

A CRITICAL ECO-LINGUISTIC ANALYSIS OF ONLINE COSMETIC SURGERY DISCOURSE

BY

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**NATIONAL UNIVERSITY OF MODERN LANGUAGES
ISLAMABAD
MARCH, 2021**

A CRITICAL ECO-LINGUISTIC ANALYSIS OF ONLINE COSMETIC SURGERY DISCOURSE

BY
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M. A., National University of Modern Languages, 2016

A THESIS SUBMITTED IN PARTIAL FULFILMENT
OF THE REQUIREMENTS FOR THE DEGREE OF

MASTER OF PHILOSOPHY
In **English (Linguistics)**

To

FACULTY OF ENGLISH STUDIES



NATIONAL UNIVERSITY OF MODERN LANGUAGES, ISLAMABAD

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Thesis Title: A Critical Eco-Linguistic Analysis of Online Cosmetic Surgery Discourse

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Doctor of Philosophy

Degree name in full

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ABSTRACT

Thesis Title: A Critical Eco-Linguistic Analysis of Online Cosmetic Surgery Discourse

Eco-linguistics holds the belief that the endangerment of the world and its species is partly caused by language, so the fight against the dangers starts with the revolt against the language use. Thus, the current study subjected cosmetic surgery discourse to eco-linguistic scrutiny since individuals go to considerable lengths and consent to incur serious risks to alter their appearance. The research combined the methods from CDA and eco-linguistics to evaluate the discourse and its respective ideologies. For the said purpose, the study selected the cosmetic surgery discourse from the websites of 20 cosmetic surgery clinics and analyzed the lexical items and metaphors to identify the ideologies that are propagated. The study found that the cosmetic surgery discourse represents surgically unaltered bodies as deficient, inadequate, undesirable, embarrassing, and diseased. The variations or deviations from the set beauty standard are represented as problems for which cosmetic surgery is declared as the best practical solution. Surprisingly, cosmetic surgery clients are referred to as “patients” that means that the deviations are not just seen as problems, but they are akin to disease. This ideology necessitates medical intervention for cosmetic reasons. Furthermore, cosmetic surgery discourse also stigmatizes the changes in appearance brought by time and reinforces the idea of subjecting such bodies to cosmetic surgery. Cosmetic surgery is declared as safe and free of age restriction. Moreover, cosmetic surgery is claimed to be capable of transforming, creating, rejuvenating, improving, enhancing, fixing, and sculpting bodies. Furthermore, cosmetic surgery claims social, emotional, and psychological benefits. The study concluded that the discourse and ideologies of cosmetic surgery are destructive since other than health risks there are chances that surgical alterations may become a norm and need for social acceptance thus posing various social and psychological challenges to those who fail to modify their bodies according to cosmetic surgery ideals.

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ACKNOWLEDGEMENT

All praise to Allah Almighty, the most gracious and merciful. I am ineffably thankful to Allah who bestowed me with the spirit and capabilities to accomplish my goal.

I offer my heartfelt gratitude to my kind and cooperative supervisor Dr. Ansa Hameed for her priceless support and guidance. I cannot say thank you enough because it is due to her teachings I was able to select my domain of research and it is her supervision that enabled me to complete my research.

I would like to extend my deepest appreciation to all internal and external evaluators, my teachers especially Dr. Samina Qayyum and all those whose guidance helped me to improve the quality of my study.

I am sincerely thankful to my family and my friend Ms. Nosheen Peter for your support and concern.

DEDICATION

...to my teachers and my parents.

CHAPTER 1

INTRODUCTION

The power of advertising discourse is more of naked truth. If we shed light on advertising discourse, it is well known that advertisers have always been striving for the best use of manipulative strategies to gain customers. Among various other strategies used by advertisers, the manipulative use of language is significant for linguistic research. Within the sphere of advertising discourse, the discourse of cosmetic surgery is worth considering owing to its growing impact on cultural perspectives, particularly in reference to the standards of beauty at the global level. Cosmetic surgery discourse comprises such beauty standards that may create the urge for undergoing cosmetic surgery procedures and the use of language plays a vital role in setting the standards, propagating them and consequently creating the most probable desire to conform to them. Let us look at how through the manipulative use of language cosmetic surgery discourse has added to the changing culture.

In today's world, people are striving for perfection; thus, in an attempt to achieve such perfection they wish for and undergo constant transformation (Cherubs, 2012). One of the most blooming aspects of our present culture is the urge for the transformation of one's physical appearance to meet up the standards of beauty. In such a scenario, people look up to cosmetic surgery as a magical force that has a great potential to transform a beast into a beauty. Such is the belief that people choose to go under the knife and bear the pain and risks probable post-surgery. Mcpherson (2005) describes this situation as unrealistic as he said 'bodies become one with the bit stream, as easily morphed as a Photoshop file'. Thus, among various other agents, beauty industry plays a vital role in setting such beauty standards; most importantly, other than setting the criteria for beauty, the agents of beauty industry offer products and services to enable people to achieve the idealized look.

1.1 Background to the Study

Cosmetic surgery belongs to a wide area of plastic surgery; however, plastic surgery can be necessary sometimes like for birthmarks, burns, scars, any accidental damage, whereas cosmetic surgery is mostly meant for optional beautification and

anti-ageing processes (Jones, 2006). Blum (2000) argues that cosmetic surgery is neither simply a medical discipline, nor a set of clinical practices exercised on human bodies but it is a sequence of intertwining practices and discourses. The beauty industry in its promotional attempts creates pressure to conform to its beauty standards. The major task for cosmetic surgery agents is to manipulate people and convince, even a normal person, to believe that they need their products and services. To achieve this goal, such agents create and promote discourses that would help them buy an ever-increasing number of clients, which are otherwise treated as 'patients' in the cosmetic surgery discourses.

Thus, having economic goals under cover, the urge for transformation in the hope of beautification is reinforced by the beauty industry in many ways. Among these ways the web content that is available publically on plastic/cosmetic surgery clinics' websites is of great significance, as those who wish to opt for cosmetic surgery are most likely to read the details of a procedure provided on the website of the clinics.

Concerning advertising discourse, among various other discourses, ecolinguistics holds the belief that the endangerment of ecosystem and its inhabitants is partially caused by language use (discourse); and the most harmful of all is advertising discourse (Fill & Muhlhausler, 2001). Cook (2001) argues that advertisements do not sell products only, rather they construct identities and attitude. According to Stibbe (2015) 'the discourse of advertising with its main role of persuading the consumer to buy something that they had not previously considered necessary, is one of the most ecologically destructive of discourses (p.141).' The promotional discourse of cosmetic surgery functions the same way, as it urges people to opt for extreme transformations in appearance via cosmetic surgery procedures which are otherwise absolutely unnecessary.

Internet is loaded with stories of people undergoing extreme cosmetic transformations. For instance, Oswald (2018) presents a shocking compilation of mind-boggling cosmetic transformations. There are people like Pixee Fox, who got her six ribs removed to get a thinner waist; Rodrigo Alves, who underwent more than 50 procedures to look like a human doll; Bryan ray, who has got 90 procedures done to look like Britney spear; and many more. Thus, considering the manipulation for going under the knife that too for absolutely an unnecessary change; the artificial

beautification; the health-related risks; the cosmetic surgery failures that result in trauma, shame, physical and psychological devastation, the ideology of promotional discourse of cosmetic surgery is questionable. In line with the powerful role of advertising discourse, the aim of the current research, like any ecolinguistic research, is to analyze underlying structures of such discourses and often to provide a solution to harmful and destructive impact caused by them (Fill & Muhlhausler, 2001). The main focus of an Ecolinguistic research is the analyses of linguistic features, since one of the prominent features of the discourses subjected to scrutiny from environmental perspective, is the use of linguistic features that helps to promote certain ideologies. According to Stibbe (2015) people from different fields have specific ways of using language which are used commonly by members of those fields. For instance, various linguistic features such as vocabulary choices are common to the members of the same field but it varies from the linguistic choices made by people belonging to other fields. And the specific linguistic choices, most importantly the choice of vocabulary, tell a specific story.

In addition to that, Fill and Muhlhausler (2001) state: 'It is the vocabulary of a language that most clearly reflects the physical and social environment of its speakers'(p.78). Thus for them environment means not only the 'physical environment' but also the 'social environment' which comprises 'forces of society' that influence the thought and actions of people; they further say that if vocabulary of a language is studied then inferences regarding the social and physical environment of the language users can be drawn. Sapir (1912, as cited in Fill & Muhlhausler, 2001), also validates that most of the times, it is vocabulary that signifies a natural environment. According to Stibbe (2015) ideologies are one among several other 'stories' that we 'live-by' and vocabulary, among other linguistic features, conveys and communicates the ideologies contained within a discourse. Furthermore, he suggests that the main focus of discourse analysis is 'the patterns of linguistic features that run across multiple texts and subtly convey the same ideology over and over again' (p. 130). Moreover, Fairclough (2013) states 'the ideological differences between texts in their representation of the world are coded in their vocabulary' (p.30). Thus, various scholars suggest that be it the matter of propagation or investigation of ideology, vocabulary plays a vital role. The identification of ideologies can further lead towards evaluation of a discourse, from the environmental perspective.

In light of the above discussion, the current study aimed at digging out the hidden ideologies within the promotional discourse of cosmetic surgery by carrying out an eco-critical discourse analysis of the cosmetic surgery clinics' web content. For the said purpose, the present study explored the lexical choices (vocabulary) and metaphors which are used as a means to propagate the ideologies within cosmetic surgery discourse. Furthermore, the research explored whether the promoted ideologies are destructive, ambivalent, or beneficial, from environmental perspective.

1.2 Operational Definitions

The following section deals with the operational definitions used in the study.

1.2.1 Cosmetic Surgery

Cosmetic surgery has other related terms such as plastic and aesthetic surgery. As these terms are considered related yet different, various scholars have defined them in order to differentiate one from another.

Dean, Foley and Ward (2018) defined cosmetic surgery as an invasive procedure with a goal to achieve 'a more desirable appearance' and in which changes are made to body parts or feature which otherwise have a 'normal appearance' at the time of consultation with a surgeon. On the other hand, surgery with the aim of achieving 'normal appearance' when body parts or features have an 'abnormal appearance' at the time of consultation, whether the cause of abnormality is birth defects, an accident, a disease or any trauma, then such kind of surgery cannot be considered as cosmetic surgery. The current study relies on the definition provided by Dean et al. (2018).

According to Petro (2016) aesthetic surgery has an aesthetic purpose; plastic surgery has a specific purpose. Thus, aesthetic surgery has 'artistic aspect' associated with it. And cosmetic surgery aims at beautification. It enhances the appearance and corrects defects. Moreover, all three- cosmetic, aesthetic and plastic surgeon, mean different things. The term plastic surgeon refers to 'board-certified surgeons'. Aesthetic surgeons on the other hand are the sub-set of plastic surgeons that belong to a distinguished 'professional organization' with a 'higher aesthetic standard'.

In the discourse of cosmetic surgery, based on the distinction between plastic surgery and cosmetic surgery the debate on legitimate and illegitimate surgeons also

arises. Plastic surgeons appear to be critical of aggressive advertisements by cosmetic surgeons. Plastic surgeons believe that they are responsible for giving a noncommercial professional consultancy service; moreover, they avoid suggesting or conducting the unnecessary surgeries. Another distinction drawn by the plastic surgeons is between sophisticated and unsophisticated clients. This distinction is drawn based on the fact that how much information one seeks and how widely one consults. Thus, clients who employ unqualified surgeon and fall prey to unnecessary operation are declared to be unsophisticated clients. Cosmetic surgeons are blamed for having money as the only motive thus showing, 'a lack of proper concern for their patient's long-term welfare' (Phibbs, 1994). The neglect of long term welfare is the area of concern of the current study. Any unnecessary procedure that poses a potential threat to the welfare of human beings should be questioned.

1.2.2 Ecolinguistics

According to Haugen, ecolinguistics may be defined as any interaction between language and its environment (Pederson , Haugen & Dil , 1981). In a more general sense, it is about the relationship between ecology and language. Initially, these two were thought to be entirely separate but the origin of the ecology of language is based on the fact that language has an undeniable influence on our thoughts or more precisely on our approach towards the world and ourselves. The aim of ecolinguistics is to critically approach all forms of language that may lead to the destruction of ecosystem and its inhabitants and it also aims to provide 'new forms of language' that may result in an ecologically friendly approach leading to the protection of ecosystem and its inhabitants. The relationship between ecology and language reflects that our treatment of the world is shaped by our thoughts, perceptions, views and ideologies and these are in turn influenced by language use. ecolinguistics provides frameworks for analyzing texts and exposing 'underlying stories' and to make transparent the ways they attempt to act in a certain way. If the discourses being analyzed support life and well-being of human beings, ecosystem and other inhabitants then such discourses should be promoted but if they support destruction of any kind then they should be condemned and resisted (Stibbe, 2015). He also argues that in the definition of ecology as 'the interaction of organisms with each other and their physical environment', human is not neglected.

Fill and Muhlhausler (2001) claimed that Wilhelm von Humboldt and Edward Sapir were the early contributors to ecolinguistics. But it was Einar Haugen's 1970's talk on "*The Ecology of Language*," that became the root cause of ecolinguistics' emergence in the 1990s. His talk assumed language to be a component of larger environment or ecology which comprises social forces, individuals, and natural environment which interact with each other consequently shaping each other in different ways. They stated that in 1990, the paper, "*New Ways of Meaning: the Challenge to Applied Linguistics*" by Michael Halliday proved to be a turning point in ecolinguistics'. They also noted that the question raised by Halliday about linguistic patterns' contribution to the well-being and survival of species including humans on earth played a vital role in the emergence of ecolinguistics. They asserted that it was Halliday's statement that physicist and biologists alone are not responsible for dealing with environmental / ecological concerns rather applied linguistics are equally responsible, which strongly advocated the role of linguistics in environmental protection for the first time. Thus Halliday is credited for pioneering the study of the relation between environmental problems and language. Halliday is also acknowledged for contributing to eco-criticism which criticizes certain discourses for being un-ecological and resulting in environmental degradation. Moreover, Chen (2016) states that ecolinguistics aims at exploring 'linguistic phenomena found in inter-language, inter-human, and human-nature relationships' from ecological perspective (p.36). The focus of the current study is on the linguistic phenomena in the inter-human relationship.

1.3 Problem Statement

The beauty industry agents like other economic agents use various strategies to promote their products and services. In this connection, the discourse of cosmetic surgery generated and circulated by the beauty industry agents is highly significant. The manipulative use of advertising discourse for economic goals is a well-known fact since various researchers specially the discourse analysts have brought to the limelight such efficacious role of language use for manipulative purposes by the advertisers. The cosmetic surgery discourse like other advertising discourses tends to set new standards, creates artificial needs, and make people yearn for them unknowingly. Thus it is a matter of concern how the beauty industry is taking control over people's attitude towards their self-image. This control is not exercised through

coercive powers rather by 'manufacture of consent', which is achieved through ideology formation, for which language/ discourse works as a vehicle. Thus, the current research attempted to investigate the language, particularly the vocabulary items and metaphors, and the specific ideologies they propagate within the discourse of selected online cosmetic surgery clinics. The focus of the current study is majorly on the use of lexical choices and metaphors which are considered to be the most important linguistic features to reveal underlying ideologies, in the analysis of allegedly exploitative discourses. Finally, the ideologies are categorized as destructive, beneficial or ambivalent, in order to reveal their ecological impact.

1.4 Significance of the Study

The present study is a contribution in the field of linguistics, in general and ecolinguistics, in particular. Ecolinguistics is an important domain of knowledge to review and revise the forms of language that create an impact on the ecological systems around us. Thus this research paper will bring awareness among people that how such discourses through their manipulative use of language promote certain ideologies so that it will help people become critical of such discourses and the respective ideologies. Solnit (2014) says that ecological destruction needs to be questioned and the only way is to 'revolt against the brutality that begins with a revolt against the language' (p.133).

Language students can take benefit from it by observing how language can be critically analyzed to uncover the hidden aspects of discourses and to explore the power one can exercise through discursive practices. In academia, the students of Applied Linguistics can make use of a variety of linguistic investigation techniques used from the perspectives of eco-critical discourse analysis. Linguistic items and their values system will also be a useful domain to explore for such students.

The study is an attempt to reveal and resist destructive discourses while encouraging the spread of beneficial discourses. Therefore, other than having linguistic significance the current study is vital from environmental perspective as well.

1.5 Research Objectives

The research aims:

1. to analyze the online cosmetic surgery discourse from Eco-linguistic perspective
2. to analyze the use of metaphors
3. to explore the ideologies propagated by the specific use of vocabulary items, for their experiential, relational, expressive and connective values, and metaphors in the online cosmetic surgery articles
4. to scrutinize the identified ideologies as harmful, beneficial or ambivalent from Eco-linguistic perspective

1.6 Research Questions

- Q1. What kind of lexical choices, in terms of their experiential, relational and expressive values, have been used in the selected cosmetic surgery discourse?
- Q2. Which sorts of metaphors have been used in the selected cosmetic surgery discourse?
- Q3. What ideologies are propagated by the lexical choices (particularly vocabulary items) and metaphors in cosmetic surgery discourse and why?
- Q4. How can cosmetic surgery discourse ideologies be environmentally interpreted?

1.7 Ethical Considerations

The sample of the research is based on the data available online. The web content of the clinics is already publically available and accessible via internet. Thus the research poses no potential ethical risks.

1.8 Organization of the Study

This section presents a chapter wise organization of the study. The thesis comprises five chapters. Chapter one provides background to the study, definitions of the key terms, the significance of the study, the research objectives, the research questions, and ethical considerations.

Chapter two provides a review of literature in detail. The chapter begins with the review of literature on cosmetic surgery discourse, its connection with power and

ideology and related environmental concerns. Finally, the research gap is identified after providing a review on related work.

Chapter three provides details on the methodology used in the research. This chapter describes the research design used in the study, the method of data collection, research method, the sample used, the theoretical framework, and delimitation of the sample.

Chapter four provides the analysis of research data. The data is analyzed in three stages: descriptive, interpretation, and explanation stage, given by Fairclough (2013). The vocabulary items and metaphors in the discourse of cosmetic surgery are analyzed separately in descriptive and interpretative stages; however, the explanation stage is based on description and interpretation of both vocabulary items and metaphors.

Chapter five begins with an overview of previous chapters and presents a brief discussion on the analysis, the findings of research, the limitations, few suggestions for future researches, recommendations and finally conclusion of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Cosmetic Surgery Discourse

This section begins with a brief discussion on how various scholars define discourse. The discussion proceeds by shedding light upon the nature and characteristics of cosmetic surgery discourse and how it is viewed by various scholars, who label cosmetic surgery discourse with various tags such as, ‘discourse of feminine beauty’, ‘Cinderella discourse’, ‘discourse of beauty and race’, ‘commercially motivated discourse’, ‘problem-solution discourse’ etc. Furthermore, the history and latest trends in cosmetic surgery are also brought to limelight which is vital to the understanding of such practices before subjecting the cosmetic surgery discourse to analysis. The section also highlights the significance of cosmetic surgery discourse from the current research’s perspective.

2.1.1 Discourse

The term “discourse” is derived from the Latin word “discursus” which means “conversation or speech” (Merriam-Webster, 2004). The term discourse is explained in a number of ways and is used in different disciplines. Hepburn and Potter (2004) considered discourse as text and talk/conversation in social interactions and practices. The focus is not on the abstract nature of language rather it is considered as medium of interaction and the analysis of discourse is the analysis of what people do.

Gee (1999) considered discourse as “socially accepted associations among ways of using language, of thinking, valuing, acting, and interacting in the right place and at the right times with the right objects” (p. 17). There are varied views on discourse by different scholars and researchers. Few consider discourse as a language unit beyond sentence level (Stubbs, 1983) while others consider it as a semantic unit which is a unit of meaning not a unit of form (Halliday & Hasan, 1975).

Harris (1952) introduced the term “Discourse Analysis” and used it as a way of analyzing connected speech and text. Discourse analysis deals with the analysis of language beyond phrase, clause and sentence level involving both linguistic and

nonlinguistic behaviors. Fairclough (1995) suggested three-dimensional mode of discourse analysis. According to Fairclough discourse of any genre can be viewed as a three-dimensional concept: text, discourse practice and socio-cultural practice. The analysis in the three-dimensional discourse analysis mode involves the description of text from linguistic perspective, exposing the relation between text and discourse practice and interpretation of relation between discourse practice and socio-cultural practice. Both linguistic and social analysis reveals that discourse does not only reflect the image of society rather it also constructs the society. Hence discourse involves both linguistic and non-linguistic features.

Discourse analysis when viewed from the perspective of politics, ideology, gender and power is the concern of “critical” experts which falls under Critical Discourse Analysis (CDA). CDA deals with ideology and power relations that underlie a number of social issues, problems and agendas. According to Wodak and Meyer (2001) CDA is a method of inquiry which investigates the text in the light of power relations.

2.1.2 Discourse of Cosmetic Beauty

Phibbs (1994) stated that cosmetics surgery practices and its discourse echo a complicated intersection of professional authority; language use; and economic, political and ideological positioning. He identified cosmetic surgery discourse as the “discourse of feminine beauty”. The discursive practices portray cosmetic surgery as a way of attainment of beauty and perfection. The texts contain explicit message that cosmetic surgery can help one ‘access happiness and rewards (in terms of beauty and socio-economic gains)’. After conducting a research survey of women’s magazine articles over a two year period the researcher concluded that the recurring theme in cosmetic surgery discourses was the affiliation between cosmetic surgery and art. Most interestingly classical beauty is found to be promoted. Thus, certain ideals of feminine beauty are legitimized in the institution of medicine through cosmetic surgery discourse and its practices. Furthermore, in an attempt to present the normal bodies as eligible for surgery the discourse of cosmetic surgery turns the ordinary into deficient, utilizing normatively constructed standards of beauty. Interestingly, the use of medical jargon plays a great role in achieving the aforementioned goal. The medical discourse is used to make categories of healthy and ‘pathological bodies’.

Other than the medical jargon the discourse also incorporates culturally and historically specific descriptions of femininity to set the criteria of normal female body. In addition to that ‘normative ideal of aesthetic beauty’ is created and according to that ideal body shapes are classified as worthy or otherwise. The discourse of cosmetic surgery disrupts the idea of ‘natural femininity’ and constructs ‘a narrow definition of femininity as the ideal’. These created ideals are claimed to have scientific, ideological, social and economic support. The scientific and ideological support are extended in the ways the body and its parts are redefined to be normal or abnormal in ‘scientific terms’, and the ways scientific thinking is used to deploy authority in defining ideals and abnormal bodies. Social support is extended through cultural ideas about femininity, while the economic support is seen in ‘the potential profitability of the reconstructed body’. The researcher commented on the discourse of breast surgery and claimed that it promotes the artificial as natural or near to natural. He presented an interesting analysis of brand names of breast implants. The brands use terms such as ‘natural Y’, ‘meme’ etc. Interestingly, the first term suggests the implants’ association with natural and the second term in French means ‘identical’ which hints that the implants are identical or same as the natural. In this way, the fact of the artificiality of implants is downplayed and the idea is promoted that through cosmetic surgery you can achieve a more ideal yet natural appearance. A dramatic turn can be identified when the discourse of breast implants/ augmentation is compared to the discourse of breast reduction procedures. The persuasive arguments in the discourse of breast reduction procedure stand in sharp contrast with the discourse of breast augmentation. Contrary to the augmentation discourse, the reduction discourse highlights the side effects of bigger size. Much emphasis is on ‘health, comfort and convenience’, which are explicitly preferred over aesthetic appearance. The stated facts that reduction helps psychological well-being, health etc. then raise a concern about the breast implants promoting a size bigger than normal. Well-being and health are major concerns of Ecolinguistic researches; therefore, the current study analyzed the discourse promoted by cosmetic surgeons themselves on their clinical websites, and the texts are evaluated for their potential threats to humans’ well-being, if any.

The discourse of cosmetic surgery is named as, ‘Cinderella Discourse’ by Weinmann (2010) owing to its claim of transformation. In the Cinderella discourse of

cosmetic surgery the surgeons are treated as artists who like the prince are shown to be capable of transforming average people's life thus bestowing them a new identity. The researcher further justified the title by reminding us of Cinderella's step sister's thought to cut her feet to fit in the shoe. In the same vein clients of cosmetic surgery have to make such a complex decision of bearing the pain for achieving the goal of fitting in the aesthetic world. The researcher then presented his concluding remark on the discourse of cosmetic surgery in the following words, "As rational and strategic the investment and Cinderella discourses might appear, a closer look reveals their power of transformation is illusory". He further noticed that cosmetic surgery discourses aim at westernization of looks, most particularly in case of rhinoplasty or eye lid surgery. Similarly, Gimlin (2000) noted Japanese and Chinese eyes and noses are subjected to procedures to make eye lids wider and heightening the tip of flatter noses. Other than changing single-eyelid and nose procedures, chin surgery is promoted to change the round-faced Japanese look. In addition to that Chinese women are represented as in need of lengthening their legs in order to look as tall as western women. Thus western looks are seen as standard and other ethnic features are eradicated through such discourses and practices.

