted by men on them.

D. Marketing:

The advertisements in this category have mostly done marketing in terms of brand awareness, comfort and pleasure features on emotional experience. Few advertisements have been educational in nature as to the health benefits of the consumers. In fact, there are seldom any advertisements which have created a balance of both educative and marketing.

E. Position of the brand name:

Most of the advertisements of condoms have brand names which are revealed at the end of the advertisements. This process is probably due to the fact that the advertisers think the flow and the intensity of the advertisement will be lost if a brand is put in the middle of the advertisement. However, if proper script is created playing with the brand name and integrating it with the advertisement, there could have been chances of better brand recall, which is a future scope of study.

F. Reason for the advertisement:

Most brands want that the consumers feel enhanced urge of sexuality when they view the advertisements. This is the reason why many advertisements portray enhanced explicit sexual innuendo so that the consumers feel the urge to buy the product. Hence the reason to create advertisement with explicit sexual act is to make the consumers transport into a simulation environment where they are also in the same intense sexual act with the brand shown in the advertisements.

G. Common people in the advertisements:

Common people are mostly shown in the advertisements rather than the celebrities. This is interesting because celebrities would have immediately created traction in this category. However there is a risk of celebrity image at stake. It can also be inferred that through common people, the advertisers tend to show that sexuality is a common place thing and an unknown face hides the identity of the actor in the advertisement. This argument is not to suggest that celebrities cannot be used in the advertisements and recent condom advertisements do have brand ambassadors as well, however in the intensity of the sexual act portrayed in the advertisement, there could be hardly any difference whether a common man or a celebrity is doing the act. It has also been seen that the location and the semiotics of the advertisement can change from place to place as long as it is within the ethical permit of the country.

VII. CONCLUSION

The trends of twelve years of condom advertisement suggest patterns that would make effective condom communication. There should be an erotic jingle, display of intense sexual act, masculine traits of control and experience in the advertisement, used for marketing and educative purpose together, the brand name should be integrated within the advertisement and celebrity should be carefully chosen so that their image does not get distorted by being a part of the advertisement. This paper suggests that consumers use condom advertisements to understand the reason of purchase, develop an awareness about the brand and derive gratification from the jingle, the sexual act and masculine traits that the advertisements portray. The series of condom advertisements also reinforces Derrida's deconstruction theory developing a relationship between the text and the meaning suggesting that phonocentricism (pre-dominance of sound and speech over writing) and phallogocentricism (dominant masculine traits) both are significantly present in the advertisements. The academic implications of this research suggests how multiple theories can be put to use for creating effective communication for the audience. Three different theories, social learning, deconstructionism and uses and gratification theory have helped to create effective health communication messages for the audience. The industry implications of this research suggest that there are certain specific elements which needs to be strategically incorporated in the advertisements so that effective health communication in the form of condom advertisement can be created both to educate and market brands to the consumers.

A. Limitation/s and future scope of research

The limitations of this study includes secondary research in terms of Youtube analysis only. Hence findings have been suggested based on visual media only and not on print media. So the choice and use of media has been restricted to only those advertisements that were uploaded in the Youtube and categorization of years were based on when the advertisements were uploaded in the Youtube. Future scope of research can take place by categorizing the advertisements into Indian and foreign countries and understanding the difference of gratification therefore, primary experimental research to understand consumer opinions of the condom advertisements as well as expert interviews to delve into deeper understanding of the reasons of creating strategic condom advertisements and the effectiveness that such advertisements can influence the consumers.

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