Due to cosmetic surgery's aim at westernization of looks, Hunter (2011) referred to cosmetic surgery discourse as the 'discourse of beauty and race'. According to him cosmetic surgery discourse is full of contradictions. Referring to ethnic cosmetic surgery discourse, he commented that African American women are urged to increase their natural beauty by making their noses thin and tall which in fact is a feature of Anglos. Thus, Anglo supremacy is implicitly reinforced by covertly treating their features as the symbol of natural beauty. Other than using beauty as a manipulative tool the ethnic cosmetic surgery discourse draws on the economic success of the African American women. The ads stressed the theme that they 'deserve' cosmetic surgery after their struggle for rights so they should 'reward' themselves with it. Thus such discursive constructions is focused on helping the clients get rid of the fear of wasting money and by seeing cosmetic surgery as a reward.

Lirola and Chovanec (2014) defined cosmetic surgery discourse as 'commercially motivated discourse'. According to them the discourse of cosmetic surgery views female body as an object which is not only 'sexualized' but also

‘commodified’. The researchers saw cosmetic surgery as a part of cultural norm which urges females to assert their femininity via consumption of cosmetic products, services and certain other practices related to beautification. It assigns role of consumers to women in which they indulge themselves willingly. They further asserted that the cosmetic surgery discourse is more like a, ‘problem solution discourse’. Cosmetic surgery is presented as a solution to the so-called problems in appearance that keep one off from meeting up the beauty criterion. In its multi-model construction the discourse of cosmetic surgery promises the attainment of perfect bodies and perfect refers to being sexually attractive. It was noted that in persuasive attempts the discourse of cosmetic surgery re-contextualizes cosmetic surgery from ‘an aesthetic activity to the medical frame’. So imperfection is not seen as something in need of aesthetic reformations rather it is viewed as a ‘medical problem’ that is in need of a ‘medical solution’. Thus, cosmetic surgery is presented as an unavoidable necessity. Hence metaphorical transfer comes into play and the use of medical frame justifies cosmetic surgery procedures, which the researcher called ‘the exploitation of medical frame’.

Furthermore, Weinmann (2010) presented an interesting fact that in Iran cosmetic surgery discourse presents cosmetic surgery, rhinoplasty in particular, as a political protest against the mullahs imposed rules and excessive control over women’s appearance. Thus, in Iran the discourse of cosmetic surgery can be seen as “political protest and a means of liberation”, the liberation which western women enjoy.

Lee and Clark (2014) recognized five discursive themes of cosmetic surgery discourse in women’s magazines. These themes help cosmetic surgery discourse in its normalization. Furthermore, the themes help it in its acceptability as a means of ‘self-improvement’ rather than seeing it merely as a medical procedure. The first recognized theme is, ‘objectify, dehumanize, and pathologies the body’. This theme reveals the treatment of women’s bodies like their subjection to manipulation and transformation. The body is treated as an object sometimes referred to as ‘clay’ that can be moulded into a more beautiful version other times it is explicitly labeled as a ‘commodity’. In addition to that derogatory labels such as ‘crow’s feet, crooked nose, and flabby stomach’ are used to elicit negative feelings against a body undergoing changes. Using the aforementioned linguistic strategies human bodies are

dehumanized and pathologies to present cosmetic surgery as a savior that can get one rid of the derogatory remarks and feelings which are instilled in them manipulatively. The discursive formation of cosmetic surgery is an attack on the normal aging process thus in such attempts body parts with normal signs of aging are shown as diseased. The second discursive theme is, 'surgery is accessible and effective for every woman at any age'. A significant shift had been observed related to this theme as in the 1960s, the emphasis was on the accessibility of cosmetic surgery by ordinary women. Hence not only celebrities but ordinary people were encouraged to opt for cosmetic surgery. After the 1980s, a shift was seen in the emphasis on accessibility by women of any status to the accessibility of cosmetic surgery by women of any age. This shift in the theme added diversity to the purpose of cosmetic surgery, hence other than only restoring youthfulness through cosmetic surgery women of any age can now achieve a 'vital look'. The third identified theme is, 'liberal and independent patients'. This theme encourages women to make the cosmetic surgery decision for them rather than for pleasing others or at other's will. And most of the clients stated the fact repeatedly that the motivation behind their decision was self-improvement for their own sake (Lee and Clark, 2014). Gimlin (2000) has also noted 'self-satisfaction' as the stated motivation behind cosmetic surgery by the clients. However, he also noted that the urge for self-satisfaction emerged from the desire to appear normal, which ironically is constructed by cosmetic surgery, than to appear beautiful. According to Lee and Clark (2014) the expression of self-happiness as motivation was ironic as the real motivation was the benefits promised by cosmetic surgery. However, it can also be seen as a strategy to help clients overcome the negative criticism of cosmetic surgery by people, which may eventually influence their decisions of going under the knife. The fourth discursive theme is, 'be realistic but expect a miracle', when it comes to the state in words that cosmetic surgery brings magical transformation the discourse producers of cosmetic surgery appear to be more realistic to do so. They never 'exclusively' promote any such thing. On the contrary to their attitude of having a realistic approach, they also tend to make promises and ensure results that ultimately get one into assuming or believing in the magical transformation. Cosmetic surgery often tends to ensure a look many years younger than the actual age, which eventually sounds like a magical transformation in itself. With the help of these two contrastive narratives, 'the cosmetic surgery discourse is arguably able to define what constitutes

a “magical” transformation and verify the effectiveness of cosmetic surgery. The fifth discursive theme is, ‘surgery without blood and the trivialization of risks’. Cosmetic surgery is often promoted without any image of blood, pain or suffering. The clients appear to either deny it or trivialize the trauma they have to suffer as a consequence of literally going under knife for insignificant reasons.

2.1.3 Primer to the Field of Ecolinguistics

The following section discusses the history and latest trends of cosmetic surgery.

2.1.3.1 History of Cosmetic Surgery

There is no doubt in the fact that cosmetic surgery practices are prevailing with an ever-increasing speed. In this scenario an important question that pokes mind is how it all began?

Lee and Clark (2014) noted that “The 19960s and the 1980s are the eras in which the cosmetic surgery phenomenon began incubating and diffusing”. It was also in the same era that the norms of beauty for cosmetic surgery were set. Other than in the same era various important techniques of marketing of the procedures were also introduced. The ASPS (2013) provides a chronological overview of the procedures. According to which in 1895 the first breast augmentation was carried out. In this procedure the tissues from the back of the breast were transplanted to correct the asymmetry. In 1899, paraffin, vegetable oil and beeswax were first injectable materials used as breast implant materials. Between 1910-1919 skin grafting innovation was introduced by Dr Vilray Blair. Plastic surgery training bloomed during and after WWI, and Dr Hippolyte Morestin is considered an important figure in this regard. Thus plastic surgery grew in ‘stature’ during WWI. The most important contributor was Dr Varaztad Kazanjian, who is now considered the “Founding Father” of modern plastic surgery, who contributed in “dramatically increasing the stature of the burgeoning field of plastic surgery”. In the USA it was in 1924 that the first training program and fellowship were introduced at Johns Hopkins and Dr John Davis was hired as the first professor in the USA as he was the one who had established the program.

In 1931 Dr Maliniac and Gustave Aufricht founded ASPS (earlier, The American Society of Plastic and Reconstructive Surgeons). In 1940-1949 during the WWII centers for facial trauma were created. It was in the same year that the modern hand surgery originated and the credit goes to Dr Sterling Bunnell. In 1943 Surgeon Alma Dea Morani, a member of ASPS, became the first woman plastic surgeon. In the following years a major advance in cosmetic surgery procedure occurred with the introduction of silicone breast implants in 1962 by Thomas Cronin. However, the silicone implants were restricted by FDA later in 1992 and saline implants remained as the only option for breast augmentation in the USA. In 1970-1979 major innovations were brought in facial cosmetic surgery with the advances in craniofacial surgery. During these years combine skin/muscle flaps techniques were introduced. In 1980-1989 the TRAM flap technique was introduced for breast surgery. In the USA liposuction was introduced in 1982; however, it was practised in France earlier than it began in the USA. According to ASPS (2013) in the USA each year more than 1.2 million reconstructive surgeries and 1 million cosmetic surgeries are performed. Body contouring was introduced during 2000-2009 aimed at tightening and removing extra skin after weight loss. The recent advancement in the surgical world includes the first ever partial face transplant performed in France in 2005 and first-ever full face transplant performed in Spain in the year 2010, headed by Dr Joan Pere Barret.

Exploring the history of cosmetic surgery Dean et al. (2018) in their literature review trace back the history of cosmetic surgery and present the view of several researchers and discuss that cosmetic surgery, in the beginning, was treated as 'quackery'; moreover, in the transition period between the 1800s and 1900s, the term was a derogatory term. After the World Wars a shift in the attitude of people towards plastic surgery was observed, as it was a means to restore the mutilated appearance of soldiers. There was a change in perspective as the aim of plastic surgery was to bring the soldiers back to socially acceptable forms, thus more value was given to such practices which were morally questioned earlier. Hence cosmetic or plastic surgery became a means for people to 'pass in society- to look normal', this means that the purpose of cosmetic surgery was unrelated to beautification which today seems to be the sole aim of cosmetic surgery. Even in post-war era people continued the practice to pass in society but this time it was majorly influenced by ethnic concerns as 'Jewish or Italian Americans ' would opt for the nose surgery to 'look less ethnic and

therefore pass in American society'. Nowadays, the similar phenomenon can be seen in the Asians' attempt to look more like Caucasians.

Elliott (2008) identifies three factors playing a role behind the increasing trend of cosmetic surgery. The first factor is the glamour world of 'celebrities' that is portrayed in media; the second is 'consumerism' which promotes beauty as a product that can be purchased, the third factor is the globalization of 'ambient fear' which makes people believe that in order to be acceptable and successful one needs to reinvent specially when they age.

2.1.3.2 Emerging Trends of Cosmetic Surgery

People across the world are seeking cosmetic surgery at a growing rate. Different procedures are gaining popularity among the people irrespective of age, gender and ethnicity. According to a survey report in America by ASPS (2018) in the year 2017, a total of 1,448,116 women underwent cosmetic surgery while 13,041,603 underwent minimally invasive procedures on the other hand 214,434 male opted for cosmetic surgery including 1,113,284 underwent minimally invasive cosmetic surgery procedures. In the same year, the number of children who opted for cosmetic surgery is no less significant. 65,889 children of ages 13-19 had cosmetic surgery while 162,900 had minimally invasive procedure. 260526 adults of ages 20-29 got cosmetic surgery done, while 566821 got minimally invasive procedures. People of ages 30-39, 40-45 and 55+ underwent 387103, 564,579 and 384453 cosmetic surgery procedures respectively. Different procedures of cosmetic surgery were reported to be popular among people from different ethnic background. According to the statistical report 12,335,710 Caucasian; 1,911,652 Hispanic; 1,593,506 African-American; 1,150,603 Asian-American; and 513,479 people from other ethnicities received cosmetic surgery procedures.

In Saudi Arabia cosmetic surgery is seen as a new beauty trend. Alharethy (2017) in his article, "*Trends and Demographics Characteristics of Saudi Cosmetic Surgery Patient*" reported the latest and most popular cosmetic surgery trends in Saudi Arabia after conducting a survey in three different private cosmetic surgery hospitals in different localities of Saudi Arabia. He noted that cosmetic surgery patients were commonly university graduates, 41% of the patients were married, and 68% were employed who were adults mostly with high income. In addition to that it

was also noted that 20-40 were the ages of the people who commonly had alterations via cosmetic surgery, although younger Saudis are not lagging behind. Regarding gender cosmetic surgery seems to be more popular among women compared to men as in the year 2017, 90% of the cosmetic surgery patients were female.

The researcher declared, 'breast augmentation, liposuction, nose reshaping, eyelid surgery and tummy tuck' as the top 5 popular surgical procedures. While the top 5 minimally invasive procedures were, 'botox injections, chemical peel, laser hair removal, micro dermabrasion and sclera therapy'. In the year 2017 as compared to 2004 an increase of 11% in cosmetic surgery procedure was reported, while an increase of 38% was noted compared to 2000. The researcher concluded that in Saudi Arabia cosmetic surgery is seen as a way of avoiding prejudice, age discrimination and interestingly some kind of coercion by a spouse, unpleasant feelings of depression and it is seen as a way for acquiring a powerful appearance. Thus other than several reasons to undergo cosmetic surgery, the main reason is known to be the desire 'to compete in attractiveness' and look younger than life partners and friends.

The list of the top 5 cosmetic surgery procedures in Saudi Arabia retain their order in terms of popularity in America, according to 2018 report by ASPS, breast augmentation remained at the top of the list with total 300,378 procedures, liposuction remained second with 246,354 procedures, third on the list was nose reshaping with 218,924 procedures and eyelid surgery remained second last on the list with 209,571 procedures while tummy tuck was the fifth most popular procedure with 129,753 people undergoing tummy tuck procedure. The list of top 5 minimally invasive procedures is also similar to that of Saudi Arabia's to some extent. The top five minimally invasive procedures in America included, botulinum toxin type A with 7.2 estimated procedures, soft tissue fillers- 2.7 million, chemical peel- 1.4 million, laser hair removal- 1.0 million and microdermabrasion 7,40,287. Compared to the year 2000, a 41% increase in breast augmentation had been observed and in case of breast lift 99% increase was reported.

Andre (2008) commented that world is changing day by day, the need to look good and young is normal these days, no one wants to age, ageing in this modern era is considered a disease which needs to be treated immediately, the following trend set by the celebrities is now in common public as well. To this day aesthetic dermatology has evolved significantly. Apart from the age restoration many new techniques have

been introduced. Like chin and nose reconstruction, and using biodegradable products in order to resolve any irregularity in the procedure itself. The researcher noted that the new method in cosmetic surgery is hyaluronic and acid injections. It is used for treating wrinkle and hydrating skin as well as for increasing volumes.

According to Gorman (2004) people want to look young, they want to see the face in their minds, rather than the face in the mirror. They want it done in an effective and cheap way, in this world looking old is thought to be a crime, because no one wants to be old. "I think there is a paradigm shift in thinking right at the moment" said Dr V. Leroy Young. Surgeons are backing off from more aggressive surgeries and moving towards the specific parts of the body. He commented that total change in appearance is a rare exception as shown in the television, but minor changes are common. Many girls are doing the new look called the "J-Lo" look. They add gluteal implants to look more attractive. Commenting on the popular procedure he added details of both the surgeon and his introduced procedure. Dr Sydney Coleman of New York is a partisan, the acknowledged Guru of fat injections. He introduced the method of taking fat from one part of the body and injecting it to the other part of the body at a desired ratio and proportion. Fat is a living tissue which can live in any part of the body, that is why it was effective and cheap and got the desired result very effectively.

Holcomb and Gentile (2005) reflected upon the cosmetic surgery programs aired on television that are the potential source where the trends of cosmetic surgery are introduced, promoted and reinforced. The researchers commented that 'ABC's *Extreme Makeover*' aired in December 2002, familiarised the people with the art of cosmetic surgery, showing the patients what they want from their doctors and it is safe to undergo surgery, and looking young and beautiful is necessary for every human being. Thus the program triggered the desire for plastic surgeries and cosmetic makeovers in common people. This sparked the need to look young and take out any defects in men. The researchers also reported facial enhancement trends. Reviews of AAFPRS and ASAPS member survey data indicate that more men than women went under the procedure of cheek augmentation, they lifted their cheekbones to look more manly and defined. From 2000 to 2004 the procedure remained famous for men. The survey data also indicate that more men than women underwent hair transplant

surgery. In the procedure laser was used to resurface the hair in the skin and to fill the head with hair again, this trend reached its peak from 2000 to 2004.

After shedding light on above the mentioned researches it is concluded that cosmetic surgery was made not only for a specific gender but shows that both men and women want to look young and beautiful, cosmetic surgery is viewed as a magical force that makes people look like the person they wish to be instead of the person in the mirror. Cosmetic surgery is being developed and enhanced on annual basis and every year we hear success stories of people who undergo cosmetic surgery. Breast augmentation, liposuction, and rhinoplasty remain one of the most popular procedures.

2.1.4. Cosmetic Surgery in Pakistan

The trend of cosmetic surgery procedures is now no more exclusive to Hollywood or developed countries rather cosmetic surgery has become a part of beauty ritual across the globe and Pakistan is no exception. Growing interest has been observed among the Pakistani population and “a dermatology clinic has become the new beauty parlor”. Cosmetic surgery is a desirable option for not only celebrities but the trend is also growing in the elite and upper middle classes (Rise of Cosmetic, 2020). Almost all Pakistani models have undergone cosmetic transformation; moreover, women from rural areas of Pakistan, who have money but lack access to technology, also approach cosmetic surgery clinics in cities (Rise of Cosmetic, 2020).

The trend of cosmetic surgery is common in Pakistani youth. Pakistani female youth feels a certain amount of pressure that comes from the bully at educational institutions, and from the ways in which society promotes the notion that good looks bring good luck (Dermatologist term plastic, 2018). Dr Tahir, a consultant plastic surgery, stated that 75 % of his cosmetic surgery clients are women; most of them are older than 35 years. However, now young and unmarried women are also opting for cosmetic surgery procedures (More willing to, 2021). The dermatologist Dr Saima Javed, who is based in Lahore, stated that 80 % of her clients come to her clinic for cosmetic surgery while only 20 % have medical reasons. Social media is one of the sources accountable for inspiring Pakistani women for cosmetic surgery. Social media promotes the false standard of perfection which results in unrealistic expectations

related to beauty. This leaves people with feelings of inadequacy and depression (“Rise of Cosmetic”, 2020).

Some surgeons claim the most common invasive and minimally invasive procedures in Pakistan are liposuction, abdominoplasty and hair transplant. Fat grafting is a popular technique used in most cosmetic procedures in Pakistan. Fat grafting for breast augmentation is preferred in Pakistan; however, breast implant surgery is not common (More willing to, 2021). Micro-needling, another minimally invasive procedure, is most common in Pakistan. It was first searched on the internet in 2014. And it is speculated that fat grafting will be even more popular in 5 years. (Rise of Cosmetic, 2020).

According to Dr Tahir, cosmetic surgery is 100% risk free. Advanced equipment has now made liposuction a safer procedure, however the cosmetic surgeon needs to be well qualified and highly skilled. He warns people of the risks of minimally invasive procedures performed at clinics (More willing to, 2021). In contrast many dermatologists claim that the rising trend of cosmetic surgery in youth has many health risks. They also oppose the view that cosmetic surgery is 100 % safe. Dr Humayun stated that the belief that liposuction is harmless is a misconception, even the simple procedure like Botox has side effects. The side effects of liposuction may be witnessed during or after the procedure. And in worst case fat can grow around heart and liver which may eventually cause death. He suggested to follow a healthy diet and exercising as a safe alternate way to burn calories. Ms Nosheeba, a plastic surgeon, too declared that cosmetic surgery is risky. Dr Sadia commented that there is no harm to wish for an attractive appearance but one must not go crazy after it (Dermatologist term plastic, 2018).

2.1.5 Why Discourse of Physical Transformation

This section discusses the personal and culturally driven perceptions and attitudes towards cosmetic surgery. There seems to be a complex and diverse set of attitudes towards cosmetic surgery, which is a blend of positive evaluation, negative evaluation, approval, disapproval, acceptance, denial and ambivalence. Thus despite the widespread fame that cosmetic surgery is gaining, it still remains a widely disputed practice. Anderson (2016) noted that in some cases effects of cosmetic surgery determine whether it is evaluated positively or negatively. Natural effects lead

people to evaluate it positively but if cosmetic surgery results are far from natural and too obvious then it is negatively evaluated. Its obviousness is associated with strong resistance and denial of natural look subjected to aging.

Concerning disapproval of cosmetic surgery feminist discourse remains at the top. Feminists discourse disapproves of cosmetic transformation as it sees cosmetic surgery as an oppressive tool that colonizes female bodies by intervening them to modify them according to the masculine ideals of femininity. Cosmetic surgery procedures are seen as victimizing females through a patriarchal ideology where self-esteem is seen to be solely dependent on appearance.

The feminist Morgan (1991) criticizing cosmetic surgery highlighted its harms. According to her the women receiving cosmetic transformations ‘participate in anatomizing and fetishizing their bodies’. She shared her concern that cosmetic surgery which was strongly condemned, seen as ‘sleazy’, ‘suspicious’, ‘deviant’ and ‘pathological’ will eventually gain popularity as ‘the norm’ and soon it will lead to an inversion of perception leading to the stigmatization of people as deviant who would not opt for it. She problematized the acceptance of ‘technical knives’ by women in industrialized western society. By technical knives she meant the scalpels used for incisions in cosmetic surgery operations. On a satirical note she referred to the knives as ‘magic knives’ in ‘patriarchal’ ‘supremacist’ and ‘Eurocentric’ context.

However, a shift in feminists’ attitude towards cosmetic surgery has been noticed, Davis (1995) in her book *Reshaping the Female Body: The Dilemma of Cosmetic Surgery*, shared her perspective on cosmetic surgery as a practice which gives women control over their selves and as an opportunity of self-realization. She did not agree with other feminists on the fact that women are victimized through patriarchal ideology, she claimed that women make informed decisions keeping under consideration both pros and cons. She proposed empowerment model to evaluate cosmetic surgery refusing the oppression model. Thus according to her under specific circumstances women’s decision of opting for cosmetic surgery can be an act of empowerment. She commented, ‘In a context of limited possibilities for action, cosmetic surgery can be a way for an individual woman to give shape to her life by reshaping her body’. The author’s perspective inspires a whole new look on cosmetic surgery. It advocates an absolute converse model to view cosmetic surgery practices by explicating the empowerment model in contrast to oppression models suggested by

other feminists. However, it is important to notice that empowerment is seen in the ability to making informed decisions but it is difficult to claim if the decisions are void of any social pressure. In this regard Stuart, Kurz, and Ashby (2012) highlighted the perplexing dilemma faced by women in their article that circulates around the theme '*Damned if you Do and Damned if you Don't*'. The researchers claimed that the choices made by people are not always freely chosen; sometimes the choices or decisions are made out of the failure to resist social pressure which in case of cosmetic surgery is the appearance pressure. In their article the researchers pointed out that on the one hand women who opt for breast construction are 'largely vilified and pathologised' for seeking artificial beauty and on the other hand those with natural bodies are made to see their bodies as deficient hence giving rise to the need for cosmetic procedures. Northrop (2012) noted that people opt for cosmetic surgery because of the 'vulnerable and divisive relationship between the self and its poor body image'. And it is an undisputed fact that body dissatisfaction arises from social norms of beauty which is potentially influenced by beauty industry.

In an attempt to make another claim in favor of cosmetic procedures Davis (1997) asserted that cosmetic surgery is about identity not mere beautification. The women who face the conflict between their inner selves and their outer look actually negotiate their identity through cosmetic surgery. However, her perception of cosmetic surgery as a remedy for body image dissatisfaction is met with reprobation. Nergin (2002) criticized Davis for giving legitimacy to cosmetic surgery while leaving unaddressed the source of body image dissatisfaction at first place. Davis is criticized for individualizing the problem of identity rather than challenging the parameters of system that give rise to the dilemma. Thus she is accused of being 'dismissive of the strategies' that would challenge the root cause of female's feelings of disembodiment. According to the critic, 'The limitation of cosmetic surgery is that it offers a technological solution to a social problem.' Body-image dissatisfaction is a 'broader social problem' arising from 'social structures of inequality' while cosmetic surgery is an 'individualistic solution'. Thus cosmetic surgery is regarded as a short term remedy with least significance on the long run in connection with the dilemma of estrangement, as it is not a solution for the underlying causes. The critic himself took a neutral stance on the dilemma of cosmetic surgery and rendered its absolute refusal

as 'both undesirable and unrealistic' and at the same time she gave caution about overlooking the harms and putting too much faith in it.

Cosmetic surgery is often criticized for denying aging and accused of propagating an ageist discourse. Garnham (2013) in his article took a very important stance in favor of cosmetic surgery and refused the criticism by claiming that cosmetic procedures are meant to design aging rather than denying aging. He stood against the accusation that cosmetic surgery is an 'ageist practice' and opting for it is synonymous to denying aging. The researcher presented a counter interpretation of the oppressive interpretation of cosmetic surgery by claiming that cosmetic surgery is opted to look better rather than younger. The research attempted to inspire the readers to view cosmetic surgery, 'as a practice for designing older' rather than denying ageing'. However, the potential threats posed by cosmetic procedures specially in old age, a vulnerable stage of human life, the narrative of 'designing aging' seems to lose ground. The need for looking better sounds preposterous considering the wide range of physical, psychological and financial side effects.

Davis (2003) stated that the discourse around cosmetic surgery encompasses ambivalence and unease. Ambivalence is seen in people's rejection of and expression of desire for cosmetic procedures. Such discourses are characterized by the conflict and contradiction in the stances taken by people. Anderson (2016) noted that some people who had undergone cosmetic surgery made, 'heavy use of hedges and hesitations' in defense or explanation of their decision of undergoing cosmetic surgery. The use of hedges and hesitation are indicative of their 'unease'. The discomfort arises from the fear of negative judgment and moral and cultural pressure they feel while 'framing their decisions'. Furthermore, while disclosing the fact of undergoing cosmetic surgery most clients opt for a very 'careful linguistic framing' which includes the added explanation in the narrative form rather than straight forward statements. Justifications were used by the cosmetic surgery clients irrespective of the extent to which they straightforwardly embraced cosmetic surgery. Davis (1997) noted that people regard cosmetic surgery as morally problematic, which is the reason for putting forth justification by cosmetic surgery clients.

Amidst the diverse set of attitudes towards cosmetic surgery it is both interesting and significant to analyze the linguistic choices in cosmetic surgery discourse and investigating the respective ideologies.

2.2 Power of Discourse and Cosmetic Transformation

This section explores the vital interrelation between discourse and power in the context of cosmetic surgery. There are two dominant yet opposing perspectives on the interrelation of cosmetic surgery practices and power. According to one group cosmetic surgery is nothing less than an oppressive and patriarchal technological tool. According to this perspective people choose cosmetic surgery under false consciousness which results in consent to a wider aesthetic hegemony. Yet another group of researchers refuse to see the cosmetic surgery clients as cultural dupes and see their choice as a reflexive agency to improve their identity and deal with dissatisfaction. Following discussion sheds light upon the aforementioned views on the interrelation of power and cosmetic surgery practices.

The normalization of cosmetic surgery is seen as ‘implicit and exclusive violence’ by Nirenstein and Vanessa (2018). According to him this type of violence shapes the psychology and confines the female body. The normalization of cosmetic surgery leads to ‘silencing of woman’s voices’ resulting in subjugation and exploitation of females’ psyche. Thus according to him with the growing popularity and acceptance of cosmetic surgery woman are both mentally and physically moulded and subjugated to the surgical norms of beauty. Another consequence of the normalization is the invalidation of the female body ‘by a less visible, less explicit mode of incarceration that is concealed by an aesthetic and moral veil.’ Hence the subsequent suppression is not so evident rather it is more implicit with potential impact. Concerning the normalization of cosmetic surgery, according to Lee and Clark (2014) discourse is one of the major contributors. He identified that discourse contributes in cosmetic surgery normalization by promoting its practices as safe and effective for all women irrespective of age; furthermore, it promotes the idea that cosmetic surgery leads to success in financial matters, personal and romantic relations etc. Thus by contributing to the process of normalization, discourse helps in the exercise of the pastoral power by cosmetic surgery practices as mentioned by Nirenstein and Vanessa (2018).

Riggs (2012) explored the power dynamics of cosmetic surgery. He refuted the notion of empowerment bestowed to women by cosmetic transformation as he argued that this sort of empowerment if any is just short-lived. Moreover, the

widespread of such practices will turn it into a norm and making it a necessity for coming generations to opt for cosmetic surgery. In the power dynamic it is only the cosmetic surgery agents that 'continue to profit ideologically' through the so-called notion of empowerment. He also commented that the socio-historical power structures (related to racism) operate behind the globalization of cosmetic surgery, which promotes western values (disguised as normal) and the exclusionary culture. Reflecting on his analysis it can be concluded that cosmetic surgery supports aesthetic hegemony that can be identified as both gendered and radicalized. The researcher further commented that the west exercises hegemonic control over developing countries by discursively constructing and labeling modernity in ways which promote relations of power. Thus repression in this modern world is done by exclusion. If one wishes to be part of the global stage it is mandatory to conform to the neoliberal model of consumerism. He claimed that in the power dynamic the discourse of exclusion plays a vital role. It is through the discourse of exclusion, cosmetic surgery practices are globalized and normalized, thus contributing significantly to the maintenance of power relations. Concerning the power dynamics, Gagne and McGaughey (2002) commented on the dual possibility of empowerment and hegemonic control. He claimed that cosmetic surgery may seem to be offering empowerment but that is only on the individual level but the hegemonic control leads to the subjugation of women collectively. The beauty standards that women are made to chase are in fact hegemonic ideals and standards thus women fall prey to the hegemonic male gaze. Cosmetic surgery practices thus involve both agency and subjugation. Agency operates where women freely choose the procedures but what they choose from is predetermined by 'hegemonic cultural norms.'

The divergent perspectives on the matter of agency led to a heated debate between the feminists Bordo (2009), (as cited in Farkaz, 2014) and Davis (1997). Bordo sees cosmetic surgery clients as victims of a patriarchal beauty system. She believes women are coerced into cosmetic procedures by the beauty agents, who influence the cultural ideals of beauty. To instigate and promote the feelings of beauty and of inadequacy, the beauty industry creates the urge for improvement. Hence women opt for cosmetic procedures which are presented to them as a remedy to improve their defects. Thus women opt for cosmetic surgery and conform to the patriarchal ideals of beauty. Bordo's (2009) view of cosmetic surgery as an

oppressive tool is criticized by Davis (1997) who stands for the empowering tendency of cosmetic surgery practices. She observed that women wish to fight against intolerable psychological pressure to look normal or beautiful, which cannot be alleviated by any other means.

The aforementioned debate on the divergent perspectives between various scholars continues to date without any conclusion on whether women freely choose to opt for cosmetic surgery or the choice is predetermined by the implicit yet influential patriarchal structure that wins the consent by making cosmetic surgery appear like the last resort for the psychological survival.

2.3 Ideological Propaganda through Discourse

Oxford English Dictionary defines the word propaganda as the orderly propagation of information specifically in a misleading or biased way, for the sake of promoting a particular viewpoint or a political cause.

Fitzmaurice (2018) stated that since ages propaganda is used by dominant social forces as ‘an instrument of control and conformity’. Thus propaganda is a tool of social control, which functions with its aim disguised to distract people. The nature of propaganda is ‘covert’, ‘subtle’, and ‘unassuming’ due to which it works as ‘a method of social control’. Thus propaganda achieves social control via its tools of manipulation, persuasion and other hidden sources. Thus the aim of propaganda is to persuade or coerce people to a particular viewpoint.

Kluver (1996) stated that the aim of propaganda is to impel people, for which it uses different tools such as ideological, political, or economical. Thus ideology is one among other tools of propaganda that is an instrument of control. Kluver (1996) further asserted that the outcome of propaganda is a ‘disregard for truth and validity’. The goal behind it is to make people conform to and accept the agenda of powerful entities via manipulation. Thus he identified propaganda as a mechanism of control and power.

It is highly significant to analyze cosmetic surgery discourse in terms of its ideological propaganda. The following discussion sheds light upon how cosmetic surgery critics have been wary of cosmetic surgery practices and its rhetorical use. For instance, Phibbs (1994) noted that when it comes to unnecessary procedure cosmetic

surgeons are criticized for putting under knife the 'normal' bodies. Yet for cosmetic surgeons what constitutes for a normal body is again defined in terms of scientific measurements and angles. Thus in their attempt to define what is normal the cosmetic surgeons yet again exercise their, 'power to define, establish and enforce a particular ideal of female beauty on the basis of their status as medical professionals'. These ideals are 'constructed and legitimized' through the medical and discursive practices, and in doing so the plastic surgeons make use of their professional authority and they are also well conscious of, the social and psychological power of their judgment.'

In reference to cosmetic surgery Morgan (1991) stated, 'practices of coercion and domination are often camouflaged by practical rhetorical and supporting theories' what is more interesting is that such theories appear to be 'bevoalent', 'voluntaristic' and 'therapeutic'. Unlike earlier colonization which aimed at civilizing barbaric people the contemporary colonization hides their exploitations in the name of betterment which in reference to cosmetic surgery can be interpreted as a better appearance or self-image. The researcher expressed her concern that the beauty culture is getting dominated by cosmetic surgeons and soon youth is going to highly depend on them. Thus in Morgan's point of view cosmetic surgeons are no less the modern colonizers exploiting beauty standards and colonizing youth.

Lirola and Chovanec (2014) analyzed cosmetic surgery leaflets for their use of rhetorical and multi-model strategies. They noticed that 'cosmetic surgery is a modern practice located in the context of the ideology of female beauty and the idealized image of the female body'. They claimed that cosmetic surgery exploits the image of an idealized female body. Clients are targeted through the ideology of femininity, which is dependent on use of cosmetic products and services to achieve the ideal body based on male expectations. Furthermore, cosmetic surgery discourse is said to be producing and reconstructing existing ideologies and above all such ideologies are used to achieve economic goals. The research concluded that the discursive and multi-model construction cosmetic surgery is based upon the, 'perceived imperfect', 'body modification', and cosmetic surgery as 'a universal solution' to all. Thus, cosmetic surgery in its rhetorical attempts tries to manipulate people and make them conform to a particular standard of beauty.

Rahal (2011) established how different discourses and discursive practices construct the female body and these discursive practices are shaped by ideologies

such as gendered dualism. For Rahal the female body is seen as a product of ideology. The view of female body is constructed in such a way that it cannot get attention unless it is subjected to constant transformation. According to him it is our semiotic environment which provides us tools (necessarily including discourse) to build our representation of reality. Similarly, females construct the representation of their body in the same manner. Thus if the discourses construct the body as deficient it leads to body dissatisfaction. Such 'poor semiotic environment' results in isolation and stigmatization of those who have an alternative body. He commented: 'the construction of the body as a barrier' is one among several other ideological processes which naturalize and normalize the body dissatisfaction. He expressed the need for the provision of alternative semiotic tools to help female 'to construct their own common sense on the female body.' Thus he asserted on the need of 'new discourses to the common sense through which the female body is constructed and by changing the order of discourses that grounds this —common sense.' In the similar vein ecolinguistic researches also aims at critically analyzing various hegemonic discourses and at inspiring the need for new and beneficial discourse.

2.4 Environmental Concerns and Cosmetic Surgery Discourse

This section begins with a succinct discussion on environmental concerns as the major agenda of ecolinguistics. Moving from a general discussion on aims of ecolinguistic research to the review of cosmetic surgery's side effects, it is elaborated that what potential threats are posed by cosmetic surgery to humans' well-being, that subject its discourse to critical-ecolinguistics' scrutiny.

Dash (2019) stated that ecolinguistics investigates the role played by language in the growth and survival of species, including human beings and seeks solution to various threats posed to them by language use. And in doing so it favors beneficial discourses and vilifies those which are harmful. Furthermore, it assumes that language 'the choice of vocabulary and the way ideas are presented ---- does or can affect the environment'. Ecolinguistic practices aim at enhancing quality of life and promoting such language that ensures protection of ecology.

The more cosmetic surgery is blooming the more people are becoming critical about it. Many researchers have surfaced the potential harms posed by cosmetic surgery. For instance, Goudreau (2011) in her article outlined the potential financial,

emotional, physical and psychological harms of cosmetic surgery. She intimidated if the balance of body is tampered, it poses the potential risk of giving birth to 'new problem areas'. Cosmetic procedures may result in 'potential deformities' for instance in one case eyelid surgery led to stiff eye lids where the patient could not blink her eyes even after 30 surgeries. In another case a botched face-lift damaged the nerves of a women leading to the loss of business and seclusion. Quoting the plastic surgeon, Robin Yuan, she mentioned that cosmetic surgery can be catastrophic when the patient is emotionally or financially instable. If the surgery goes wrong the patients who are insecure about their appearance 'may suffer a severe blow to their confidence'. The necessary follow-ups after the procedures may cause financial crisis. In addition to that highlighting the emotional cost of cosmetic procedure she quoted Joseph Hullett, a psychiatrist and senior medical director of Optum Health, she warned that the pain, numbness, swelling, sleeplessness, and fatigues that follow the recuperation may lead to a certain degree of depression. Clients often have high hopes and may get disappointed by the outcome when it does not turn out to be perfect, or when they fail to get the expected attention, benefits or beauty. Above all peer reaction may devastatingly be harmful for one's emotional health. Those aiming at gaining edge at workplace or peer circle may have to face estranged peers or co-workers. They may get labeled as 'vain, manipulative and threatening'.

In the similar vein Morgan (2002) enlisted the side effects of cosmetic surgery which range from minor to major: bleeding, infection, scar formation, pulmonary edema, embolism, skin loss, deformities, blindness and death. Highlighting the extreme physical damages; she stated that our silence in this scenario is condemnable.

Dowling, Jackson, and Honigman (2013) in their study explored the cosmetic surgery's effects on the clients' psychology and satisfaction level. The study concluded that the clients demonstrated high levels of satisfaction, improved body image and improved mental health in several dimensions other than self-esteem. However, there are certain limitations to the study as its sample was based on 142 clients alone and the survey was conducted over a period of only six months after the surgery. In this scenario it is difficult to state how long the feelings of satisfaction will last in the clients.

Matteil et al., (2014) conducted a comparative study on body image related distress between pre-operative stage and postoperative stage. The study identified that

cosmetic procedures do improve the state of distress; however, it depends on the level of severity. The clients suffering from body image dissatisfaction did not show improvement even after twelve months. The researchers suggested the assessment of body image disorders prior to the surgery to identify the probability of continued dissatisfaction.

Yin et al., (2015) carried out a research on young Chinese females undergoing plastic surgery. They identified low self-efficacy and self-esteem as the causes for under taking cosmetic surgery. The study found out that the levels of self-efficacy and self-esteem in the clients improved significantly. The results of this study cannot be generalized as the sample was taken from one institution; the sample size is insufficient, hence losing its statistical significance. Furthermore, the post-operative evaluation was based on a period of six months which is a short follow up period, thus it is not possible to validate the results in the long run. In addition to that only 78.3% of the participants responded to the follow-up questionnaire leading to the probability that only satisfied clients might have responded.

Although researchers seem to positively evaluate the psychological outcomes of cosmetic surgery but owing to the inadequacy of sample size and short follow-up periods which might have affected the outcome, the results cannot be generalized.

Other than calculating the adverse effects on human species, researchers have also been concerned about the impacts of surgical procedures on natural environment, particularly on mother Earth. Thiel et al., (2014) noted that the USA's health care sector is potentially contributing to the emissions resulting in negative influence on public and environmental health. They further stated that the production of raw material and disposable equipment, energy consumption for heating, surgical devices especially those which are single-use, energy consumption for air conditioning, ventilation and anesthetic gases contribute to environmental impacts. Hence from production to manufacturing to the use and disposal of surgical tools and equipment each stage remains the major source of environmental emission. The researchers commented that resource consumption by the health industry has touched unsustainable levels in several areas such as material and energy consumption, and greenhouse gas emissions. The hospitals in the USA spend \$8.8 billion annually on energy thus standing second in the list of 'most energy intensive building type' in this scenario the researchers were skeptical of the environmental costs which according to

them are often overlooked. For instance in the USA alone solid waste produced per year is 3.4 billion pounds. Surprisingly, U.S health care alone is responsible for 7% of commercial water use; moreover, it is responsible for generating 9% particulate matter emission and 9.8% of greenhouse gases (Schoen & Chopra, 2018). In this regard, Eckelmaan and Sherman (2016) commented that hospitals should reduce their ecological footprints in order to improve the health of planet as well as global health. According to the researchers, other than greenhouse gases, “there are several other categories of emissions from health care with negative environmental and public health consequences that are important to consider”. They expressed concern related to the indirect emissions which result from the production of material and electricity used by health care facilities. Regarding fine particulate matter the researchers’ mentioned that 87% of the world’s population is living in areas exceeding the World Health Organization (WHO) Air Quality Guideline of $10 \mu\text{g}/\text{m}^3 \text{PM}_{2.5}$. The research declared that in the USA, “health care structures is the most emissions-intensive sector”, contributing to smog formation, acidification, global warming, eutrophication, and respiratory effects. The research found that largest contributors to ozone depletion were ‘Pharmaceutical preparation manufacturing’ and ‘Surgical and medical instrument manufacturing’ (23% each). A similar research was conducted by Eckelman, Sherman, and MacNeill (2018) in Canada, concerning the Canadian healthcare’s contribution to pollutants emissions caused by life cycle emissions. The research found that in Canada the healthcare system produced thirty three million tons of carbon dioxide and more than 200,000 tons of other pollutants.

If health care institutes which operate for the sake of healthy life alone are causing so much adverse environmental impacts, the situation becomes more alarming when it is considered that how much cosmetic surgery industry is consuming resources and contributing in emissions without playing any role in healthy living.

Johansson (2018) put much stress on unconditional self-love for improved body image satisfaction than depending on cosmetic surgery. She claimed cosmetic surgery does not have lasting impact on body image satisfaction. She stated that post surgery satisfaction is only as skin deep as the surgery itself. She expressed her concern related to the dire physical harms and the implicit psychological danger. Cosmetic surgery cannot eliminate patients’ feelings of inadequacy therefore they never feel fully satisfied. She stated that cosmetic surgery is seen by the patients as ‘a

last resort to save their plummeting self-esteem.’ She stated that when patients were evaluated over an extended period they reported no significant changes in self-esteem or in symptoms of depression. What is more striking is her claim that many people in an attempt to ‘chase the illusion of perfection become addicted to plastic surgery.’

Hayes (2018) presenting the review of Derek Beres’ post on *The Big Think’s* episode stated that there is a rise in depression and anxiety. People chase the illusion of perfection majorly influenced by social media. It was much emphasized that we should not fall ‘victim to the greedy demands of our ego.’

In the light of the aforementioned physical harms, the questionable psychological impacts and adverse effect on the planet the cosmetic surgery practices become controversial. Thus giving rise to the need for exploration of the ideology it propagates and its evaluation from environmental perspective.

2.5 Metaphors and Ecolinguistic Research

According to Lakoff and Jhonson (1999) a metaphor is a “mapping from source domain to target domain”. The source domain is used for vocabulary and structure and the area which is talked about is target domain. With reference to source domain, Sullivan (2013) stated that the source domain is comprised of frames. It is the frame or frames in the source domain that structure the target domain. According to him source domain is more abstract if it is not seen in terms of frame. In the same vein Stibbe (2015) suggests to analyze metaphors as mapping on target domain from “source frame” instead of “source domain”. Thus he defined metaphor as a specific type of framing where a particular, imaginable and concrete area of life is used to structure the way a noticeably different area of life is conceptualized.

There are various kinds of metaphors; however, depending on the directness and implicitness of word use metaphors are divided into two broad types: deliberate and non-deliberate metaphors. According to Steen (2008) direct metaphors are deliberate metaphors where there is an intentional or deliberate mapping across two semantic and conceptual domains. The source domain in deliberate metaphors is directly expressed with a lexical signal which establishes the comparison. Deliberate metaphors expressly mean to change the perspective of addressee by making him look at the referent from a different semantic and conceptual domain. Steen (2017) drew a clear distinction between deliberate metaphor and non-deliberate metaphor.

According to him a non-deliberate metaphor is not used intentionally as metaphor between addressee and sender. He elaborated his view by referring to the fact we talk about arguments in terms of war but it is not done intentionally by keeping the source domain of war as a reference in mind.

Gibbs (2006) viewed deliberate metaphors in terms of such cross-domain mappings where there is the express use of one domain as a source domain for re-viewing another domain that is the target domain. He declared deliberate metaphor to be 'a relatively conscious discourse strategy that aims to elicit particular rhetorical effects'. This property of deliberate metaphor stands in sharp contrast with non-deliberate metaphor. Non-deliberate are not seen as a conscious discourse strategy metaphor. Although there is no express use of source domain it may still be called intentional only to the extent that all language use in some sense is intentional.

Deliberate metaphor is synonymous to direct metaphor which is one among the three major types of metaphors: direct, indirect and implicit metaphors. These categories are narrower as compared to deliberate and non-deliberate metaphors. All three types involve a cross domain mapping between a basic domain and a contextual domain. An indirect metaphor, also called the prototypical type, is a word used indirectly to communicate meaning through cross domain mapping. While implicit metaphor involves lexico-grammatical substitution since it picks up cross domain mapping that is already present in the text. The substitution is carried out in the form of pronouns or some sort of coordination where metaphor-related elements recover the gaps in the text. (Halliday and Hasan, 1975).

Metaphors irrespective of their kind are the interest of ecolinguistic research. Metaphors hold significance in ecolinguistic research because the use of metaphors have implications; they can influence our actions to make this world a better or terrible place for ourselves, other species and nature. As Romaine (1996) stated that our choice of metaphors matters a lot, since we live by them. If we fail to know their implications or if we choose them unwisely then we can die by them. According to Bai (2018) metaphors are part of the characteristics of cosmetic advertising language. Metaphors are often used to improve the provision of information in a convincing manner.

2.6 Review of Related Work

Åberg (2015) has investigated the change in attitude of Korean people towards body ideal. He has examined how the dominant Confucian attitude towards body (which considered body a sacred gift; therefore should remain unchanged) is replaced by the liberal attitude which includes openness towards plastic surgery. In an attempt to reach the source of such a change in values, the study explores the role played by discourse of cosmetic surgery agents. By conducting discourse analysis of advertisements and a T.V programs, it examines 'the new logic' which promotes the consumption of plastic surgery. Thus this research just like the current study observes the significance of discourse in its promotional role of ideologies, which are also referred to as 'new logics' in the research being reviewed.

The shift in Neo-Confucianism ideology is known to be drastic and recent, as just after mid-1900s Korean's who had more rigid attitude towards body alteration have suddenly become open towards plastic surgery to such a shocking extent that Korea has now become the plastic surgery capital in the world.

The study after shedding light upon several factors behind this sudden and wide spread cultural shift, directs its focus on the query, 'what new discourses' are prompted in the new cultural context of Korea; drawing upon the cultural theories it investigates, 'what accounts for the change' and it sees media as the source for understanding 'new reality that South Koreans live in'. This investigation pertaining the 'new reality', that South Koreans are living in, relates very much to Sittibe's conception of ideology, as he considers ideologies as the 'stories-we-live-by'. Which ultimately mean that these are the ideologies that become the reality of our life that we live by.

Åberg (2015) after analyzing the advertisements of plastic surgery clinics states that the advertisements majorly use strategies to appeal to people's social needs. The advertising discourse not only points out a problem but also creates one for example a 'competitive job' and then offers surgery as a solution for easy access to any kind of opportunity in the competitive world.

The rhetoric used in such discourses justifies plastic surgery as 'a tool for status competition' in South Korea. Moreover, the plastic beauty reflects a new way Koreans view their existence and 'self-worth'. The advertisements through the use of

rhetoric attempt to manipulate and influence people, thus constructing an ideology of beauty which is then linked to status. Plastic surgery is depicted as 'synonymous with a better life'. 'Therefore, in order to be successful the indication is that one needs to afford status things such as plastic beauty that rich or famous men and women has'. The ideas of self-worth and better life are not only associated with plastic surgery but they are now 'legitimized and normalized' in a way that those who show non-conformity to these ideas are considered to be the odd ones. In addition to that the advertisement spread the message that, "by looking beautiful, one can gain advantages in life and therefore, plastic surgery is 'an investment' one can go through for better life chances".

Furthermore, he states that the clinics then serve as a kind of "cultural brokers" through their active meaning-making and by sending messages to potential consumers regarding a new life chance through consumption of plastic surgery. They introduce and reinforce ideas regarding self-worth and beauty through their advertising regarding plastic surgery, which become notions that are embraced by consumers. However, they are not notions that are completely disconnected from prior notions of Confucianism, but rather notions that tie beauty to status ideals, life enhancement etc.

Kaur¹, Arumugam and Yunus (2013) have analyzed how the advertisers of cosmetic products create the ideology of beauty and manipulate women into buying their products, thus exercising power through the use of certain discourse. They claim, 'The ideology of beauty is constructed and reconstructed by stereotyping how beauty products are synonymous with a better life. Advertising language is used to control people's minds. Thus people in power (advertisers) use language as a means to exercise control over others'.

In addition to that, as the strategies for manufacturing consent, which is vital to exercise power through ideology, the advertisers outline the benefits one can get by using the respective products or services. Thus exhibiting benefits and portraying a positive self-representation they tend to manufacture consent and succeed in exercising power. And even prior to outlining the benefits, the advertisers, 'evoke feelings of dissatisfaction among consumers themselves as a strategy to stimulate consumers to buy their products to improve their looks and eventually be satisfied'.

Thus the strategy of undermining the self-esteem and questioning the self-image of consumers are used as a ploy to manufacture the consent.

According to Delin (as cited in Kaur1 et al., 2013) for the expression of ideology vocabulary is used as a medium, most significantly adjective are used in advertisements as they express positive and negative affective meaning. Which refer to the use of adjectives with positive or negative connotations. According to Kaur1 et al. (2013) for manipulative goals advertisements tend to use positive adjectives for the qualities of the product/services and negative adjectives for the problems (ones which are created or exaggerated) to which they offer their products/services as a solution. The use of positive adjectives thus promotes their positive self-representation. Another significant aspect of vocabulary items discussed in the study is their ideological contested nature. And it is claimed, 'such vocabulary carries certain ideology of what constitutes beauty'. The study also discusses the element of intertextuality, technical vocabulary helps the advertisers to convince the consumers, as it 'reflects expertise which is the source of power'. Thus the use of technical vocabulary also reflects authority and helps to exercise power.

In short, there are two border techniques employed: the first technique is to invoke inadequacies among the consumers with the ultimate goal of subjugation and the second technique is to show their authority and give positive self-representation to achieve the goal of manufacturing consent. The study also mentions the use of celebrities as a part of manipulation strategy. According to Kaur1 et al. (2013) 'The ideology of power is depicted by the celebrities in the advertisements.', as these women are and are shown successful and beautiful, thus they are used as a source of power over others. The study presents the concluding remarks that the discourse of (cosmetic surgery) advertisements shape our ideas.

Britton (2012) in her literature review comments on women's source of anxiety and says that among several other sources the pressure from peers, personal insecurities and advertisements of beauty products/services are a few. She also reviews the influence of the beauty industry on women's self-esteem, and comments that it has a negative influence not only on self-esteem, perception of beauty and their body image as women wish to meet up the beauty standards shown to them. However, there was a contradiction between the existing literature and findings of her study, as she found that no correlation existed between one's habit of cosmetic usage, relevant

beliefs and self-esteem. But she puts forward certain limitations to the study as a reason for such unusual findings. The limitations she mentions are that the study participants were college girls who tend to have higher level of confidence; secondly the student might also wanted to appear self-confident while answering to the questions being asked. That is why Britton suggests that the findings cannot be generalized.

A very interesting research is conducted by Alexias, Dilaki and Tsekeris (2012) in their study they have explored and analyzed the attitude of women towards the pain that they experience as a result of cosmetic surgery. The results of the study are really fascinating as they found that most of the women who went under knife for the pursuit of artificial beautification were found to defy, eliminate and deny pain resulting from cosmetic procedures; while only an insignificant population accepted the experience of pain. The results are so absorbing in terms of the influence of such practices on the experience of pain. Such people ignore pain and disconnect it from surgical procedures. Thus pain does not remain solely a biological stimulus but it is 'associated with how each social group perceives, interprets and reacts to the biological stimulus'. Those who defy, ignore or deny pain are of the view that they undergo surgical procedures for cosmetic reasons and not with the stress of curing a disease. The researchers comment that for such people, "Pain is beautiful". Here the important thing to consider is that those who defied pain did not reject the existence of pain; they just ignored it for the sake of beautification. The attitude of such women is concluded by Alexias et al. (2012) in these words: "They almost feel that it is a woman's duty to undergo such procedures and thus become the 'real' woman, formatting the body in accordance to the accepted standards (the woman as a sexual object)".

Those who eliminated pain preferred to call it discomfort. The number of participant who absolutely denied pain, were still greater than those who acknowledged it. This shows the high influence of beauty industry on the perceptions of women. The influence can be seen to such an extent that it does not only reshape our ideas but it makes people deny even the reality of the physical stimulus.

Aquino and Steinkamp (2016) present the critical review of articles by digging out the ethical reflections they provide in relation with cosmetic surgery debates particularly in East Asians. According to them, some researchers see the physical

alteration of Asian as 'cosmetic westernization' as they attempt to get their features altered to white features. However, the researchers believe that this critique is too 'rigid' and 'individualistic'. They argue that the Asian identity in terms of cosmetic surgery is 'relational', 'fluid', and 'transformational'. When the identity is seen as relational the argument is that in shaping identity of Asian both 'cultural nationalism' and 'cultural imperialism' play a vital role, these are also seen as a source of pressure for conformity to set standards of beauty. The researchers comment, 'Cosmetic surgery practices do develop within the socio-cultural evolution of a society from the perspective of its own cultural patterns and paradigms, but these cultural patterns are also influenced by Western traditions'. They further comment that the conception of identity as fluid and relational actually hints the evolving social contexts which are believed to negotiate cultural norms with economic progress. They argued that articles tend to limit the concept of identity on a highly individualistic interpretation of autonomy. Instead, they proposed to understand identity in this context as relational for two reasons. First, Asian women's identity is deeply embedded in social (familial) relationships. Familial relations often influence decisions, whether in the form of women having cosmetic surgery to have a better chance at marriage or parents financially supporting the cosmetic procedures of their children. Second, Asian women's identity is both fluid and transformational, reflecting a constantly evolving social context. The literature shows that cosmetic surgery in Asians may be less about the ideal face and more about showcasing women as consumers, symbolizing the shift of their role from the traditional to the modern. Furthermore, they argued that westernization or the cultural imperialist framework is not the only, and even not the most important, motive for women who choose to alter their appearance through cosmetic surgery.

2.7 Research Gap

Through the literature review the current study exhibits understanding of existing body of literature. The domain of cosmetic surgery has been researched by several researchers. Some of researchers have conducted researches that are mainly based on the exploitation of female consumers by beauty / cosmetic surgery industry for instance; Morgan (1991), claimed that female bodies are colonized by cosmetic surgery agents. In contrast with Morgan's (1991) and Bordo's (2009) belief of cosmetic surgery as an oppressive tool, Davis (1997) asserts the role of women's free

will regarding cosmetic transformations. Phibbs (1994) investigated cosmetic surgery's ideology embedded within women's magazine articles by conducting discourse analysis. He identified cosmetic surgery discourse as the discourse of feminine beauty, that portrays a complex intersection of specialized language use, authority, political, economic, and ideological positioning.

Cosmetic surgery discourse is met with reproval by researchers such as Weinnam (2010), who in his study appeared to be critical of the transformative power of cosmetic surgery discourse and declared it to be merely illusory. Like Weinnam (2010), Gilmin (200) and Hunter (2011) were critical of cosmetic surgery's practices and aim at westernization of looks. Lirola and Chovanec (2014) accused cosmetic surgery for treating women's body as an object by commodifying and sexualizing it. Nirenstein and Vanessa (2018) shunned the normalization of cosmetic surgery by declaring it sheer violence. He accused it of subjugating female body by silencing women's voice.

Some of the researches explored the power dynamics in the realm of cosmetic surgery. For instance Riggs (2012) stated that the empowerment bestowed to women by cosmetic surgery is short-lived and he claimed that through the power dynamic only cosmetic surgery agents take benefit. However, Gange and McGaughey (2002) took a neutral stance and proposed the possibility of the coexistence of hegemonic control and empowerment.

In addition, some other researchers have attempted to explore people's attitude towards cosmetic surgery for example, Anderson (2016) concluded that the negative or positive evaluation of cosmetic surgery depends on the effects produced by cosmetic procedures; natural effects are associated with positive evaluation and unnatural effects lead to negative evaluation. Furthermore, Alexias et al. (2012) explored the attitude of female clients towards the pain resulting from cosmetic surgery. Interestingly, most of the clients appeared to deny pain.

Furthermore, the psychological impacts of cosmetic surgery are explored by the following researchers: Britton (2012) found that advertisements of beauty are one among several other sources of anxiety among females; Gourdreau (2011) warned against cosmetic surgery's negative impact on finance, emotions, and mental and physical health. On the contrary, Dowling et al. (2013) noted improved self-esteem,

mental health and satisfaction level in clients after cosmetic surgery. Similarly, Yin et al., (2005) reported improved self-efficacy and self-esteem in young Chinese women. However, after reviewing the researches investigating cosmetic surgery's psychological impacts, Dittman (2005) concluded that there is much need of more research on this connection, since there are mixed results of the previous studies. Few researches that claim a positive psychological impact either had insufficient sample or their results differed from longitudinal researches conducted later on.

Yet other researchers like Dean et al. (2018) and Elliott (2008) aimed at tracing back the history of cosmetic surgery and the factors behind the increasing trend of cosmetic surgery respectively.

As a matter of fact, most of the previous studies associate cosmetic surgery as a feminist dilemma; however, cosmetic surgery is not purely female-oriented, rather it targets male clients as well. Thus it was much needed to scrutinize the discourse beyond feminism debate of empowerment vs. oppression and psychological impacts on women alone, to its impact on the overall well-being of human beings in general.

The few previous studies have not investigated the implicit ideologies to condemn destructive discourses and secure the wellbeing of human beings and to promote discourses that are beneficial for the well-being of human beings. The previous studies analyzed women magazine articles and advertisements or conducted interviews with cosmetic surgery clients. However, to gain insight into the ideology underlying the discourse of cosmetic surgery, the clinical discourse of cosmetic surgery is also of greater significance.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The current research is qualitative in nature, as it deals with the description and interpretation of the data and not the quantification. Qualitative research involves the collection of verbal data, whereas quantitative research involves numerical data. Qualitative research holds the belief that reality is subjective. Individuals construct the view of the world based on their personal interaction with the world. Thus qualitative research strives to gain insight into the construction of reality and to investigate the nature of the world in the ways it is structured and interpreted by individuals in their daily lives.

3.2 Data Collection

The data for the study is extracted from the content available on the webpages of cosmetic surgery clinics across the world. The data is filtered based on the experiential, expressive and relational values of the vocabulary items which according to Fairclough, are necessary for the investigation of ideology. Furthermore, metaphors are sorted out for analysis and interpretation. Metaphors according to Stibbe (2015) depict how a specific, concrete and imaginable area of life is used to structure another clearly distinct area of life.

3.3 Data Analysis Procedure

The present study uses a combination of methodologies from ecolinguistics as well as critical discourse analysis, thus referred to as critical eco-linguistic analysis, as also suggested by Yuniawan, Rustono & Mardikantoro (2017). From the domain of CDA, the 'textually oriented discourses analysis' (a term Fairclough (2003) uses for the type of discourse analysis which includes 'detailed analysis of text'), is used for the scrutiny of the web content of cosmetic surgery clinics. In the domain of ecolinguistics, Stibbe's (2015) methodology of metaphor's interpretation is used to investigate the environmental implications of cosmetic surgery discourses. The two domains complement each other as CDA helps the identification of ideologies

through the analysis vocabulary items and ecolinguistics helps in not only the identification of ideologies through metaphor analysis alone but it also helps in the categorization of the identified ideologies.

Thus current study uses Fairclough's (2013) three stage model for textually oriented critical discourse analysis.

The three stages are the following:

3.3.1 Description Stage

The stage comprises the description of text. Fairclough suggests a set of question related to the formal features of text to be asked for descriptive purpose. In particular reference to ideology Fairclough (2013) has provided a set of questions related to vocabulary items within a text. The questions target the experiential, relational and expressive values of the words. Thus in this stage for the sake of description of the formal feature their experiential values should be investigated. The experiential value is considered to be the indicator of discourse producer's experience of the world. It relates to knowledge, content and belief. For the purpose of the investigation of experiential values one must look for the classification schemes that the discourse is drawn upon. It must be investigated whether the words are ideologically contested. Furthermore, experiential values can be identified by looking at wording and rewording. Wording and rewording communicate specific messages and convey specific ideas/ thought patterns. In addition to that the identification of meaning relations such as hyponymy, synonymy, and antonym is significant for the investigation of experiential value of words as these meaning relations are ideologically significant. later on a comparison of synonyms, hyponyms and antonyms used for cosmetic surgery and its result with ones used for the people and body parts before cosmetic surgery is carried out which is significant in digging out the ideology that is propagated through cosmetic surgery discourse.

Relational values are cues to and traces of social relationships. The discourse generators for the sake of persuasion attempt to build a relation of trust, care, and solidarity. The discourse producers may also stress commonality of values with the readers. Euphemistic expressions also contribute in building social relationships of solidarity. Although the strategy of avoidance involving euphemistic expressions

relates to expressive values of words, but it has relational significance as mentioned above. Thus certain negative connotations are downplayed for better social relationships. Formality also plays a role in promoting better relationships. Formality serves the purpose of politeness, concern for face value, respect for status, position, feelings and values. Thus formality contributes in investigation of social relationships enacted in cosmetic surgery discourse.

The expressive value has to do with the positive and negative evaluation of things. Often negative expressive values are assigned to the things which are needed to be downplayed or degraded for the sake of asserting the value of things that are aimed to be highlighted. Thus, the expressive value in terms of negative and positive evaluation of things helps surfacing certain things by suppressing others. Expressive value is highly significant for those interested in persuasive discourse.

It is important to remember that a vocabulary item may have one or more of the mentioned values. Thus the current study identifies the aforementioned values of the vocabulary items found within the cosmetic surgery clinics' web content and provides their description in relevance to the ideology within the discourse.

3.3.2 Interpretation Stage

According to Fairclough (2013) member resources assign values to the textual features and texts are produced and interpreted against common-sense assumptions. Thus in the interpretation stage the dependence of discourses on back grounded assumptions is investigated. He says that an interpreter interprets the texts using member resources and what's already in the text that is the formal features of any text. Elements of member resources are activated by the cues of text and it is the "the dialectical interplay" of member resources and the cues of text that help in generating interpretations.

Thus after identifying the values associated with the vocabulary items the current study explores the back grounded assumptions on which the online cosmetic surgery clinics' web content relies.

3.3.3 Explanation Stage

In this stage the relationship of discourse to power relations is explored.

Fairclough (2013) says that discourses have values embedded and these discourses are socially operative and become real only when they are part of societal and institutional struggle in addition to that ideologies in discourse are incorporated in their common sense assumptions which relate to specific power relations.

Keeping under consideration the aim of explanation stage the relationship of cosmetic surgery discourses to power relations is explored. In short the current study follows all three stages to explore, analyze and categorize the ideologies embedded within the online cosmetic surgery discourse.

Alongside, the metaphors identification and explanation is carried out to dig out the ideology embedded in them from environmental perspective. For the said purpose, Stibbe's (2015) model of metaphor analysis is followed. According to this model, the metaphors are identified on the basis of source frame and target domain. This further leads to working out potential reasoning patterns, which highlight their role as advantageous or disadvantageous to environment.

Fairclough's model of critical discourse analysis is suitable for the objectives of the current study as his model provides a clear methodological framework for the investigation of ideologies within text. He views ideology as common sense assumptions that are incorporated in the text and these are linked to power, which is the ability to control thought and action. The strength of his model is that he draws upon Gramsci's concept of manufacture of consent, in which he claims that power is exercised in two ways: through coercive forces and through manufacture of consent. In the matter of manufacture of consent Fairclough considers discourse to be of greater significance. Ideologies have close connection with language as in the use of language we draw upon common sense assumptions which he sees as ideologies. Thus ideologies are both generated and propagated through discourse.

3.4 Sample

The current study has selected the web content from the cosmetic surgery clinics of five popular procedures. For each procedure the text has been selected from four clinics. In short, cosmetic surgery discourse of five procedures from 20 clinics has been selected.

The current study uses purposive sampling technique. According to Gay, Mills and Airasian (2012) ‘sampling in qualitative research is almost always purposive; randomness is rarely part of the process’, as it is important for the sample to be informative in order to gain insight into the phenomenon under analysis. Thus sample selection is based on the researcher’s knowledge and judgment. The webpages of cosmetic surgery clinics are selected on purpose, as the information regarding cosmetic surgery provided by the surgeons or the clinics are considered more authentic by people looking forward to cosmetic procedures. Thus the discourse available on the websites has greater significance and impact on the decision made by cosmetic surgery clients. Although there are various cosmetic procedures, but analyzing each and every procedure is beyond the scope of the study; therefore, the content of only the top five popular procedures, identified by ASPS (2018), has been analyzed owing to their greater popularity they were important for the scrutiny of their respective ideologies.

Table 3.1

Collected Sample

Procedures	Clinics
Facial Surgery/Facelift	<ul style="list-style-type: none"> • Cosmetic Surgery Center • THEODORE STAAHL(Centerof Cosmetic Surgery) • Carolina Facial Plastics • MYA Cosmetic Surgery
Eye surgery/Blepharoplasty	<ul style="list-style-type: none"> • Perth Facial Plastic Cosmetic Surgery • Banobagi: Korea

	<ul style="list-style-type: none"> • Maningas Cosmetic Surgery • New Zealand Institute of Plastic-surgery
Nose Surgery/Rhinoplasty	<ul style="list-style-type: none"> • Cosmetique • Ryan C. Frank • GWP (Gregory W. Pippin) • Berman Cosmetic Surgery And Skin Care Center
Fat Reduction Surgery/Liposuction	<ul style="list-style-type: none"> • Berman Cosmetic Surgery And Skin Care Center • Cocoon Center of Aesthetic Transformation • Basu Aesthetic + Plastic Surgery • Curls and Curves Cosmetic Surgery Centre
Breast Surgery	<ul style="list-style-type: none"> • Anderson Sobel • South Delhi Cosmetic Clinic • Cosmetic Surgery Australia • TAS

3.5 Conceptual and Theoretical Framework

The current study draws its theoretical framework from Fairclough's (2013) theory of ideology and Stibbe's ecosophy (2015). Both theoretical perspectives are explained below respectively.

Defining ideology, Dijk (2006) opted for a multidisciplinary view of ideology which includes cognitive (they are acquired), social (social practices help in their production, reproduction, transformation and propagation) and discursive (discourse serves as their medium) components. He defined ideologies as the 'system of ideas' or 'belief systems' which in the sociocognitive framework are defined as 'shared

representation of social groups'. Ideologies are based on societal structure and ideological practices. Ideologies are socially shared. Ideologies also contain social representations in the sense of defining groups' social identity. Furthermore, when ideologies spread widely they emerge as generally accepted attitudes, opinions or most specifically common sense and in this process it loses their ideological character.

He asserted that ideologies should not be mistaken as the basis for broader cultural communities, which can consist of different ideological groups within itself but having fundamental belief in common such as their cultural knowledge. Discussing the medium of ideological expression and its reproduction he pointed out the social practices of social groups' members in general and discourses in particular. Thus discourse is seen as the medium for acquisition, confirmation, transformation and propagation of ideologies. According to him the surface level discourses are not ideologically marked but its underlying structure can be discovered via 'systematic discourse analyses' as 'people acquire, express and reproduce their ideologies largely by text or talk'. He declared the 'ideological polarization' to be the most significant feature of ideological structure. The ideological polarization operates between the ingroups and outgroups, which is seen in the ways the discourse emphasizes the strengths of ingroups and the weaknesses of the outgroups. It can also be seen in the ways the weaknesses of ingroup and the strengths of outgroups are downplayed. For the investigation of ideology he put emphasis on discourse analytical approaches.

Fairclough (2013) treats ideology as 'common sense assumptions' which he claims to be found 'embedded in the forms of language use'. He defines ideologies as implicit assumptions which are present in the conventions through which people unconsciously interact with each other linguistically. For him ideology is not just a simple matter of common sense assumptions rather it is linked to power. And by power he means the ability to control the thought and actions, thus according to him when certain ideologies become common sense then they become the source of power of the social group they belong to. Drawing on Gramsci's concept of power he discusses the ways power can be exercised; one way is 'through coercing others' via 'physical violence' and the other way is to gain 'others' consent to, or at least acquiescence in, their possession and exercise of power'. With 'repressive forces' power can be exercised but it is 'less costly and less risky' to exercise power by

consent. He further claims, 'Ideology is the key mechanism of rule by consent'. He declares consent to be the, 'favored vehicle of ideology', and in this regard he considers discourse to be of greater social significance. And when it is about use of discourse in winning consent the manipulative use of language can never be ignored. He further sheds light on the relationship between ideology and language by saying: 'Ideologies are closely linked to language, because using language is the commonest form of social behavior, and the form of social behavior where we rely most on 'commonsense assumptions'. Thus in the use of language a substantial reliance on 'common sense assumptions' is highly evident. As common sense assumptions are indeed ideologies, so it can be stated otherwise that in the use of language we rely the most on ideologies.

He states that in current society power is exercised mostly through ideology. And owing to the stronger relationship between ideology and language use, 'language has become perhaps the primary medium of social control and power'.

In short, power which implies the control of people's thoughts and actions is exercised through ideology and ideology is linked to language. What is important to consider is that it is not just the matter of language but the persuasive and manipulative use of language.

Thus using this theory as theoretical framework the current research explores what certain ideologies are embedded in the discourse of cosmetic surgery to exercise control over people in order to gain economic goals.

Furthermore, the research has used Stibbe's extended version of Lakoff and Johnson's (2003) theory of metaphor for metaphor analysis and ideological categorization, from the ecological perspective. The concept of metaphor in Stibbe's ecosophy has its roots in Lakoff and Jhonson (2003) theory of metaphor, which is elaborated below.

In Lakoff and Johnson (2003) theory of metaphor, they have brought to the lime light the utmost significance of metaphors in daily life. For them metaphors are not just the part of poetic language but they are also part and parcel of our thoughts, ordinary language and consequently our actions. They claim that our conceptual system is metaphorical in nature. As our thoughts, perceptions, actions and interactions are controlled by our metaphorical system as a result they are also

metaphorical in nature. According to them, in the use of metaphors, a concept is structured and understood in terms of another. But it is important to consider that the structuring is partial not total. This means that a metaphor can be used to understand and structure only certain aspects of a concept not all of them, thus metaphor can only partially shape our views and experience of things. They mention that when it is said, 'a concept is structured by a metaphor; we mean that it is partially structured and it can be extended in some ways but not others' (p.245). Other than that, metaphorical concepts can both highlight and downplay or even can hide certain aspects of the things it is used for. Aforementioned characteristics make concept of metaphors significant for the current study, as Stibbe (2015) views metaphors from the same angle, while focusing on mapping of domains.

According to Stibbe (2015) metaphor is a particular type of framing which uses "a specific, concrete and imaginable area of life to structure how a clearly distinct area of life is conceptualized" (pg. 64). Note that the term 'metaphor' is used differently here than in the translation literature, where 'metaphor' often refers to the figure of speech and the terms 'conceptual metaphor' and 'cognitive metaphor' are reserved for the type of meta-metaphors of Stibbe's story form (Newmark; Schäffner). It is another type of framing, where a frame is used to refer to a completely different source. For the said purpose, trigger words are used that activate a distinct frame to mind. (Stibbe, 2015).

The current study draws upon the types of ideology given by Stibbe (2015). According to him ideologies are one among seven other stories we live by and these stories have significant impact on our actions. He says, 'ideology is a story of how the world is and should be which is shared by members of a group discourses'.

Moreover, he defines ideologies as 'cognitive structures' that exist in people's mind which ultimately influence their perception of world. Thus he shows his concern by saying, 'if economic growth is seen as the primary goal then people's wellbeing may be overlooked' (2015). According to him 'clusters of linguistic features characteristically used ' within discourses should be analyzed to identify ideologies. Thus he has identified three types of discourses: beneficial discourses, ambivalent discourses and destructive discourses and the ideologies within such discourses are also treated as beneficial, ambivalent and destructive respectively.

Beneficial discourses are those discourses which promote eco-friendly ideologies which help maintain the ecosystem and better life. Ambivalent discourses on the other hand can be either 'beneficial or destructive' as they promote ideologies having both positive and negative consequences. By destructive discourses he means those discourses which have negative impacts and therefore which lead to ecological destruction or which negatively influences the 'wellbeing' of humans. Stibbe (2015) says that the discourse of consumerism and economics are examples of destructive discourses as they tend to manufacture dissatisfaction and to address the created dissatisfaction they offer their products and services as best of the possible solutions.

Thus the current research takes into the consideration the aforementioned frame works and explores and analyzes the ideologies within online cosmetic surgery discourse; furthermore, it is investigated whether the ideologies propagated within such discourses are beneficial, ambivalent or destructive.

3.6 Delimitation

The study is delimited to analysis of the data of content on cosmetic surgery procedures collected from 20 cosmetic surgery clinical websites. Among other linguistic features that may be investigated to reveal the implicit ideologies, only vocabulary items have been explored and analyzed as they are known to be the most important means for the propagation of ideologies.

The study only carried out analysis of deliberate metaphors, since the analysis of both deliberate and non-deliberate metaphors, which are used innumerably, would exhaust the study.

CHAPTER 4

DATA ANALYSIS

This chapter deals with the description, interpretation and explanation of vocabulary items and metaphors used in the cosmetic surgery discourse of online cosmetic surgery clinics.

4.1 Descriptive Stage

The descriptive stage involves the identification of experiential, relational and expressive values of vocabulary items of each procedure from the selected clinics, which is followed by the identification of the target and source domains of deliberate metaphorical expressions from the discourse of all selected clinics.

4.1.1 Description of Vocabulary

In this section description is provided under the names of the selected clinics in the following order: description of texts on facelift procedure from the selected clinics; description of texts on eyelid procedure from the selected clinics; description of texts on nose procedure from the selected clinics; description of texts on fat reduction procedure from the selected; and description of texts on breast procedure from the selected clinics.

A. Cosmetic Surgery Center

The selected text is about facelift surgical procedure

a. Experiential Value

The text begins by making a claim that the given surgeon ‘Dr Rhys Branman’ can **help** people ‘**look up to 10 years younger**’. Here the use of word ‘younger’ is of great significance as the claim of the article is that the surgical procedure can make people look younger than they appear. In addition to that the use of the verb ‘help’ is noteworthy as help means to provide aid, assistance or support when someone is in need of something. Rewording of the phrase is noticed in the line which reads, ‘it’s the **only procedure** that can **help** you **look** an **average of 10 years younger...**’ In both sentences the words ‘look up to’ and ‘an average of’ hint the fact that the procedure doesn’t guarantee an absolute 10 years younger look. But the short coming

of the procedure is compensated by stating an additional benefit of the procedure in the following words that it helps in ‘**delaying further signs of aging**’. Another point to be considered is that the first sentence claims that the doctor can help you in getting a younger look and in the second sentence the word ‘doctor’ has been replaced by the word ‘procedure’. This means that for achieving the said results not only the procedure is important but also the surgeon carrying out the procedure is important.

The first line of the text reads: ‘**Aging is inevitable though frustrating part of life- sagging jowls, loose skin and lines can make you appear much older than you feel**’. The word ‘aging’ is juxtaposed with the words ‘inevitable’ and ‘frustrating’. It is true that aging is inevitable however, it may not be frustrating for everyone, here the text producer is imprinting his own view on the minds of his reader. The use of the adjective ‘older’ here builds a comparison between the real appearance and the feelings to have a certain appearance, thus reinforcing a conflict between the two. Rewording of this sentence is witnessed in last line of last paragraph, ‘**sagging skin in the jowls**’. The word ‘sagging’ is synonymous to ‘lose’ in the particular reference to skin, thus these two terms reinforce the same reality in negative sense. For the words ‘sagging’ and ‘lose’ the antonyms, ‘firmer’, and ‘tighter’ for skin are used in connection with the surgical results. Moreover, the antonym ‘smoother’ for ‘wrinkles’ is used.

The third line of first paragraph reads: ‘... if you are **bothered** by the **story** it (face) is **telling**, it can be **difficult** to **feel confident**’. This selection of the words suggests that your appearance can be a matter of annoyance thus affecting your confidence level. A restated version of the sentence appears in the last paragraph, ‘if you’re **bothered** by the **signs of aging** your face...’ thus stressing the idea that the older appearance is a source of annoyance or worry. Furthermore, the use of word ‘**patient**’ to refer to people with signs of aging is worth noticing. The text uses the word ‘**facial rejuvenation**’ and the words ‘**younger, firmer, and smoother**’ in reference to face, however the meaning of later is included in the meaning of the former word. Hyponymy is used to reinforce ideas.

The text begins by addressing the readers directly making them critical about the aging process; this poses a risk to exclude the younger readers who don’t feel themselves old enough to be the victim of aging. Thus a question is posed, ‘**Am I too young for a face lift?**’ then the answer follows the question, ‘**Each one of us age at a**

different rate and there isn't a specific age when you should consider a facelift'.

Thus according to the text producer surgery is for everyone irrespective of the chronological age.

The words “**facelift**” and “**smart lift**” have experiential value too. The word “patient” is used for people who are not even suffering from a disease therefore it is an ideologically contested word.

b. Relational Values

The text producer builds a relation of trust and credibility in his selection of words by saying: ‘Dr Rhys Branman has **spent years helping patients just like you achieve** a smoother, firmer appearance.’ The relationship of trust and sympathy is also promoted through the use of words ‘Dr Rhy Branman can **help you**’. The repetitive use of the surgeon’s name is an attempt to gain clients for the surgeon rather than promotion of the procedure alone. Thus it is not only the procedure rather the procedure carried out by the given doctor can help achieve the said results.

Readers are directly addressed as if the problems concern all those who are reading it or at least they should question themselves whether they have the same problem or not. Readers are satisfied to know that they are not the first to undergo such procedure with the said surgeon.

In the sentence ‘**Each one of us age at a different rate** and there isn't a specific age when you should consider a facelift’ the text producer is creating the relationship of solidarity in selection of his words “each one of us” and declares that irrespective of age one can opt for the procedure.

The text uses formal words while less formal alternatives are available. The formal words, inevitable, appear/appearance, achieve, delay, consultation, consider, schedule, modest, amount, prefer, gradually, and firm are used instead of their following less formal alternatives: unavoidable, look, get, slow down, meeting, think about, plan, fair, quantity, like better, slowly, and tight. Formal words indicate formality of social relations. According to Fairclough (2013) formal words express concern for each other’s face that includes the ‘wish to be liked and wish no to be imposed upon’; they are also used to express politeness.

c. Expressive Value

It refers to the text producer's positive and negative evaluation of things. In the text under analysis the text producer has shown positive evaluation of the surgical procedure and post-surgical appearance, while negative evaluation of appearance before surgery is given negative evaluation. The appearance after surgery is positively evaluated with the use of positive adjectives and by using words which have positive connotations. Other than the evaluation of appearance there seems a clear distinction of evaluation expressed between the feelings before surgery and after surgery:

Table 4.1

Evaluation of various aspects of cosmetic surgery

Pre-Surgery Appearance	Older
Post-Surgery Appearance	Younger, firmer, smoother, tighter skin, delayed signs of aging, rejuvenation, wrinkles, signs of aging, sagging. Sagging and loose skin. Aging-inevitable, frustrating.
Pre-Surgery Feelings	bothered, frustrating.
Post-surgery Feelings	confident.
Facelift	Only procedure that can help...look an average of 10 years younger while delaying further signs of aging.

Other than the aforementioned words the use of word "patient" has also expressive value since it involves negative evaluation of people with aging skin. The word patient means a person with disease and who is in need of some cure or remedy, however in the text healthy people with just visible signs of aging are seen as patient.

Thus the text producer negatively expresses the reality prior to surgical procedures and positively evaluates the outcomes of surgery on one's appearance and surgery itself. The strategy of avoidance is also seen in the use of words "smart lift", and "face lift" instead of using the word surgery.

B. Theodore Staahl Center of Cosmetic Surgery

The chosen text from the clinic is about facelift procedure.

a. Experiential Value

Same as Cosmetic Surgery Center's face lift procedure the text begins with the similar concern about inevitable aging as it states: "**Aging of the face is inevitable**". The mention of inevitability demands some action from audience since everyone has to face it. Then a chain of problems is mentioned using various near synonyms for aggravating the severity of the problem i.e. signs of aging, which is the superordinate term. For instance, '**crow's feet appear**', '**fine forehead lines become creases** and then, gradually, **deeper folds**', '**beneath the chin another chin or vertical folds appear** at the front of the neck'. The words 'crow's feet, fine forehead lines, creases, deeper folds', are all synonyms of the word 'wrinkles'. Moreover rather than using the word double chin the text producer has opted for a more descriptive explanation using the words, 'beneath the chin another chin' last but not the least the term 'vertical folds' has been used instead of 'neck lines or neck wrinkles'.

Over wording is also seen in the repetition of the words, '**aging of the face**'. The striking juxtaposition of the word '**looks**' and '**self-confidence**' is quite intriguing. While presenting surgery as solution to problems it is stated that it, "**could improve your looks or self-confidence**". Here improving looks means improving self- confidence, there seems a direct proportionality between the two hence if you want to improve your self-confidence you need to improve your looks which is possible via facelift. The word "self-confidence" in this particular context is ideologically contested since self-confidence demands to feel confident about your real self.

Moreover, the words "**facelift**", "**mid lift**", "**thread lift**", "**procedure**", and "**rhytidectomy**" which are highly frequent as compared to the word "surgery" which is used only once, have experiential value too.

b. Relational Value

This text compared to Cosmetic Surgery Center's facelift text doesn't involve commonality of experiences at a higher degree for relational goals. However, soon after the use of medical jargon 'rhytidectomy', the word 'facelift' is used with a brief

description “as it is commonly called”. The use and indication towards the common term is an attempt to shorten the knowledge gap, if any, between the text producer and the audience. Thus, the distance caused by the use of a technical term is reduced by the use of a less formal word to build a relationship of understanding with the audience.

The words “face/mid/thread lift”, “procedure” and “rhtidectomy” have relational value too, since they help avoid the negative connotation of the word “surgery” with only one occurrence in the text.

The text uses the formal words inevitable, begins, appear, gradually, beneath, contribute to, minimal, available, improve, performed, and consultation rather than their less formal alternatives unavoidable, starts, come into view, slowly, under, add to, least, up for grabs, make better, done/ carried out, and meeting.

c. Expressive Value

Facelift procedure is positively evaluated while the appearance before surgery is highly negatively evaluated. In this regard the following juxtapositions are highly significant:

Table 4.2

Evaluation of various aspects of cosmetic surgery

Face	aging, skin loosens, eye
Eyes	crow’s feet
Forehead	lines, creases, deeper folds
Jawline	jowls, beneath the chin another chin
Neck	skin loosens, vertical folds
Facelift	could improve your looks or self-confidence

This shows text producer’s preoccupation with the negative aspects of aging. Another factor contributing to the positive evaluation of the surgical procedure is noticed avoidance of the word “**surgery**” itself which has a negative connotation thus, the words “**face/mid/thread lift**” with 5 occurrences, “**procedure**” with one

occurrence and “**rhtidectomy**” with one occurrence have been use while the word “**surgery**” has been used only once.

C. Carolina

The text chosen from the clinic is about facial liposuction.

a. Experiential Value

The text begins with the following paragraph:

“Despite a good diet and exercise routine do you still have excess fat around your neck, chin or cheeks? If you have stubborn fat that you can’t seem to lose no matter how well you eat or how much you exercise, facial liposuction might be an effective treatment for you.”

The first line poses the problem of “excess fat” and the following line presents facial liposuction as a solution. A significant degree of overwording is seen in replacement of the words, “Despite... still have excess fat...” with “...**stubborn fat** that you can’t seem to lose no matter...” and “ a good diet and exercise routine” with “... how well you eat or how much you exercise...”

Same theme is continued with different wordings in the third paragraph by mentioning “**fatty areas**” which are “... **resistant to diet...** and **exercise**” and then replacing “fatty areas” with “**trouble areas**” and mentioning them as “**unresponsive to your diet and exercise efforts.**”

Thus, cheeks, chins, and neck having fat which is “unresponsive” or “resistant to diet” are classified as “fatty areas/ areas of fat (with four instances)”, “trouble areas”, and “**trouble zones**”.

Near synonyms are also used to describe the benefits of Facial liposuction for instance, “**removes**” and “**eliminates**”; and “**re-contour**”, “**improve**”, and “**change**”. The claim that facial liposuction can improve appearance is made twice in the following words: “... **improve your appearance...**” and “... **improve the appearance of your face...**” The antonyms, “**excess**”, and “**less**” are used tactfully in the first paragraph as “excess fat” (with four instances) appears in the first sentence and “**less downtime and less scaring**” appear at the end of last sentence.

Moreover, adjectives and adverbs such as “**effective** treatment”, “**effectively** removes”, “**better** proportion”, “**more youthful**”, “**naturally** change”, “**artistically** sculpts” are used which depict more convincing tone. However, the words “naturally change”, and “artistically sculpts” stand in opposition to each other. While sculpting is a man-made method to make or to change the shape of something, it cannot be considered natural at all. The word “naturally” here is ideologically contested since the changes are brought through surgical interventions.

Furthermore, face is classified into three major categories of neck, cheeks and chins which can be subjected to liposuction. And people having excess fat on face are classified as “patients” in the line “**Patients** who are **in good overall health** but have **fatty areas on the face...**” The words “**turkey neck**”, “**trouble zones (fatty deposits)**” and the expression “**stubborn fat**” have experiential values since they represent how the text producer views the signs of aging. The word “patient” is ideologically contested. Moreover, the use of words “**procedure**”, “**liposuction**” and “**treatment**” instead of “**facial surgery**” and “**incisions**”, instead of the word “**cuts**” have experiential value.

b. Relational Value

The text producer tries to build a closer relationship by stating that the said doctor artistically sculpts “the area of **his face** he is treating.” Thus unity is promoted skillfully in the selection of words “his face” to refer to the face of clients.

The text producer has further attempted to promote the relationship of solidarity and understanding by stating: “**Your friends and family will simply think you have lost a few pounds!**” We humans have a closer relationship with family and friends and we wish to be perceived positively by them. Thus, by stating that surgery can result in positive perception of “friends and family”, the text involves the consideration of how the clients are perceived by their most important social circle consequently, promoting the relationship of solidarity. The statement that the clients’ social circle “will simply think” that they have “lost a few pounds”, means that liposuction gives the results which are similar to those achieved via dieting or exercise. Thus, taking the clients into confidence the text producers are promoting the relationship of understanding with those who do not wish to get their surgery noticed. The aforementioned concern for keeping surgery obscure is addressed by using the

words “small” and “hidden” in the following sentence: “Dr Kulbersh will make **small, hidden incisions**”

The use of words “procedure”, “liposuction” and “treatment” instead of “facial surgery” has relational value since it involves downplaying the negative connotation. Thus, the word “incisions” instead of the word “cuts” has relational value too.

The text uses the formal words, despite, excess, provide, allows, eliminate, youthful, consultation, assess, determine, minimally, isolated, incisions, perform, proportion, improve, appearance, and in conjunction with instead of their less formal alternatives, even with, extra, give, lets, remove, young, meeting, check, find out, least, separated, cuts, carry out, balance, make better, look, and in combination with.

c. Expressive Value

The text involves high degree of positive evaluation of the procedure and the parts of face with fat are negatively evaluated with the following use of words:

Table 4.3

Evaluation of various aspects of cosmetic surgery

Pre- Appearance	Surgery	excess fat, stubborn fat, signs of aging, fatty areas (resistant to diet), (unresponsive) trouble areas, trouble zones, turkey neck, and sagging jowls.
Post- Appearance	Surgery	more youthful, better proportion
Facial liposuction		effective treatment, artistically sculpts, effectively removes, naturally change(s), eliminates (signs of aging), re-contour(s), bring(s) your features into better proportion, improve(s) your appearance, improve(s) the appearance, sculpt(s) trouble areas.

In addition to that the use of word “patient” for people with fatty areas is quite striking. Use of the word “excess” with “fat” thrice and “less” with “downtime” and “scaring”, demonstrate the negative evaluation of fatty face and positive evaluation of

surgical procedure respectively. The use of word “downtime” as a substitute for the side effects of liposuction hints the intended positive evaluation of the procedure.

The negative connotation of word surgery (only one occurrence) has been avoided with the use of words “Liposuction” 16 occurrences, “procedure” 6 occurrences, and “treatment” one occurrence. Moreover, the word “incisions” has been used with no occurrence of its synonymous word “cuts”, which downplays the associated negative connotation.

D. MYA Cosmetic Surgery

The text chosen is based on the description of facial procedure comprising of facelift, neck lift and chin lift.

a. Experiential Value

The text begins with the classification of facial procedure involving separate categories of face lift, neck lift and chin lift. It is claimed that: “**There is no better feeling than a rejuvenated young firm look.**” Thus, happiness is associated with not only “**young**” and “**firm**” look but to “**a rejuvenated young and firm look**”. Here the meaning of young is included in the meaning of rejuvenation, which means to make someone look or feel young and energetic again and when the skin is young it is firm too. The relation of hyponymy indicates the text producer’s preoccupation with younger look. The preoccupation is also seen in the sentence: “**A facelift is an excellent way to turn back time and relieve the signs of ageing, such as a double chin.**” In the sentence “**turn back time**” means getting back a younger look which is said to be possible via facelift since it “**relieve(s) the signs of ageing**”. Another aspect noteworthy is that double chin is utterly stated as a sign of aging.

Over wording can be noticed in the description of benefits of face procedure where the mention that the procedures “**remove excess facial skin**”, “**tighten the skin**”, and “**reduce the appearance of fine lines**” are all similar to each other. Over wording is also seen in an attempt to overshadow the resultant side effect of scarring. Thus, the synonyms “**hidden**” and “**not visible**” are used while mentioning surgical scars.

Facelift is presented as a choice of “**patients**” since it “**wake(s) up a tired face creating a natural bright happy expression.**” The use of word “**tired**” is significant since the “**wrinkles**” and sagging may make the face appear tired whereas,

in real one may not even be tired. The word “**natural**” implies that surgery does not create something unnatural. The words “**patient**” and “**natural**” are both ideologically contested.

The highly frequent words “**face lift**”, “**neck lift**”, “**chin lift**”, “**procedure**”, “**rhytidectomy**”, as compared to the word “**surgery**” have experiential value.

b. Relational value

Better relationship is promoted by addressing the concerns of potential clients by mentioning that “**scars will be hidden**” and “**... scars ... will be not visible**”.

Furthermore, the relationship of trust is promoted by mentioning that “**... facelift is a big decision and MYA and our surgeons**” will give all information which will be needed by the clients to “**make an informed choice**”.

Furthermore, the strategy of avoidance which is noticed in the use of words “**face lift**”, “**neck lift**”, “**chin lift**”, “**procedure**”, “**rhytidectomy**”, instead of the word “**surgery**” has relational value too.

The text uses the words excess, reduce, required, equipped, recover, prior to, secured, tends to, rejuvenated, firm, relieve, appearance, complex, recover, required assessment, behind, extend, provide, and outcome instead of their less formal alternatives extra, lessen, needed, kit out, get better, before, fixed, be likely, renewed, tight, lessen, look, difficult, get better, need, checkup, at the back of, stretch out, give, and result.

c. Expressive value

People with signs of ageing are negatively evaluated by seeing them as “patients”.

The face procedures are positively evaluated by listing the benefits they offer face.

Table 4.4

Evaluation of various aspects of cosmetic surgery

Pre-Surgery Appearance	signs of aging, double chin, excess facial skin; fine lines and wrinkles; sagging eyebrows and forehead wrinkles; tired face
Post-Surgery Appearance	rejuvenated young firm look; natural bright happy expression
Face procedures	wake up a tired face, create a natural bright happy expression, treat sagging eyebrows and forehead wrinkles, “an excellent way” which can “turn back time”; relieve the signs of ageing.

Another factor contributing to the positive evaluation of the surgical procedures is the high frequency of words “face lift” (8 occurrence), “neck lift” (2 occurrences), “chin lift ” (2 occurrences), “procedure” (6 occurrences), “rhytidectomy” (1 occurrence), as compared to the word “surgery” which has been used only once.

E. Plastic Surgery of Central Jersey

The text is about eyelid surgery (blepharoplasty).

a. Experiential Value

The text begins with the description of “blepharoplasty” using its synonym “eyelid surgery”. Over repetition is observed throughout the text. For instance, it is stated that the procedure “**improves the appearance of the upper eyelids, lower eyelids, or both, and gives a rejuvenated appearance to the surrounding area of your eyes, making you look more rested and alert.**” The whole sentence is repeated in the second paragraph. Thus, there is much stress on the procedure

improving and rejuvenating the appearance. In the last line of the paragraph the word “**appearance**” has been replaced with the synonym “**look**”, claiming that after eyelid surgery the clients will have “**more rested and alert look**”. Moreover, it is mentioned that eyelid surgery benefits by “**enhancing your appearance**”.

It is noteworthy that “**loose and sagging skin**”, “**excess fatty deposits**”, “**bags under the eyes**”, “**droopiness**”, “**excess skin and fine wrinkles**” are seen as condition that “**eyelid surgery can treat**”. Later in the text it is stated, “**Droopy conditions** of the upper eyelid **can be corrected...**”; “**Conditions** of the lower eyelid **may be corrected...**” and “A transconjunctival incision ... is an alternate technique to **correct** lower eyelid **conditions** ...” The word “**conditions**” in this context is ideologically contested. In medical the term condition means any of different types of disease, which has two implications: first it should be treated, since it is a medical condition; second, the people who have droopy eyes are patients. Thus, the term “**droopy condition**” is used synonymously for droopy eyes, which does not have the implication of disease. In addition to that the expression “**bags under the eye**” shows experiential value, since the text producer refers to the fat deposits as “**bags**”. The use of word “**patient**” is also ideologically contested.

The adjective excess in “**excess skin**”, with 3 occurrences, has later been replaced by the synonym redundant in “**redundant skin**” in the second last line of the text. To address the concern about scarring it is mentioned that the scars will be “**well concealed**” and “**...hidden** inside the lower eye lid”. It is much emphasized that the surgery will remove the excess skin and fat in the following words: “**removal of excess skin**”, “**... excess skin in the lower eyelids is removed.**” and “**... remove excess fat**”. Later in the text word “**eliminate**” has been used as a synonym of the word “**remove**”.

b. Relational value

The text begins with the use of the formal medical term, “**blepharoplasty**” and the common term for it “**eyelid surgery**” to reduce the social distance with the clients: “Also known as **blepharoplasty, eyelid surgery** improves...” The second paragraph also begins with the same explanation in the following words: “**Cosmetic eyelid surgery, called blepharoplasty, is a surgical procedure to...**” Thus, it can be seen as a very obvious attempt of reducing the possible social distance and promoting a better relationship.

The text producer has attempted to build a relation of trust by saying that “**Your doctor will recommend the best choice for you.**” The use of superlative degree of adjective serves best to satisfy the clients thus, contributing to the relation of trust.

The heading of the last paragraph reads, “**Your satisfaction involves more than a fee**”. Thus, clients’ satisfaction is claimed to be a priority. The use of words “**your satisfaction**” and “**your comfort**” further promote a healthy relation between the surgeons and the clients.

Another significant feature of the text is that the word “**cuts**” with negative connotation has been avoided by using the word “**incisions**”.

The text uses the formal words appearance, rejuvenate, surrounding, create, excess, portion, performed, eliminate, suture, erase, administered, recommend, incisions, concealed, region, crease, allowing, ensures, impairing, realistic, outlook, detached, permanently, accumulation, persist, anxiety, component, transmission, diminish, adhering, immediately, optimal, incisions, subjected, region, necessary, abrasion, diligent, pre-operative, gradually, alter, achieve, consent, required, associated, complications, subside, reveal, anticipated, potential, wound, vision, occur, allowing, and temporarily instead of their less formal substitutes look, renewed, nearby, make, extra, part, done,, removed, stitches, remove, given, suggest, cuts, hidden, area, line, letting, makes sure, weakening, practical, point of view, disconnected, forever, deposit, continue, worry, elements, transfer, decrease, joining, soon after, best, cuts, put, area, important, rubbing, constant, before surgery, slowly, change, get, agreement, needed, related, difficulties, lessen, show, expected, possible, cut, sight, happen, letting, and for the time being.

c. **Expressive value**

The appearance before surgery is evaluated using highly negative expressions and adjectives while eyelid and surgical procedure are evaluated using highly positive expressions and adjectives.

Table 4.5

Evaluation of various aspects of cosmetic surgery

Pre- Eyelid	Surgery	excess fatty deposits, excess fat, fat deposits, puffiness, droopiness, droopy conditions, fine wrinkles, loose and sagging Skin, excess skin (2 occurrences)
Post- Eyelid	Surgery	Smooth, better defined,
Post- Appearance	Surgery	rejuvenated (3 occurrences), look more rested and alert (2 occurrences), new look
Eyelid Surgery		Improves (2 occurrences), removes (3 occurrences), corrects(4 occurrences), enhances (2 occurrences)

The use of word “**correct**” has expressive value too, since it leads to the negative evaluation of puffy or droopy eyes. The word “**condition**” has expressive value too, as it associates the meaning of illness or disease with puffy or droopy eyes. Thus, the word condition is an example of dysphemism.

Although the eyelid surgery is evaluated positively the text also lists the risks associated with the procedure in detail however, the side effects are downplayed by juxtaposing them with desired outcomes for instance: “The results of eyelid surgery will appear gradually as **swelling** and **bruising subside to reveal a smooth, better-defined eyelid and surrounding region**, and an **alert and rejuvenated appearance**”

F. Perth Facial Plastic Cosmetic Surgery

The text is about blepharoplasty.

a. Experiential value

The text begins with the sentence “**Improve the aesthetic appearance of your eyes with eyelid surgery.**” Which means eyelid surgery can not only improve your appearance but it improves the “**aesthetic appearance**” of eyes. Later in the text the synonym “**beauty**” is used to state that beauty is enhanced by eyelid surgery.

In the text “**droopy eyes**” are believed to create a fatigued look and eyelid surgery corrects droopy eyelids thus, it “**helps**” to “**restore a youthful and less fatigued look**”. The correction process involves “**reducing puffy bags**”. The word “**helps**”, an ideologically contested word, is significant for its implication that the people with droopy or puffy eyes are in trouble or have some problem. The fat on the eyelid is referred to as “**puffy bags**”, “**puffiness**” and “**fat bags**”, which are used synonymously. Over wording is seen in repetitions such as “**restores youthful and less fatigued look**”, “**enhance(s) youthful appearance**”; “**reduce(s) fatigue from heavy lids**”, “**reduce(s) puffiness**”, “**reducing puffy bags**”, “**remove(s) excess fat bags**; “**removes excess droopy skin**” and “**tightens the underlying muscles...**” Over wording is also seen in the sentences “... we offer **finest possible care ...**”; “... **highest possible standards of patient care and service**”; and “**patient comfort, privacy and safety are paramount.**”

“**Youthful appearance**” is seen as “**aesthetic appearance**” since the surgery is meant to “**improve the aesthetic appearance**” and blepharoplasty “**restores youthful and less fatigued look**” and it “**enhance(s) youthful appearance**”. While improving the “**aesthetic appearance**” the “**natural shape**” of eye is retained. Here the word “**natural**” is ideologically contested since the natural shape is altered via surgery. Where droopiness and puffiness are seen as unnatural many ethnic groups have such eyes by birth. “**Blepharoplasty is performed for medical or cosmetic reasons, with the aim to improve the aesthetic appearance of the eye, while retaining natural shape and function.**”

The words correcting and improving are used synonymously and the words surgery, blepharoplasty, and procedure are used synonymously. The word “**patient**” is ideologically contested.

b. Relational Value

“... we offer the **finest possible care**, combining innovation, excellence and expertise with dedication and professionalism. Patient **comfort, privacy and safety** are **paramount**. Our team is committed to the **highest possible standards of patient care and service.**”

The text builds a relationship of trust with client by ensuring “**the finest possible care**”. It declares their “**comfort, privacy and safety**” as “**paramount**”. Thus, “**highest possible standards of patient care and service.**” are guaranteed.

The word “surgery” has been used less frequently as compared to the words “blepharoplasty” and “procedure”.

The formal words/phrase appearance, youthful, fatigued, performed, retaining, excess, reduce, considering, appointment, innovation, paramount, improve, aesthetic, it stands to reason, and restore are used instead of their less formal substitutes look, young, tired, done/carried out, keeping, extra, lessen, thinking about, meeting, new method, most important, make better, beautiful, it is obvious, and bring back.

c. Expressive Value

Table 4.6

Evaluation of various aspects of cosmetic surgery

Pre- Surgery Eyelid	droopy, puffy bags, excess fat bags, droopy skin, heavy, fatigue, puffiness.
Post- Surgery Appearance	aesthetic, youthful and less fatigued look
Eyelid surgery	improves, restores, reduces, enhances, and tightens.

People with droopy or puffy eyelids are addressed as “patients” with 2 instances. The word “blepharoplasty” is used 5 times, “procedure” 2 times and “surgery” is used only 4 times.

G. Banobagi

The text is about eyelid surgery.

a. Experiential Value

The text begins with the line “**Incision makes unnatural looking eye: a misconception**”. The text begins addressing the criticism of eyelid surgery. Thus, the text not only strongly denies the criticism of “**unnatural- looking eye**” by calling it “**a misconception**” but it also claims to create a “**natural and clear charm**” which is an instance of rewording. The word “**natural**” is ideologically contested. Here the use of antonyms “**natural**” and “**unnatural**” is significant. Another line reads, “We are here to **dispel the misconceptions about incision**”, that means there is an attempt to remove the misconception by proving it unjustified. In an attempt of justification it is

stated that “The term **‘incisions’** itself **sounds grave**, and **appears scary** and **painful**”. You may be concerned about scarring or being left with **so-called ‘sausage eyes’**” which implies that it is just the term that “**sounds**” something serious and it “**appears**” frightening and painful however, it is not so true. But at the end of the text it is stated “**incision method surgery is less painful...**”; “**Patients will experience aching pain and discomfort...**” and “**if the pain is severe...**”, which means that it not only “**appears**” that it is “**painful**” rather it is painful in real. The expression “**so-called ‘sausage eyes’**” also shows the text producer resistance against the criticism. Although the text begins with a stronger stance but the proceeding lines include caution against the procedure in the following words “**Incision: if necessary it must be done properly**”; “**Most patients ... don’t prefer Incision Method, and neither does our clinic.**”; “**Incision surgery is done only when necessary...**”; “**If incision is necessary, it must be done properly**” and “**If incision necessary**”. It is important to note that presence of “**much fat**” and “**excessively droopy eyelids**” is considered to necessitate eyelid surgery and such people are seen as patients. The benefits listed are “**spacious and distinct eye shape**” and “**greater satisfaction**” which does not include mention of any benefit regarding vision.

The following paragraph puts much stress on “**natural-looking**” in the following expressions: “**Natural-looking: BANO BAGI** doesn’t give it up”; “... **natural-looking BANO BAGI’s double eyelid surgery...**”; “... creating not scars but **natural looking lines** that feel like you’ve always had them.”; and “**natural-looking results**”. The “**Natural**” or “**natural looking**” lines, which are treated synonymously, are created by only “**a specialized surgeon**”.

The surgery is said to “... **operate by designing the double eyelid line**” by “**making the incisions** in the eyelids, **removing** muscle and fat, and then **tying down** the muscle and skin to **fixate** them.” The words “**making**” “**incisions**”, “**removing**”, “**and tying down**” and “**fixate**” have experiential values in terms of text producer’s presentation of the surgical procedure.

The side effects of surgery are mentioned with the statement that they are not a matter of much concern in the following words “**scarring and swelling, not to worry**”; “**Scarring ... the greatest reason why patients fear the incision method ... understandable concern ...relatively visible immediately following the surgery ... will go away in 6 months.**” The same statement regarding swelling is restated in

different words in the following line “... **leaves longer swelling ... is at worst after two three days but will naturally diminish over time.**”

The word “**patient**” is ideologically contested.

b. Relational Value

To build a stronger relationship with the clients the text has attempted to win their confidence expressing determination, expertise and concern. The text states that incision method surgery is “**more advantageous**: with a specialized surgeon only. It also states the complexity of procedure in achieving “**natural-looking lines**” thus, it is mentioned “**Natural-looking: BANO BAGI does not give it up**” expressing the determination and efforts the clinic puts to achieve “**natural and clear charm**”. The text further attempts to build a relation of trust by mentioning that it’s difficult for people to tell if incision has been made.

“**Natural-looking: BANO BAGI does not give it up.**“**Was it really by Incision method?**”**Our patients** are often asked this question. They **tell their friends** that incisions were made, but the **friends can’t tell**. This is how **natural-looking BANO BAGI’s** double eyelid surgery is.”

The concerns are addressed in a very tactful way by mentioning “... incision is **effectively made; creating not scars but natural-looking lines that feel like you’ve always had them.**”

Promoting the relation of solidarity the text states “Scarring is probably the greatest reason why **patients fear** the incision method. This is an **understandable concern...**” Giving relief to the clients it is stated that scarring and swelling will “**go away**” and “**naturally diminish over time**”.

The formal words evident, utilize, immediately, diminish, achieve, incisions, operates, fixate, sufficient, consultation, grave, however, necessary, differ, consensus, relatively, seek, spacious, distinct, excessively, dispel, advantageous, approximately, appears, prefer, advise, and certainly, are used in the text which are more formal as compared to their alternatives, visible, use, soon after, disappear, get, cuts, works, tying down, enough, meeting, serious, but, important, vary, agreement, somewhat, search for, big/wide, clear, overly, dismiss, beneficial, more or less, seems, like better, suggest, and surely.

c. Expressive Value

The word “**patient**” is used 9 times for the people with fat on eyelids. The negative evaluation of eyelids before surgery and positive evaluation of eyes after surgery are highlighted below:

Table 4.7

Evaluation of various aspects of cosmetic surgery

Pre- Surgery Eyelids	fat, much fat, excessively droopy, droopy skin
Post- Surgery Eyes	spacious and distinct eye shape, natural looking lines.
Eyelid surgery	removes, constructs, designs, creates, can achieve

Furthermore, the word “incision/ incision method” is used 25 times, “procedure” is used 1 time, and “surgery” only 7 times. The word “incisions” is used with no instance of word cuts.

H. Maningas Cosmetic Surgery

The text is about eyelid surgery.

a. Experiential Value

The text begins by providing the synonyms of “**eye lid lift surgery**” i.e. “**Blepharoplasty**” Further in the text the words “**eye lid surgery**”, “**eyelid lift**” and “**procedure**” have been used synonymously.

In the very first sentence antonyms have been used to present the benefits of eyelid surgery, “Eyelid lift surgery can help restore a naturally **youthful, refreshed** appearance to **tired-looking, aging** eyes.” All words in the expression “... **help restore a naturally youthful, refreshed appearance**” are highly significant cues of experiential value. The words “**help**” and “**naturally**” are ideologically contested. Eyelid surgery can also “**address excess skin, smooth wrinkles, reduce puffiness, and correct other signs of aging**”. It is important to note that problems are addressed. Moreover, people with such problems are seen as “**patients**”: “**patient’s anatomy**”, “**patient’s goals**”, “**for any given patient ...**”, “**helping a patient**”, and “**If you are like many patients ...**” The word “**address**” has also been used with aging: “**address aging**”. Thus, aging is seen as a problem and a disease and old age

people are seen as patients. The word “**patient**” is ideologically contested. Eyelid surgery can “**help to achieve**” “**patient’s goals**” and the goals include “**refreshed youthfulness appearance**”. Furthermore, blepharoplasty can “**eliminate the problem**”.

Over wording is noticed in the following expressions: “**aging eye**”, “**signs of aging** (2 instances) ... around eyes”, “**looking older**”, “**look ... aged**”; “**sagging**”, “**puffiness**”, “**puffy**”; “**excess skin**”, “**drooping eyelid skin**”, “**excess hanging skin**”, “**loose skin hanging down**”; and “**tired-looking**”, “**tired ... appearance**”, “**look tired**”.

Moreover, over wording and antonyms are used for describing the potential clients’ eyelid “**problems**” and the respective solution provided by surgery. Expressions over stating the fact that droopy and saggy eyelids make one appear tired and old are the following: “...**so much emotion is expressed with our eyes, sagging, drooping eyelid skin can cause a tired, sad or even angry appearance, even when a person feels great**”; “... **others mistakenly perceive you as tired or upset ...**”; “... **upper and lower eyelids appear puffy, making your eyes look tired and aged**”. In presenting the benefits of surgery over wording and use of antonym such as “**look ... aged/ looking ... older and youthful**”; “**aging eyes and youthful appearance to the eyes**”; “**tired/tired-looking and refreshed/(rejuvenated appearance)**”; “**sagging, droopy eyelid skin and more fully open ... eyes**”, have been noticed in the following expressions: “Eyelid lift surgery can help **restore a naturally** youthful, refreshed appearance to tired-looking, aging eyes.”; “Cosmetic eyelid surgery is designed to **help counteract** these changes and **restore** a naturally refreshed, youthful appearance to the eyes”; “... an eyelid lift can help your eyes **more accurately portray your emotions.**”; “**allow** you to more fully open your eyes”; “eyelid surgery alone can **significantly rejuvenate** your **appearance ...**”; “...an eyelid lift to **achieve more comprehensive facial rejuvenation.**”

b. Relational Value

The use of word “**help**” has relational value too, since it ensures cooperation and the capabilities to solve the clients’ problems. The use of the expression “highly individualized procedure” is also significant since it helps in winning people’s trust that their individual needs will be dealt.

Another attempt of building a stronger relationship is made by mentioning that eyelid lift surgery involves “**different surgical techniques**” which the surgeon Dr Maningas will use according to the “**patient’s anatomy**” and according to “**particular changes**” that would be “**needed**” to “**to achieve a patient’s goals.**” The expertise of the surgeon in all techniques and his capability in their application as per need further contribute in winning the clients’ confidence and trust. Moreover, it is mentioned that “Cosmetic eyelid surgery is **designed to help counteract these changes and restore a naturally refreshed, youthful appearance to the eyes.**” which attempts to win clients’ trust.

The relation is further made stronger by showing concern towards clients’ feelings for instance: “The results can be **life-enhancing, helping a patient feel more confident** in his or her appearance.”

The text uses the formal words obstructing, eliminate, allow, significantly, conjunction, comprehensive, restore, address, achieve, consider, begin, appearance, perceive, youthful, reduce, encompass, particular, excess, portray, counteract, and rejuvenate, instead of their less formal substitutes blocking, remove, let, to a great extent, in combination, thorough, get back, deal with, get, think about, start, look, see, young, lessen, includes, specific, extra, show, prevent/ resist, and renew.

c. Expressive Value

Appearance, eyes and eyelids with signs of aging before surgery are negatively evaluated with high degree of negative adjectives and expressions. Eyelid surgery is highly positively evaluated.

Table 4.8

Evaluation of various aspects of cosmetic surgery

Pre- Appearance/look	Surgery	looking older; tired), sad and angry; upset
Post- Appearance/look	Surgery	naturally youthful, refreshed; rejuvenation.
Pre- Surgery Eyes		tired-looking, aging eyes; deep grooves
Post- Surgery Eyes		more accurately portray your emotions; more fully open
Pre- Surgery Eyelid		excess skin; wrinkles; puffiness; signs of aging; thinnest, most delicate skin; aging; sagging, drooping eyelid skin; excess, hanging skin; loose skin hanging down; puffy; tired and aged
Blepharoplasty Techniques		help restore, address, smooth, correct, reduce, achieve, help counteract, allows, life-enhancing, help(ing) a patient feel more confident, help more accurately portray your emotions, eliminate problem, allow... more fully open ... eyes, address aging, rejuvenate your appearance, achieve facial rejuvenation.

The word “**patient**” (5 instances) is used for people with signs of aging in their eyes.

I. New Zealand Institute of Plastic and Cosmetic Surgery

The text is about nose reshaping. The nose reshaping procedure is present as a sub-category within the text of facial procedures.

a. Experiential Value

The text begins with the line “While **staying fit and healthy and eating well are important in reducing the impact of aging on body, loss of skin elasticity can result in less youthful or tired looking face**”. Thus, despite being “**fit and healthy**” and “**eating well**” the “**loss of skin elasticity**” can make one look “**less youthful**” or “**tired**”. But “**modern facial rejuvenation procedures ... can make you look years younger**” and this is all possible without “**changing your natural expressions and facial characteristics.**” But “**rhinoplasty**” can also “**benefit**” “**appearance**” of those who are “**unhappy with their natural features**”. Desired change in “**appearance**” is said to “**benefit**” people’s “**confidence and self-esteem**”. The mention of unhappiness and how rhinoplasty can be beneficial is stated again later in the text in the following line: “If you are **unhappy** with the **size or shape** of your nose, **rhinoplasty** (commonly referred to as a ‘**nose job**’) can **greatly improve your appearance and boost your self-esteem.**”

The following synonyms of “**rhinoplasty**” have been used in the text: “**nose job**”, “**nose reshaping**”, “**nose surgery**”, and “**procedure**”. The surgery is allowed for people “from **late teenage years onward**” and rhinoplasty is said to “**make you look years younger**”; “**benefit appearance ... confidence and self-esteem**”; “**... can greatly improve your appearance and boost your self-esteem**” and it is “**adjunct to other forms of facial rejuvenation surgery**”.

The antonyms used in the text are the following: “**aging and rejuvenation**”; and “**less youthful and look years younger**”.

The ideologically contested word “**patient**” is used for the people who are “**unhappy with their natural features**”.

b. Relational Value

The text attempts to build a stronger relation with the clients by outlining the benefits they can receive from nose reshaping. The benefits are that it can “**make you look years younger**”; “**benefit their appearance ... their confidence and self-esteem**”; and “**greatly improve your appearance and boost your self-esteem**”.

The text uses the formal words youthful, rejuvenation, appearance, improve, protruding, referred, adjunct, reducing, and elasticity, as an alternative of their less formal words young, renew, look, make better, stretching out, called, addition, lessening, and flexibility.

c. Expressive Value

Face/ appearance and feelings are negatively evaluated before surgery and positively evaluated after surgery. Rhinoplasty is also highly positively evaluated.

Table 4.9

Evaluation of various aspects of cosmetic surgery

Pre- Surgery Face/ Appearance	aging, loss of skin elasticity, less youthful, tired looking
Post- Surgery Face/Appearance	improved, rejuvenated, years younger
Pre- Surgery Feelings	“unhappy with ... natural features”; “unhappy with the size and shape of ...nose”
Post- Surgery Feelings	confidence, boosted self-esteem
Rhinoplasty	make you look years younger; benefit appearance, confidence and self-esteem; greatly improve appearance, boost(s) self-esteem, useful

The word surgery in “**nose surgery**” has been used only 1 times, while its synonyms “**nose reshaping**” (2 occurrences), “**nose job**” (1 occurrence), “**rhinoplasty**” (2 occurrences), “**procedure**” (2 occurrences), have been used more frequently. The word “**surgery**” with other facial procedures has been used 4 times and the word “lift” is used 5 times.

J. Cosmetique

The chosen text is about rhinoplasty.

a. Experiential Value

The text begins by providing the synonym **“nose job”** of the word **“rhinoplasty**. Other synonyms used in the text are: **“nose reshaping”**, **“cosmetic surgery”**, and **“procedure”**. The excessive use of synonyms indicates over wording which is also seen in the following expression: **“Increase and decrease the size of ...”**; **“Change the size and shape of”**; **“alters”**, **“re-contour”** and **“As you fancy”**, **“personal desires”** and **fantasies”**.

The first line reads **“Rhinoplasty (also known as nose job) is a very popular nose reshaping procedure that has helped many people improve balance among their facial features”**. Other than the excessive use of synonyms, the words **“helped”**, **“improve balance”** are also significant in terms of their experiential value. Then it is claimed that rhinoplasty has **“made major differences not only in many people’s appearance but also in their self-esteem and confidence.”** Thus, rhinoplasty is not only beneficial for one’s appearance but also for one’s **“self-esteem and confidence”**.

Furthermore, rhinoplasty is claimed to **“help you achieve the most natural, aesthetic and practical solution to your nose problem.”** Thus, the surgery offers not just a solution to nose related problems but the solution that is **“the most natural, aesthetic and practical”**. The word **“natural”** and **“help”** are ideologically contested. Although nose reshaping is **“cosmetic surgery”** it can also **“help correct structural defects”**. Although rhinoplasty is a cosmetic surgery, it can also help correct structural defects in the nose that may cause snoring or even breathing problems.

The antonyms used in the text are: **“increase and decrease”** and **“problem and solution”**. Relation of hyponymy is noticed in the use of term **“nose problems”** which refers to **“unattractiveness, humps and bumps, size and shape which aren’t according to personal desires and fantasies, structural defects, snoring and breathing problems”**. Thus, the term **“nose problems”** is subordinate of the co-hyponyms listed above.

b. Relational Value

The text promotes better relationship with clients by mentioning that rhinoplasty “has **made major difference not only** in many **people’s appearance but also** in **their self-esteem and confidence.**”

By showing concern for peoples’ feelings (e.g. humps and bumps which you find unattractive) and their “**personal desires and fantasies**” the relation is further made stronger. The changes are stated to be “**just as you fancy**”. Furthermore, the text producer offers “**help**” to “**achieve the most natural, aesthetic and practical solution to your nose problem**”.

Moreover, the text states: “**Our specialized doctors** at Cosmetique® offer...” which helps build relation of trust. Since people will trust the doctors knowing that they are “**specialized**”. The word “**offer**” has relational value too since it has a connotation of benefit.

The text uses the formal words appearance, appointment, alter, achieve, improve, and defects as an alternative for their less formal words look, meeting, achieve, get, make better and flaws.

c. Expressive Value

The word “**surgery**” is used only once while, the word **rhinoplasty** is used 3 times; **nose reshaping** is used 2 times; **nose job** is used once; and **procedure** is also used once. Nose before surgery is negatively evaluated and nose procedure is positively evaluated.

Table 4.10

Evaluation of various aspects of cosmetic surgery

Pre- Surgery Nose	unattractive humps and bumps, nose problems, structural defects.
Rhinoplasty	very popular; helped; improves balance; makes major difference in appearance, self-esteem and confidence; re-contours; increases or decreases the size; alters; changes; help you achieve the most natural, aesthetic and practical solution; help correct.

It is noteworthy that “**unattractiveness, size and shape which aren’t according to personal desires and fantasies, humps and bumps**” are seen as medical problems same as those of “**structural defect e.g. snoring and breathing problems**”.

K. Rayan C Frank

The text is about rhinoplasty.

a. Experiential Value

Rhinoplasty is called “the **mainstay** of cosmetic plastic surgery” and “one of the **most popular** facial plastic surgery procedures”. The synonyms used are: “**nose surgery**”, “**cosmetic procedure**”, “**nose job**”, “**procedure**”, and “**nostril reshaping**”. Stating the motivation behind plastic surgery the text mentions that people under take plastic surgery “to **correct birth defects or disfigurements caused by an accident, injury or illness.**” People opt for cosmetic surgery because they want to “**reverse the signs of aging on their faces**” and their dissatisfaction with their appearance/ features. Why people should undertake cosmetic surgery is stated in the following words and expressions: “the **appearance of facial features** they have been **unhappy with** for many years”; “If we **don’t like something about our body ...**”; “**... nose ... if we don’t like it we can’t hide it**”; “You don’t have to live with a **nose you don’t like**”. Thus, over wording is noticed in the beginning of the text, where

peoples' dissatisfaction with their appearances has been expressed. The sentence that follows has exactly the opposite expression **“noses they love”** as compared to those mentioned earlier e.g. “nose you don't like”: “Dr Frank has been **giving** Calgary residents **noses they love with nose surgery.**” The word “giving” is ideologically contested, since the surgeon can modify, alter or change but he cannot give people noses. The surgeon is given God-like quality, and nose is treated as an object rather than an organ. Among other body parts their nose has been presented as a greater problem since people **“can't hide it”** while **“a pooch in ... stomach”** and **“spider veins on ... legs”** can be hidden with clothes. And it is stated that people believe cosmetic surgery can make them look younger by reversing the signs of aging. It is also stated, **“Patients with realistic goals for rhinoplasty are generally very happy with the new shape of their nose.”** Thus, people with disfigurement or with nose they aren't happy about are seen as “patients”, which is ideologically contested. Another instance of over wording is noticed in the expressions stating what change nose surgery can bring. For instance, **“... nose surgery can reshape, reduce, or otherwise change your nose to make it more proportional with the rest of your face.”**; **“... to give you a beautiful, natural looking nose that compliments your facial features”**; **“to correct bumps & indentations, straighten deviations and to decrease or increase the overall size of your nose, restoring balance to your face.”** The use of word **“correct”** is of high significance here since it has been used with **“birth defects”** in the beginning and then it is used with **“bumps and indentations”** thus bumps are seen as **“defects”** same as those corrected by plastic surgery.

Other synonyms and some antonyms used are: **“want and desire”**; **“don't like and love”** and **“unhappy and happy”**; **“decrease and increase”**. Moreover, the words **“reshape”**, **“reduce”**, **“change”**, **“correct”**, **“straighten”**, **“decrease and increase overall size”** are all used synonymously.

The text further states nose surgery can give you **“a beautiful, natural looking nose”**, **“your self-esteem a boost”**. It can also **“to help boost your confidence, so that you can put your best self forward”**. Thus, it not only helps you look beautiful by giving you **“beautiful, natural looking nose”** but it can also **“boost”** your self-esteem and confidence.

In the description of the procedure it is stated, **“... the surgeon gently lifts the soft tissues covering the nose. He or she sculpts the bone and cartilage to the desired**

shape.” The surgeon is treated as an artist. The word “**incisions**” is used and instead of saying the bone or cartilage are cut and reshaped it is stated that they are sculpted to desired shape.

The text also lists some of the complications of the surgery but it also stated, “Most **patients feel like themselves** within two days and return to work in about a week”. With their “**new shape**” of nose, in “**two days**” they “**feel like themselves**” and get back to their routine in a week’s duration.

b. Relational Value

The text exhibits understanding and concern for the feelings and struggles of the clients to hide their body parts they are “**unhappy**” about. The words and expressions express solidarity. “If **we don’t like something** about our body, **we can often cover it up**”; “**but our nose is always right there**, and if **we don’t like it we can’t hide it.**” The text makes the problem relatable thus it promotes the relation of solidarity. Then the text gives people a reason to depend on the clinic in the following words: “**You don’t have to live with a nose you don’t like. Dr Frank has been giving Calgary residents noses they love with nose surgery.**” Here nose is treated like a commodity which “Dr Frank” can “**give**” in its desirable form with “**nose surgery**”. Clients can look up to Dr Frank since it is his “**goal**” to “**give you a beautiful, natural looking nose that compliments your facial features.**” Other than giving you a “**beautiful**” nose the “**goal**” is to give you a “**natural looking nose**”.

The relation is further promoted by informing people that nose surgery can “**give your self-esteem a boost**, too!” The text again exhibits concern for the clients in the following words: “**We want to help boost your confidence, so that you can put your best self forward!**” Thus, it is just not a service but “**help**” that is being offered by the clinic to “**boost your confidence**” which will help you to “**put your best self forward**”.

Moreover, a relation of trust is built by informing the clients about the surgeons’ professional and artistic capabilities in the following words: “... ‘**Nose Job**’, is one of the **most popular facial plastic surgery procedures that Dr Frank performs.**” And “He or she **sculpts** the bone and cartilage to the **desired shape.**”

The text uses formal words appearance, reverse, proportional, perform, incision, immediately, gradually, apparent, recedes, restoring, proportional, indentation, defects, mainstay, subtle, compliments, deviations, augment, re-draped,

propped and realistic. The less formal alternatives for the aforementioned words are: look, turn back, balanced, carry out, cut, soon after, slowly, visible, noticeable, decreases, bringing back, balanced, dip, flaws, central part, fine, suits, irregularities, make large/ enlargement, re-arranged, held up, and practical.

c. Expressive Value

The word “**patient**” for healthy people has been used 5 times. The word “**plastic/cosmetic surgery**” has been used only 5 times; the word “**nose surgery**” has been used 4 times; while “**rhinoplasty**” has been used 12 times; “**procedure**” has been used 5 times; the word “**nose job**” has been used only once; and “**nostril reshaping**” has been used only once. The word “**incision**” is used with no instance of word cut.

Table 4.11

Evaluation of various aspects of cosmetic surgery

Pre- Surgery Feelings	unhappy, don't like (2 instances)
Post- Surgery Feelings	feel like themselves, happy, boosted self-esteem and confidence, noses they love
Pre- Surgery Nose	bumps, indentations, deviations,
Post- Surgery Nose	desired shape, new shape, beautiful, natural looking, noses they love
Rhinoplasty	reshapes, reduces, changes, makes it proportional, gives self-esteem a boost, corrects bumps and indentations, straightens deviations, decreases and increases overall size, restores balance, sculpts

L. Gregory W.Pippin

The text is about rhinoplasty.

a. Experiential Value

Over wording is noteworthy throughout the text. Various synonyms used for rhinoplasty are: **“nose surgery”, “nasal surgery”, and “procedure”**. Other synonyms used are; **“wish” “desire”; “profile”, “appearance”, “looks”; “change”, “alter”, “reshape”, “restructure” and “important/ paramount importance”, “vital”, “essential”, “crucial”**. The words **“improve” and “correct”** are also used synonymously. Some of the antonyms used in the text are the following; **“aging and youthful”; “distorted and improved/ newly shaped”; “too large (the nose) and small/ minor (incisions/ risks); “more (attractive) and less (stress)” and “noses they were born with (old shape) and new shape”, “permit and prohibit”**.

The text begins by describing the reason **“every year, half a million people”** under take nose surgery. It is stated that those are the people **“unhappy”** with the **“noses they were born with”** (natural noses), or the noses which are **“changed”** due to **“aging”** who are **“interested in improving the appearance** of their noses. While there are others who have **“distorted the nose”** due to **“injury”** and they seek **“improved breathing”**. By the end of the text rewording is noticed in the following sentence: **“Today, rhinoplasty is performed on millions of people to improve their look or to restore their facial appearance after injury”; “If you are unhappy with the nose you are born with, don’t brood over it.” “Rhinoplasty performed by Dr Pippin, gives new hope to individuals who have long wished for a more attractive profile” and “ Rhinoplasty can mean a difference between self-assurance and a life time of wishing for a more attractive profile” and “men and women take advantage of rhinoplasty to give themselves a new lease on life”**. Thus, nasal surgery is presented as a **“new hope”** for such people **“who have long wished”** for an attractive appearance else they would be left with **“a life time of wishing”** for an attractive appearance. Moreover, rhinoplasty is advantageous since it is a way to **“self-assurance”; “a new lease on life”; and “a more attractive profile”**. The word **“self-assurance”** is ideologically contested since it means **“to be confident in one’s self”**, therefore one would not need alterations if one truly needs self-assurance.

The significance of rhinoplasty is stated using the following words: **“... nothing has a greater impact on how a person looks than the size and shape of the**

nose. Because the nose is **the most defining characteristic** of the face, a **slight alteration** can **greatly improve one's appearance**." The highlighted expressions are cues to experiential values.

The goal of nasal surgery is to **"improve the nose aesthetically"**, which is possible by **"making it harmonize better with other facial features"**. The goal is restated several times in the following words and expressions: **"improving the appearance of their noses"**; **"improve one's appearance"**; **"improving the look"**; **"improve your look, self-confidence or health"**; **"purpose to improve looks"**; **"to improve their look"**; and **"improving appearance"**.

One of the **"prerequisites"** for cosmetic surgery is to be in **"good health"**; however, the clients are referred to as **"patients"** which is an ideologically contested word. The word **"needs"** used in the text is also ideologically contested since rhinoplasty for aesthetic reasons is a desire not a need.

b. Relational Value

The text sets comparison between their satisfying results and the **"poor result"** of another surgeon, thus attempting to win the trust of clients using the following narrative: **"I had previously undergone rhinoplasty by another surgeon with poor results. He (Dr Pippin) was able to correct my nose and restore my self-confidence."**

In the following lines the text directly seeks trust: **"Successful facial plastic surgery is a result of good rapport between patient and surgeon. Trust, based on realistic expectations and exacting medical expertise, develops in the consulting stages before surgery. Dr Pippin can answer specific questions about your specific needs.** Later in the text it is stated: **"Dr Pippin's training ... cosmetic surgery provides you, the patient, with the highest level of training and expertise."** Thus it is ensured that Dr Pippin possesses all required capabilities.

Understanding of nose surgery is declared to be **"critical"** and later it is implicitly stated that Dr Pippin carries out **"discussions ... prior to surgery"** to ensure **"understanding"**.

The text avoids imposing things rather it assures a **"joint decision"** achieved through **"discussion"**, and explanation of **"how"** the whole procedure will work.

Thus, the surgeon is no less than an artist capable of sculpting and achieving the “**desired results**” since his goal is stated to “**improve the nose aesthetically**”.

The text promises “**perfect nose**” by enhancing what “**patients find most necessary.**” Furthermore, rhinoplasty by DrPippin is presented as a new hope and dream come true in the following words: “ **Rhinoplasty, performed by Dr Pippin, gives new hope to individuals who have long wished for a more attractive profile.**”

The formal words used in the text are the following: endowed, required, sutures, improving, consulting, minor, essential, reimburse, necessary, placed, immediately, relatively, discomfort, appearance, permit, alteration, performed, provide, prior to, examine, outcome, indicate, incision, restore, ensure, exertion, prohibited, certain, elevated, crucial, retain, youthful, regarding, conducting, to proceed, paramount, advise, realistic, previously, distorted, appointment, vital, medication, re-draped, seek, develops, prerequisites, critical, harmonize, and impaired. The less formal substitutes of the aforementioned formal words are the following: given, needed, stitches, making better, asking, small, important, refund, important, put, soon after, somewhat, uneasiness, look, allow, change, done/ carried out, give, before, check, result, show, cut, bring back, make sure, strain, disallowed, fixed, raised, important, keep, young, relating to, carrying out, to continue/ to move forward, most important, suggest, practical, earlier, out of shape, meeting, important, treatment, re-arranged, search for, grows, necessary conditions, serious, balance, blocked/weakened.

c. **Expressive Value**

Table 4.12

Evaluation of various aspects of cosmetic surgery

Pre- Surgery Nose	distorted, too larger
Post- Surgery Nose	aesthetically improved, better harmonized, altered, sculpted, reshaped, newly shaped, new shape, enhanced
Pre- Surgery Looks	Aged (aging)
Post- Surgery Looks	improved, more youthful, more attractive profile, restored facial appearance
Pre- Surgery Feelings	unhappy, stress, brood over
Post- Surgery Feelings	self-confidence, self-assurance, new hope, a new lease on life, without embarrassment
Rhinoplasty	sophisticated; greatly improve one's appearance, restores self-confidence; improve) your look ,self-confidence or health; improve the nose aesthetically; making it (nose) harmonize better; sculpts; reshapes nose; enhance the desired results; provides newly shaped structure; correct or improve nasal function; gives ... new lease on life

Adjectives indicating greater quantity and amount are used with highlighting the problems and results of surgery. For example: “**nose ... too large**”, “**more attractive**”, “**greatly improve**”, and “**highest level of training**”. While adjectives indicating lesser amount are used with the risks, complication or discomforts related

to cosmetic surgery. For instance: “**small/minor**” for “**splint or risks**”, “**less stress**” and “**least amount of discomfort**”.

People “**unhappy**” with their shape of noses are called “**patients**” (10 instances), despite them being in good health.

M. Berman Cosmetic Surgery and Skin Care Center

The text is about tummy tuck. It is a cosmetic surgery procedure that involves liposuction performed on abdomen.

a. Experiential Value

The tag line of the text is “**smoother, flatter, tighter**” which is repeated twice in the text. The third time when it is juxtaposed with “**women who have been through pregnancy**” the tag line has been shorten to “**smoother and flatter tummy**” since it may not be possible to claim a “**tighter**” tummy in this case.

The text begins by juxtaposing “**sagging tummy**” with the feelings of irritation and worry in the following words: “Do you have a **sagging tummy** that **bothers you when you look in the mirror**”. Then presenting surgery as an ultimate solution the text states: “... **no amount of exercise seems to help tighten those abdominal muscles? An abdominoplasty**, also known as a **tummy tuck**, may be the **solution**.” The word “**solution**” is a cue to the fact that “**sagging tummy**” is seen as a “**problem**” which cannot be dealt with mere exercise. The synonyms “**abdominoplasty**”, “**procedure**” and “**the process**” are used for tummy tuck.

The procedure is claimed to be the surgeons “**most popular procedure**” and “**proven beneficial**” for those who already had “**significant weight loss from liposuction or smart lipo**”. It is also “**beneficial**” to “**women who have been through pregnancy**” other than “**resulting in smoother and flatter tummy**” it can often “**eliminate stretch marks too!**”

The antonyms used are “**sagging**” and “**smoother, flatter and tighter**”.

b. Relational Value

The text attempts to gain trust by declaring tummy tuck to be the surgeon’s “**most popular procedure**” which has been “**proven beneficial**”.

The text uses the following formal words: proven, significant, and eliminate. The less formal alternative for the mentioned formal words are: confirmed, important, and removed.

c. Expressive Value

The text negatively evaluates tummy before surgery and tummy tuck and tummy after surgery are evaluated positively.

Table 4.13

Evaluation of various aspects of cosmetic surgery

Pre-Surgery Tummy	Sagging, that bothers
Post-Surgery Tummy	Smoother, tighter, flatter
Tummy tuck	Popular procedure, solution, results in smoother, flatter and tummy, eliminate stretch marks

The word “**surgery**” has not been used. Tummy tuck is presented as an ultimate solution when even exercise cannot help.

N. Cocoon Center for Aesthetic Transformation

The text is about Mommy Make over. It is a cosmetic surgery that offers various procedures including liposuction designed for women who have undergone pregnancy.

a. Experiential Value

The text begins with a positive note by describing motherhood as “**a significant milestone**” which “**brings a level of joy that words don’t do justice to.**” The text then shifts the attention to the side effects of “**pregnancy**” on “**appearance of post-baby body**” which “**can leave many women distressed**”. There has been much emphasis on what impact post-baby body has on how women feel in the following words: it causes “**confidence levels to plummet**”, and has “**a negative impact on the way they feel about themselves**”. Mentioning the solutions it is stated “**healthy diet and regular exercise routine can go a long way in bringing your body back to its pre-pregnancy best, sometimes it just isn’t enough.**” Thus, exercise and diet may help to bring “**pre-pregnancy best**” i.e. pre-pregnancy body but it is claimed to be “**not enough**”. Therefore, the ultimate solution in such scenario is “**Mommy Makeover**” which is claimed to “**transform**” not only “**your figure**” but

also **“how you feel about yourself”**. Moreover, it **“offers”** several procedures **“to rejuvenate your face, physique and your self-esteem”**.

The words used for the surgery are **“Mommy Makeover”**, **“procedure”**, and **“Mommy Makeover surgery”**.

The antonyms used are: **“pre-pregnancy (best) and post pregnancy (issues), post-baby body”**; **“plummeted confidence and rejuvenated self-esteem”**; and **“joy and distressed”**.

Relation of hyponymy is seen in the classification scheme of **“post pregnancy issues”**. The term **“post pregnancy issues”** is the superordinate and co-hyponyms are the following: **excess skin and fat; loose abdominal muscles; loss of contour; loss of volume in breasts**. The women with post-baby body are seen as **“patients”**. The word **“patient”** is ideologically contested.

b. Relational Value

The text uses the words **“patient safety assurance”**, safety is assured to gain the trust of potential clients. Another attempt of promoting better relation with clients is seen in the stated fact that **“cocoon is the only clinic that offers free patient safety assurance”**.

After stating how Cocoon is advantageous as compared to other clinics the decision of **“choosing the cosmetic surgery clinic and surgeon”** is left on the clients in the following words: **“you have to make the decision”**. Thus, it expresses **“wish not to be imposed upon”**.

The formal words used in the text are: significant, appearance, excess, rejuvenate, assurance, post-operative, regarding, appointment, adequate, distressed, plummet, physique, uplift. The less formal alternatives are: important, look, extra, renew, guarantee, after operation, related to, meeting, enough, anxious, drop, figure, and raise.

c. Expressive Value

Table 4.14

Evaluation of various aspects of cosmetic surgery

Pre-baby body	Appearance giving distress; Issues; excess skin and fat; loose abdominal muscles; loss of contour; loss of volume in breasts
Post-baby body	Rejuvenated face and physique
Pre-baby feelings	Distressed, plummeted confidence, negative feelings
Post-baby feelings	Rejuvenated self-esteem, transformed feelings
Mommy Makeover	Can transform figure and feelings; tackles post-pregnancy issues; rejuvenates face, physique, self-esteem

Where exercise **“isn’t enough”** Mommy Makeover is claimed to be **“designed to tackle most common post pregnancy issues”**. The word **“Mommy Makeover”** is used 5 times; **“procedure”** is used once and **“surgery”** is used once.

The word **“Mommy Makeover”** itself is a positive evaluation of the procedure.

The word **“patients” (2 instances)** has been used for women with **“post-baby body”**.

O. BASU Aesthetic + Plastic Surgery

The text is about Mommy Makeover procedure.

a. Experiential Value

The text begins with words of an **“actual patient”** who says that she is **“thrilled”** with the **“results”** and now she has the **“confidence”** to wear clothes which she could not in **“15 years”**. The word **“patient”** is used for women with post-baby body. The words **“real self, most worth it”**, **“patient’s choice, Mommy Makeover”** are highly significant. The word **“real self”** is indicates **“fit, firm pre-baby body”**, while the post baby body is not something that can be referred to as real self. The text stresses **“get your pre-baby body back”**.

Stating the views of mothers the texts mentions that they **“describe their breasts as deflated because they lose both their shape and position.”** However, the

text producer considers it “**surprising how much the body changes in such a short time.**”

Oppositional wording is noticed in the description of post-baby tummy as “**a badge of honor**” and “**annoyance**”.

The synonyms used in the text are: “**designed and tailored**”; “**lose and restore**”: “**Mommy Makeover, Procedure; treatment; and surgery**”. And the antonyms “**stretched, saggy, deflated and fit, firm**” are used.

b. Relational Value

Mommy Makeover is portrayed both explicitly as clients’ choice in the following words: “**patient’s choice Mommy Makeover**”.

Relation of trust is promoted by mentioning “Dr Basu’s **extensive experience**”, and the text informs, “**you will get recommendations and a plan**” which will be “**designed just for you**”, which is also mentioned earlier in the text in the following word: “it can be **designed to be whatever you need it to be.**”

The text uses the following formal words: combine, recommendations, restore, firm, extensive, and deflated instead of the less formal alternatives: join, suggestions, get back, tight, vast, and flattened.

c. Expressive Value

Table 4.15

Evaluation of various aspects of cosmetic surgery

Post-Baby Tummy	stretched, saggy, badge of honor, annoyance,
Post-Baby Breasts	deflated, loss of shape and position
Pre-baby body	fit, firm, most worth it
Mommy Makeover	Designed to be whatever you need ; customized set of procedures tailored to your needs ; restores a fit, firm pre-baby body ; thrilling result; patient’s choice

The word **“mommy Makeover”** is used 5 times; **“procedure”** is used 4 times; **“treatment”** is used once; and the word **“surgery”** is used 4 times. Women with post-baby body are referred to as **“patients”** (3 instances).

P. Curls and Curves Cosmetic Surgery Centre

This article is about liposuction.

a. Experiential Value

The article begins by stating the aesthetic advantage of liposuction i.e. it **“sculpts your body”** which is done by **“eliminating unwanted pockets of exercise and diet resistant fat.”** The systematic classification scheme of **“fat cells”** is really very significant. They are referred to as **“unwanted pockets”**. And the words **“exercise and diet-resistant”**, and **“excess fat deposits”**, actually elaborate why they are unwanted. They are also referred to as **“problem areas”** however, a solution is also presented as they **“can be treated with liposuction surgery”**.

The synonyms used for **“liposuction”** are: **“procedure”**, **“fat removal surgery”**, **“one and done treatment”**, **“fat reduction”**, and **“fat loss procedure”**. Liposuction is mentioned as **“one of the safest and most popular cosmetic procedures”**, which is done to **“create a desired shape”**. Furthermore, it is carried out to **“improve the body contours and proportion by removing the fat deposits”**. Moreover, it is **“a more in-depth surgical procedure”** which works by **“vacuuming out’ fat cells from larger, more dominant ‘problem areas”**.

Over wording is noticed in the use of the following near synonyms and expressions: **“instantly”**, **“more instantaneous”**, **“rapid”**, and **“directly after”** are the near synonyms used for the results of liposuction, which is declared as **“a major selling point”**; **“unwanted pockets of exercise and diet resistant fat”** and **“(fatty areas) which are often resistant to diet and exercise”**. Thus, liposuction is presented as an efficient surgical procedure with **“more noticeable effects”**.

The word **“patient”** is used for people with fatty areas in their body therefore it is an ideologically contested word.

b. Relational Value

To strengthen the relation with the clients it is assured that clients get the right procedure: **“At Curls and Curves we always aim to ensure that our patients get the right procedure.”**

The formal words used in the text are: eliminate, outcome, rapid, in-depth, require, instantaneous, initial, major, ensure, and proportion. The less formal substitutes are: remove, result, fast, detailed, need, quick, early, big, make sure, and balance.

c. Expressive Value

Table 4.16

Evaluation of various aspects of cosmetic surgery

Fatty areas	unwanted pockets' exercise and diet resistant fat; excess fat deposits; problem areas.
Liposuction	sculpts body; eliminates unwanted pockets of exercise and diet resistant fat; creates desired shape; safest; most popular procedure; improves body contour and proportion; removes excess fat deposits; vacuums out fat cells; noticeable effect; one and done treatment; outcome directly after the surgery; rapid fat reduction; in-depth surgical procedure.

The word “**patient**” (with 2 instances) is used for people having fat in their body. The word “**surgery**” is used only 9 times while “**liposuction**”, “**procedure**”, “**one and done treatment**”, “**fat reduction procedure**” have been used 9, 5, 1, 1 and 1 times respectively.

Q. Anderson Sobel Cosmetic Surgery

This text is about breast augmentation.

a. Experiential Value

The text enlists numerous advantages of breast augmentation. The text begins by stating that women “**choose breast augmentation**” because “**being happy with your breast size and shape can help make every day better**”.

Breast augmentation is stated to be “**tremendously popular for good reason**” and the reason is that “it is **safe, customizable**” (later on stated as ‘**personalized procedure**’) and “**recovery is quick**” which is re-stated in the following words: “you will be **enjoying your new shapes within a few weeks**. Furthermore it has a “97% **‘worth it’ rating on real self**”.

Size of breasts is related to self-confidence: “**Breasts can be a very sensitive point for a woman’s self-confidence**”. Thus, breast augmentation is claimed to be “**a**

viable solution” so “women with **underdeveloped breasts** can **pursue**” it. The use of the term “self-confidence” is ideologically contested.

The clinic claims to be “**dedicated to patient education and desirable results**”. A “**personalized procedure plan**” will be developed to “**best suit your needs and deliver desired results**.” The primary goal of the clinic is to ensure that “... **patients feel well taken care of, comfortable, and thrilled with the experience and results**”.

People with small breasts are addressed as “**patients**”, therefore it is an ideologically contested word.

b. Relational Value

To promote a better relationship the text attempts to win clients’ confidence and trust. It is stated that the procedure can be “... **fully discussed during your consultation**”. It is informed that the clients and the surgeon will together make a need based plan for “**desired result**”: “When **you and Dr Alex Sobel** will **develop a personalized plan to best suit your needs and deliver desired results**.”

Patients’ care, comfort, and thrilling experience and result are declared to be the primary goal: “Our **primary goal** is **making sure our patients feel well taken care of, comfortable, and thrilled with the experience and results**.”

The text uses the formal words, recovery, tremendously, pursue, deliver, complimentary, viable, consultation, primary, augmentation, and contact where the following less formal alternatives are available: improvement, greatly, go after, give, free of charge, practical, meeting, main, enlargement, and get in touch.

c. Expressive Value

Table 4.17

Evaluation of various aspects of cosmetic surgery

Pre- Surgery Breasts	underdeveloped, sensitive point for self-esteem
Post- Surgery Breasts	enhanced, new shape
Post- Surgery Feelings	happy, enjoying, thrilled
Breast Augmentation	tremendously popular, safe, customizable, viable solution, desired results, desirable results, worth it

The risks and discomforts are stated explicitly rather they have been dealt generically: “**Recovery can be a tough time emotionally and physically**”. The word “**patient**” has been used 4 times for people with small breasts.

R. South Delhi Cosmetic Clinic

The text is about female breast surgery which includes description of both breast enhancement and breast reduction procedure.

a. Experiential Value

The text includes the significance of breasts which are mentioned as “**the most beautiful parts of women’s body**”; and “**a symbol of female beauty, femininity.**” “**Female beauty**” and “**femininity**” are used synonymously.

Relation of hyponymy is seen in the use of the word “**problems**” referring to unsatisfactory breast sizes. Thus, the co-hyponyms of the superordinate are: “**smaller size breasts**”; “**overly large breasts**” (which lead to health and emotional problems); and “**sagged breast**”. The relation of hyponymy is also seen in the classification scheme of “**female breast surgery**”, which comprises: “**breast augmentation/ breast enhancement** (synonym)”, “**breast mamaplasty/ breast reduction** (synonym)”, “**breast lift/ mastopexy** (synonym)/ **breast tightening surgery** (synonym)” and “**breast reconstructive surgery**”.

The synonyms used for bigger size breasts are: “**fatter**”, “**sagged**”, “**excessively enlarged**”, “**overly large**”, “**large**”, and “**pendulous**” and the antonym for bigger size breasts is “**smaller size**”.

The text states: “**Dissatisfaction with breast size or shape can negatively affect a woman’s quality of life in several ways, including self-perceived attractiveness and sexuality**”. Therefore, women with small breasts “**demand breast augmentation surgeries**” which is “**commonest cosmetic surgical process being performed worldwide**” since it “**can have a significant and profound positive impact on a woman’s satisfaction with her breasts, her psychosocial and sexual well-being.**”

Larger breasts are stated to “**impair the ability of a woman to lead an active life**”. They “**cause health and emotional problems**”. Such women “**experience**” “**self-image issues**”, “**physical pain and discomfort**”. They are “**associated with**” “**emotional discomfort and self-consciousness**”. Furthermore, larger breasts “**cause**” “**physical discomfort, pain and skin problems.**” Thus, there is much

preoccupation with health, emotional and psychosocial problems related to bigger size breasts. For women with overly large breasts, breast reduction “**removes excess breast fat, glandular tissue and skin to achieve a size in proportion with your body**”, furthermore it can “**help in alleviating physical discomfort and pain associated with larger breast.**”

“**Middle age**” women are stated to be “**concerned** about their **breast size** and **sagginess.**” 3 out of 10 women “**attending**” the clinic “**are concerned** about the **sagginess** and **demand mastopexy**”. “**Sagginess** is **addressed** either by **silicon breast implant** or by **breast lift**” and this is determined by the size of breast. The word “addressed” implies that “sagginess” is a problem. The word “patient” is used in the text which is ideologically contested.

Antonyms used are: “**satisfaction** and **dissatisfaction**”; “**smaller size** and **overly large**”.

b. Relational Value

The text claims that the clinic is “**well-established**” and they “**not only guide you in deciding the best option for your problems but also educate you about the procedure.**” The clinic also guarantees “**assured results**”.

The formal words in the text are: improve, discomfort, associated, attains, demand, performed, achieve, significant, profound, excessively, excess, demand, root cause, alleviating, concerned, addressed, educate, query, consult, affordable, assured, impairs, symbol, femininity, consists, elderly, reputed, and proportion. The alternative less formal words are: make better, uneasiness, related, gets, ask for, done/ carried out, get, important, great, overly, extra, ask for, main cause, reducing, worried, tackled, teach, question, ask/meet, inexpensive, guaranteed, prevents/ blocks, sign, womanhood, includes, aged, well-known, and balance.

c. **Expressive Value**

Table 4.18

Evaluation of various aspects of cosmetic surgery

Small Breasts	dissatisfaction, negatively affect a woman's quality of life self-perceived attractiveness and sexuality
Bigger Breasts	excessively enlarged overly large; excess weight; pendulous; cause health and emotional problems; self-image issues; physical pain and discomfort; emotional discomfort and self-consciousness; root cause of physical discomfort, pain and skin problems
Breast Augmentation	commonest; performed worldwide; significant and profound positive impact on a woman's satisfaction, psychosocial and sexual well-being; can significantly improve a woman's quality of life.
Breast Reduction	removes excess breast fat, glandular tissue and achieve breast size in proportion with your body; helps in alleviating physical discomfort and pain
Breast Lift	addresses sagginess

S. **Cosmetic Surgery Australia**

The text is about breast augmentation.

a. **Experiential Value**

The text begins with the explanation of the “**breast augmentation or breast implant**” in which “**breast implants**” or “**fat transfer**” is involved “**to enhance the size and shape of the breast.**” The synonyms used for breast surgery are “**breast augmentation**”, “**breast enhancement**”, “**procedure**”, and “**surgery**”.

The text initially provides two of the “**different reasons for considering breast augmentation**”. The first reason is “**a desire to boost confidence**” and the second reason is “**to refresh shape after breast feeding.**” Furthermore, “**a larger profile**” is “**one of the many factors cited**” among a “**dozens of different reasons**” for which the clients “**choose**” breast augmentation.

The “**goal of breast implants**” is “**to create a more aesthetically pleasing appearance and symmetrical breast profile while enhancing their clients' natural profile**”. Further “**results and goals**” mentioned in the text are: “**adding balance to a woman's shape to complement curvier hips**”; “**boosting confidence levels**”;

“enhancing a clients’ self-image”; “restoring breast shape and fullness after breastfeeding and pregnancy.” Breast augmentation is “popular” because it is “one of the most effective ways to quickly and easily correct any noticeable breast asymmetry.”

Since breast augmentation is an “important decision” so a “thorough” and “indepth-consultaion” is offered by Dr Darshn. Through consultation the clients’ “unique needs” and “expectations” are discovered. The word “needs” is ideologically contested. It “helps” to “manage expectations” so that the clients’ are “completely satisfied with the result.”

Providing the “surgery details” the text mentions “the points of incisions may vary according to patient-surgeon preference and type of implant.” However, the “inframammary approach (under the breast)” due to “less risk of infection and nerve damage” is preferred. Moreover, to “help reduce the risk of infection and further reduce the risk of breast implant associated anaplastic large cell lymphoma” the surgery “incorporates the 14 point plan recommended by ASPS”.

In breast augmentation “choosing the right cosmetic surgeon” is “the most critical decision” thus “Dr Darshn brings a wealth of experience to each patient, and all clients benefit from his over 5,000 procedures’ worth of experience”. The word “patient” is ideologically contested. Furthermore, “Dr Darshn’s rapid recovery technique and amazing artistry will leave you wondering why you didn’t do this earlier. You’ll be able to enjoy a confidence boost that can make you look and feel younger and more full of life.” In addition to that the clinic performs the surgery “in a safe and effective manner”.

b. Relational Value

First the text states what kind of surgeon people “want”, one “who has years of experience and hundreds of breast augmentations surgeries under their belt”, then the text mentions, “This is what you get when you choose Cosmetic Surgery Australia”. It is also mentioned explicitly that “Dr Darshn brings a wealth of experience to each patient, and all clients benefit from his over 5,000 procedures’ worth of experience”. In addition to that “there is always a RANZCA-qualified an anaesthetist present with a minimum of a decade of experience.” Last but not least “Dr Darshn’s rapid recovery technique and amazing artistry will leave you

wondering why you didn't do this earlier. **You'll be able to enjoy a confidence boost** that can **make you look and feel younger and more full of life**".

The text uses the following formal words: initial, achieve, associated, restore, considering, decade, rapid, earlier, contact, consultation, reduce, transfer, representing, prior to, perform, incision, recommend, incorporates, provide, inserted, wound, compliment, slightly, critical, accredited, minimum of, encourage, perspective, proportions, symmetrical, in-depth, unique, preference, and further. The less formal alternatives for the mentioned formal words are: first, get, related, get back, thinking about, 10 years, fast, before, get in touch, meeting, lesson, shift, showing, before, carry out, cut, suggest, includes, give, put in, cut, suit, a little, important, recognized, at least, spirit up, view, divisions, uniform, detailed, unusual, liking, and also.

c. Expressive Value

There are 14 instances of “**breast augmentation**”; 1 instance of “**breast enhancement**”; 3 instances of “**procedure**”, and only 4 instances of “**surgery**”. The word “**patient**” (2 instances) has been used for people opting for breast augmentation.

Table 4.19

Evaluation of various aspects of cosmetic surgery

Post-Surgery Breasts	enhanced size and shape; refreshed shape; more aesthetically pleasing; symmetrical breast profile; enhanced natural proportion
Post-Surgery Feelings	boosted confidence, enhanced self-image, feel younger, more full of life
Breast Augmentation	enhances the size and shape; boosts confidence (3 instances); refreshes shape; creates a more aesthetically pleasing and symmetrical profile; enhances natural proportions; one of the most effective ways to quickly and easily correct any noticeable breast asymmetry; adds balance; enhances self-image; restores shape and fullness; make you look and feel younger and more full of life, safe and effective
Risks	less risk of infection; 14 point plan help reduce the risk; further reduce the risk

T. TAS

(Plastic reconstructive and aesthetic surgery)

The text is about breast surgeries.

a. Experiential Value

The words used for “**breast surgery**” are: “**procedure**”, “**breast lift**”, “**mastopexy**”, “**operation**” and “**breast reduction**”.

Breast surgery is claimed to be “**one of the most popular operations performed**” by the surgeon. Breasts are mentioned as “**organs** which are **important**”

for women in their social lives.” The text further claims that breast surgery has “**high success rate**” and women “**want**” to have “**more compatible breasts with their body and bigger breasts**”.

People opting for breast surgery are called “**patients**” who under take breast surgery “**to adjust their breast size, shape and projection**”, the surgery “**ensure(s) them compatible breasts with their body**”. Other than women’s desire the text also mentions that “**breast surgeries are needed due to genetic and other factors such as pregnancy, nursing, harmonic reasons.**” The text uses the term “**natural beauty**”. Here the word “**natural**” is ideologically contested.

Explaining the breast surgery process “**breast implant**” is declared as “**the most commonly used method**” as “**patients’ satisfaction is quite high**” because a woman with “**small breast in her whole life may have long-desired breasts which are compatible with her body ...**”. The word “**patient**” is an instance of ideologically contested word.

The place of “**incisions**” depends on “**patient’s relevancy**” but “**under the breast itself approach**” is preferred by the surgeon which is “**most common approach in the world as it allows the most beautiful shape and minimizes potential complications**”.

The position of implants on pectoralis muscle is said to depend on breast tissue. If tissue is “**sufficient**” then “**the implants look more natural**” otherwise, the implants are put below the pectoralis” to “**hide**” implants which “**help(s) them to look more natural**”. Breasts implants are thus “**not barrier** for breast feeding and cancer screening”.

The text states “**new implants also help to minimize breast cancer risk.**” The reason is that “**people that are happy with their breasts run across less risk of having breast cancer**”.

“**Breast lift or mastopexy procedure aims more attractive and youth full appearance and addresses breast sagging, loss of shape or volume, and stretched and drooping nipples.**” They synonym “**mastopexy**” is juxtaposed with “**breast lift**” procedure which can create “**more attractive and youthful appearance**”. The word “**addresses**” is highly significant since it implies that “**breast sagging**” is a problem. Moreover, the term “**loss of shape**” is also significant since the shape is never lost it just changes.

Firstly, breast are declared the organs which are important for social life, then breasts are stated as **“vulnerable organs”** that **“sag”** because of **“pregnancy, nursing and weight fluctuation”**. Other than being sagged breasts can also be **“empty”**, **“... patient has sagging and empty breasts...”** which are both seen as incompatible with the body therefore **“by increasing the volume of the breasts, they become more compatible to the body structure”** thus **“the desired shape is attained”**. The word **“attained”** is used instead of created.

Only small breasts are not a problem but **“large breasts”** are also a matter of concern according to the text. **“Breast reduction is an operation preferred by women who are unhappy because of their large breasts.** Large breasts cause problems in **“health and social life”**. **“Larger breasts have a negative impact on health and social life”**. Other disadvantages of having larger breasts are: **“back and neck pain”**, **“bra marks”**, **“sweating problem”** and **“self-confidence problem due to not being happy with the appearance”**.

The antonyms used are **“happy and unhappy; “small and large”; “compatible and not compatible”; “sufficient tissue and not sufficient”; “loss and attain”**. The synonyms used are: **“Large and bigger”; “high importance and vital importance”; “profile and appearance”; “sagging and drooping”**.

b. Relational Value

The text attempts to gain clients’ trust by claiming breast surgery as **“one of the most popular operations performed by Assoc. Prof .Dr Suleyman TAS.”**

The text promotes relation of solidarity through the following words: **“Your happiness is our happiness”**

The formal words in the text are the following: performed, adjust, projection, ensure, compatible, approval, incisions, placed, pigmented, surrounding, , allows, minimizes, potential, complications, sufficient, barrier, examination, distinct, youthful, aims, appearance, vulnerable, fluctuation, attained, sensation, preferred, and vital. The less formal substitutes for the aforementioned formal words are: carried out, well-suited, fix, bulge, make sure, well-suited, permission, cuts, put, colored, nearby, lets, decreases, likely, enough, hurdle, check up, different, young, targets, look, weak, instability, to get, feeling, chosen, necessary.

c. Expressive Value

The word “**breast surgery**” is used only 12 times, while the words “**breast reduction**”, “**breast lift/ mastopexy**”, “**operation**” and “**procedure**” have been used 5, 6, 5, 2 times respectively. The word “**patient**” has been used 15 times.

Table 4.20

Evaluation of various aspects of cosmetic surgery

Pre-Surgery Breasts	vulnerable organs; small breast, breast sagginess; loss of shape and volume; stretched or drooping; empty breasts nipples; negative impact on health and social life (large breasts); back and neck pain (large breasts); breasts more compatible with body; bigger; natural beauty; long desired; most beautiful shape; increased volume; desired shape
Post-Surgery Breasts	more natural; more attractive and youthful appearance
Post-Surgery Feelings	happiness, satisfaction, unhappy (large breasts), self-confidence problem, unhappy with the appearance
Breast Surgery	one of the most popular; high success rate; adjusts breast size, shape and projection; ensures compatible breasts; breast implant most common method; high satisfaction; allows most beautiful shape; minimizes potential complications; implants help to minimize breast cancer; increases volume of the breasts; not a barrier in sensation and breast feeding; (BR) vital importance

4.1.2 Description of Metaphorical Expressions

The metaphorical expressions used in the text of selected cosmetic surgery clinics are the following:

Table 4.21

Identification of source and target domains of metaphorical expressions

Metaphorical Expressions	Source Frame	Target Domain
<i>Facelift/ neck lift/ chin lift/ facelift/ brow lift/ eyelid lift</i>	Lifting/ the act of lifting	Surgical procedure
<i>Facelift is an excellent way</i>	Way	Facelift/ facial surgery
<i>crow's feet</i>	Wrinkle around the corners of eyes	Feet of crow
<i>Turkey neck</i>	Neck of turkey	Human neck
<i>Bags under the eyes. Or Puffy bags</i>	Bags	Lower eyelid/ orbital septum
<i>Sausage eyes</i>	Sausages	Eyelids
<i>spider veins on our legs</i>	Spider web	Tiny blood vessels
<i>Your tummy can become stretched and saggy which can be both a badge of honor and annoyance.</i>	Badge of honor	Post pregnancy tummy
<i>Tummy tuck</i>	The act of tucking	Tummy procedure/ tummy tuck
<i>Unwanted pockets of</i>	Pockets	Fatty areas

<i>exercise and diet-resistant fat</i>		
<i>love handles</i>	Handle	Fatty waistline
<i>Saddle bags</i>	Saddle bags	Sides of hips

4.2 Interpretation Stage

The interpretations stage takes the analysis forward from description of textual cues and related values to their interpretation by analyzing the background assumptions.

4.2.1 Interpretation of Vocabulary Items

The psychologist Dittman (2005) stated: "They (cosmetic surgery clients) want to look normal--that is, they don't want to stand out in an obvious way or to have features which cause comment or make them feel self-conscious," Every human being has a unique appearance and there is a wide variation in the features, so the point is what exactly is normal? And who determines normal? What makes people judge themselves and others against this normal criterion? What cosmetic surgery clients see or are made to see as abnormal in the analyzed discourse is: a nose which is "small", "large" or with "humps and bumps"; breast which are "pendulous", "bigger" or "smaller" than the standard determined by cosmetic surgery. Moreover, "sagginess", "droopiness", and "fatty areas" are all not seen as normal, which means they are rendered as abnormal. This way cosmetic surgery discourse disrupts the idea of normal body and presents an ideal body as normal. The new normal of cosmetic surgery does not leave any room for the natural diversity and variations, thus all those who do not meet the standard are seen as "patients" in need of cosmetic surgery alterations. The similar issue is highlighted by Zuckerman (2005) who states that due to cosmetic transformations and its practices, it is no longer easy to agree on what comprises normal. Therefore, it can be concluded that through the exclusion of diversity in appearance and redefining normal cosmetic surgery industry plays a major role in promoting self-consciousness. The discourse of cosmetic surgery therefore not only makes people self-conscious in its extreme negative evaluation of surgically unmodified body, but it also exploits the same self-consciousness for reaching its economic goals.

Neto and Caponi (2007) found that in the text of “beauty medicine”, the “increase in self-esteem” is constructed as a motivation for aesthetic plastic surgery. But these texts do not provide an explanation about “the meaning of self-esteem”. They used the term “psychic suffering” for lower self-esteem and it is “derived from an appearance opposite to ‘biologic norm’, that is, as something natural.” They further said aesthetic plastic surgery discourse does not mention that the lowness of self-esteem and the practices of aesthetic plastic surgery have a connection. In the cosmetic surgery discourse under analysis it is noticed that surgically unaltered body is constructed as an inadequate body which cannot let one experience confidence and happiness within one’s self, and cannot gain attention without being surgically altered and without being made to look beautiful, perfect, proportionate and ultimately “normal”. The texts under analysis also propagate the idea that body dissatisfaction can be removed by creating an altered and improved body. As Rahal (2011) commented that feelings of inadequacy such as body dissatisfaction are vital for constructing consumers of products and services related to beauty.” Similarly, for gaining cosmetic surgery consumers the cosmetic surgery discourse under analysis essentially involves the promotion of body image dissatisfaction and feelings of inadequacy related to surgically unaltered body.

One of the major aims of cosmetic surgery texts under analysis appears to be beautification via surgical intervention for improving body image. Dittmann (2005) stated most people under take cosmetic surgery because of body-image dissatisfaction. She noted that the clients wish to create harmony between their appearance and their personalities, they also long for the harmony between all parts of their bodies. What psychologists see as a motivation of clients for surgery is also promoted in the cosmetic surgery discourse under analysis. Cosmetic surgery in its discourse appears to be addressing the problem of body-image dissatisfaction. For instance, the text of Cosmetic Surgery Center for face procedure mentions, “Aging is inevitable though frustrating part of life- sagging jowls, loose skin and lines can make you appear much older than you feel’. Maningas for eyelids mentions: “...sagging, drooping eyelid skin can cause a tired, sad or even angry appearance, even when a person feels great.” Rayan C.Frank for nose surgery mentions: “others desire cosmetic surgery procedures to change the appearance of facial features they have been unhappy with for many years”. Berman Cosmetic Surgery for liposuction

mentions: “do you have sagging tummy that bothers you when you look in the mirror...” TAS for breast surgery mentions: “Many women want to have more compatible breasts with their body...”

However, it is really important to reflect upon the fact that whether the discourse of cosmetic surgery is actually addressing the problem or it is actually playing an impactful role in the promotion of body image dissatisfaction. In the current study the selected cosmetic surgery texts promote body image dissatisfaction in their high negative evaluation of surgically unmodified bodies as mentioned in the descriptive stage. However, in this connection use of the word “aging” is of utmost importance. Aging in the texts is problematized in a way that it does not exclude younger people from issues related to aging. For instance, in the text of Cosmetic Surgery Center’s facelift procedure to avoid the exclusion of younger readers, the text producers manipulatively suggest that the process of aging is irrelevant to the chronological age of people “each of us age at a different rate and there isn’t a specific age when you should consider a facelift”. In the use of the word “us” the text producers are attempting to create a sense of solidarity and after that leading people to rethink about their appearance irrespective of their age. Only three out of 20 texts suggest suitable age for the given surgical procedures. However, no text subtly puts a restriction on certain age. Maningas Cosmetic surgery Clinic in its blepharoplasty text mentions people between 30 -50 as “good candidates”; New Zealand Institute of Plastic and Cosmetic Surgery suggests rhinoplasty may be undertaken “at any age from late teenage years onwards”. Gregory W. Pippin Clinic suggests rhinoplasty “around age fifteen or sixteen”.

Hence it cannot be denied that cosmetic surgery is actually promoting body image dissatisfaction. And contrary to the claim of improved body image dissatisfaction made by cosmetic surgery agents, some researchers concluded that the improvement in body image dissatisfaction is relative while others claimed that the results are long lasting. For instance, Mattei et al. (2014) stated cosmetic surgery does not improve body image related distress in clients suffering from body image disorders. While Johansson (2018) concluded that cosmetic surgery has no lasting impact on body image satisfaction by stating “post-surgical happiness is only skin-deep”. Nergin (2002) urged to shed light upon the root cause of body-image

dissatisfaction rather than legitimizing cosmetic surgery as a remedy for body-image dissatisfaction.

The cosmetic surgery texts under analysis also make claims of psychological and emotional benefits. There is a wide array of promises in all texts ranging from a boost in self-esteem, a boost in self-confidence, happiness, improved body image (via beautification), satisfaction, to social, sexual, or professional well-being. For instance: Theodore Staahl Center of Cosmetic Surgery claims facelift "... could improve your looks or self-confidence." BANOBAGI claims: "Incision double-eyelid surgery can achieve greater satisfaction..." Maningas eyelid lift surgery text claims: "The results can be life-enhancing, helping a patient feel more confident in his or her appearance". New Zealand Institute of Plastic and Cosmetic Surgery claims rhinoplasty can "... benefit their appearance, and thus their confidence and self-esteem". Another instance urges to "improve your appearance and boost your self-esteem." Cosmetique rhinoplasty text claims: "It has made major differences not only in many people's appearance but also in their self-esteem and confidence." Rayan C. Frank rhinoplasty text claims: "It can really give your self-esteem a boost, too!" Gregory W. PIPPIN urges to "... improve your looks, self-confidence, or health" through rhinoplasty. Thus the enhancement of beauty or improved appearance in the context of cosmetic surgery discourse implies a boost in confidence, self-esteem and happiness. Cosmetic Surgery Center face procedure text states: "Your face is the first thing people see, and if you are bothered by the story it's telling, it can be difficult to feel confident." Thus facelift surgery is presented as a solution to improve both appearance and confidence. Carolina text ensures "naturally changing the look" which intends to make people feel confident after surgery. It also claims that the post-surgery face "looks more youthful". MYA Cosmetic Surgery face procedures' claims: "creating a natural bright happy expression" and facilitating "informed choice" intends to make people feel confident about their surgical decisions. Plastic Surgery of Central Jersey claims: "... eyelid surgery improves the appearance ..." and it "... gives a rejuvenated appearance ...". It also helps "enhancing your appearance". Perth Facial Plastic Cosmetic Surgery eyelid surgery text mentions: "we enhance your beauty" and they can "improve aesthetic appearance". BASU claims: "the greatest benefit of mommy make over is the boost in your confidence and self-esteem ..." Berman Cosmetic Surgery and skin Care Center suggests tummy tuck as "the solution" if you have a "sagging tummy that

bothers you". Cocoon Center for Aesthetic Transformation mentions "post-baby body" causes "confidence levels to plummet" thus mommy makeover is suggested "to rejuvenate your face and physique – and your self-esteem!" Curls and Curves Cosmetic Surgery Centre offers liposuction to "create a desired shape". South Delhi Cosmetic Clinic claims "... cosmetic breast augmentation can have a significant and profound positive impact on a woman's satisfaction" while breast reduction can help women get rid of "emotional problem", "emotional discomfort and self-consciousness". Anderson Sobel Cosmetic mentions: "breast can be a very sensitive point for a woman's self-confidence" thus it presents breast augmentation as a "viable solution". Cosmetic Surgery Australia mentions "a desire to boost self-confidence" as a motivation behind breast augmentation. TAS mentions: "large breasts have negative impact on health and social life" it also mentions such women can experience "... self-confidence problem due to not being happy with the appearance" so through TAS breast surgery "desired breast shape is attained.

It is noticed that a strategic connection is made between appearance and confidence/happiness/ self-esteem etc. It is important to note that the significance of appearing confident has always been emphasized, so a person's appearance is made to be seen as a barrier in the way of self-confidence and thereby making people conscious about self-image. However, some psychologists have expressed concern about the psychological cost of undergoing drastic cosmetic surgery alterations, and also about its psychology impacts on those who do not opt for it and consequently may feel inadequate. Goudreau (2011) brought to limelight the potential emotional, financial, psychological and physical harms. In case of failure to achieve the expected results one is faced with "new problem areas" and "potential deformities". The deformities from mild to extreme can give "a severe blow to their confidence" and in addition to the threat to "emotional health" it may cause "financial instability" due to spending more money on treating the unexpected deformities.

Zuckerman (2005) stated that the clients who are not satisfied with the surgical results opt for repeat procedure or they "experience depression and adjustment problems, social isolation, family problems, self-destructive behaviors". And in worst situation cosmetic surgery dissatisfaction may lead to suicide. In this regard she encourages surgeons to make sure their clients hold realistic expectations about cosmetic surgery, "rather than expecting the surgery to end long-standing personal

issues”. Some of the text under analysis demand clients to have realistic expectations. Lee and Clark (2014) noted a contradictory theme in discourse of cosmetic surgery which urges to ‘be realistic but expect a miracle’. The same theme is noted in the cosmetic surgery texts under analysis. The texts make claims which make one believe in the magical power of cosmetic surgery one such claim is that the surgical procedures “turn clock back”. The cosmetic surgery texts barely give rise to realistic expectations by making stronger claims of youthfulness, social well-being, psychological well-being, boost in confidence, increased satisfaction, increase in self-esteem which in real may vary from so called patient to patient. Hence the cosmetic procedures which are claimed to be the solution actually prove to be one of the potential causes for lower self-esteem and self-confidence.

The finding that cosmetic surgery is presented as a “solution” is in harmony with Lirola and Chovanec (2014) who commented that the discourse of cosmetic surgery “operates with the classic rhetorical structure of problem-solution”. The chosen cosmetic surgery clinics’ texts present cosmetic surgery as “solution”, “viable solution”, “most natural, aesthetic and practical solution” or a solution better than exercise and healthy diet. Moreover, the deviations from the criteria of cosmetic surgery for aesthetic appearance are all seen as medical problems. Thus by presenting cosmetic surgeons as beauty experts, imperfect appearance is defined in terms of medical framework that means it is represented as a problem that needs a medical solution. Lirola and Chovanec (2014) called it “exploitation of medial framework” which recontextualizes the cosmetic surgery practices from “aesthetic activity to medical frame”. In an attempt to fit the imperfect appearance in medical frame the specific use of word “patient” is highly significant”. All 20 clinics use the word “patient” for healthy human beings who under take different cosmetic surgical procedures for aesthetic reasons. Firstly, the word ‘patients’ is used in a specific sense that is favorable to the cosmetic surgery practices. The dictionary meaning of patient is, ‘a person who receives treatment from a doctor’. Here the word treatment means ‘medical cure for an illness/injury’. So the skin related issues are implicitly paralleled to illness that needs medical cure. People are made to believe that they are in need of cosmetic treatment same as a diseased person seeks treatment. The current study noticed that by using the “medical frame” people are made to expect that the way patients get perfectly healthy after getting medical treatment; the people with

signs of aging get **perfect appearance** after cosmetic procedures. The promised appearance is constructed using the following words, “artistically sculpted; naturally changed; re-contoured; features in better proportion; woken up(tired face), natural bright expression; constructed; designed; created; restored; rested; alert; new (look); better; defined; corrected; less fatigued; naturally youthful; balanced; altered; reshaped; desired shape; beautiful; natural looking; better harmonized; enhanced; smoother; flatter and tighter (tummy); transformed; more attractive; adjusted; compatible; improved; refreshed; more aesthetically pleasing; and younger.”

In connection with the distinct use of the medical frame in its representation of cosmetic surgery as medical solution; imperfect appearance as disease and such people as “patients”, Nergin (2002) viewed cosmetic surgery as an inadequate solution and warned against the associated risks. Furthermore, she stated that cosmetic surgery is an “individualistic technological solution” where body-image dissatisfaction is a “broader social problem”.

Although surgery is represented as a solution but the so-called solution does not seem to be free of problems itself, since cosmetic surgery has potential risks associated. However, the majority of cosmetic surgery texts under analysis do not mention any risk at all while some mention only minor risks or attempt to play down the complications. 15 out of 20 clinics surgical procedures’ texts do not mention any risks at all. Some of these use the term “downtime”. It is noteworthy that the word ‘downtime’ is used as a substitute for healing time of wounds and there is no such mention of wounds, pain and discomfort which may lead to downtime. Thus the mention of side effects has been avoided yet the possible concerns of the clients have been addressed by using the word ‘downtime’ which is significantly downplaying the negative aspects of the surgical procedure. Plastic Surgery of Central Jersey is the only clinic that straight forwardly lists 20 “risks and potential complications” ranging from minor to major. BANOBAZI’s text mentions only minor side effects and the potential side effects have been overshadowed. For instance: “Incision surgery is more advantageous. The incision method has more pros than cons...” and “scarring and swelling, not to worry”. The text mentions it as the major reason “patients fear” the procedure but then the text assures “However, any scarring will go away in 6 months.” The text also states that the procedure “leaves longer swelling” and “the swelling is at its worst after two to three days but will naturally diminish over time.”

Thus the texts mention only the minor risks and address the concerns by downplaying the severity of the situation. Another attempt of downplaying the risks is seen in the statement, “The term ‘incision’ itself sounds grave, and it appears scary and painful.” which implies that it just “appears scary and painful” but in real it is not. In the rhinoplasty text of Rayan C. Frank Clinic, only minor risks are mentioned which are: “puffiness, nose ache or a dull headache, some swelling and bruising, bleeding or stuffiness” that too last “a short time”. It further assures “most patients feel like themselves within two days and return to work in about a week”. Gregory W. Pippin boldly states: “risk factors in rhinoplasty are generally minor”. The minor risks are mentioned in the following words: “face will feel puffy”; and “bruising and minor swelling”; however, the concern for these minor risks is removed by stating “cold compresses often reduce the bruising and discomfort” and by claiming that the “goal of restructuring the shape of their nose with the least amount of discomfort”. And Cocoon clinic “offers free patient safety assurance” and declares “you will be covered for specific post-operative complications”. However, there is no mention of the nature of complications at all. Hence 4 out of 5 texts which mention the risks, actually downplay and overshadow the risks and potential complications, which Lee and Clark (2014) called “trivialization of risks”.

The texts under analysis comprise ideologically contested words. Fairclough (2013) stated that ideologically contested words are “the focus of ideological struggle”. One of the most significant ideologically contested words is the word “patient” which is used for people who are not ill or diseased therefore it is an ideologically contested word. The use of the word “patient” like many other words is significant to fit the aesthetic practices related to bodies in the medical frame. People are made to believe that they are in need of medical help which can be provided by medical specialists particularly cosmetic surgeons.

The word "natural" or "naturally" in the context of cosmetic surgery is ideologically contested. Since surgically modified bodies/ body parts are the creation of cosmetic surgery not something that nature has bestowed. Following are the occurrences of the word “natural” or “naturally”: “the results of facial lipo will **naturally** change the look of your face and neck; ... **creating a natural** bright happy expression; eyelid lift surgery can help restore a **naturally** youthful, refreshed appearance; incision double eyelid **natural** and clear charm; blepharoplasty is

performed... to improve the aesthetic appearance of the eye retaining **natural** shape...; it can make you look years younger without changing your **natural** expression". In addition to that the use of the word "natural" with "beauty" in the following expression is ideologically contested: "**natural beauty**". The beauty created by cosmetic surgery is not natural. After cosmetic surgery intervention the shape or expression does not remain natural. Since what is natural gets altered.

Other than the word "natural" the use of words "problem" and "solution" in the following sentence is also ideologically contested. "We can help you achieve the most **natural**, aesthetic and practical **solution** to your nose **problem.**" The aspects of nose that are subjected to cosmetic surgery are not medical problems at all. It is just the shape that is said to be not as you "**fancy**" or the shape which is not according to "**your personal desires and fantasies**". The mentioned aspects may not be seen as problematic by some people so declaring them as problems in general can be contested. If the mentioned aspects are not problems than cosmetic surgery may not be seen as a "solution". However, it is not a "natural" solution at all.

Furthermore, in the sentence "a facelift is an excellent way to turn back time...", the expression "**turn back time**" is also ideologically contested since it has the connotation of bringing back not only the youthfulness but also the good time or good feelings associated with it. The use of the expression implies a magical transformation. Furthermore, the word "address" in the sentences, "a mommy makeover is... designed to **address** the effects of childbearing..." and "you may want to **address** aging" is ideologically contested since problems are addressed thus, the changes brought by pregnancy and aging are represented as problem. In addition to that the word "**giving**" in the sentence, "Dr Frank has been giving Calgary residents noses they love..." is ideologically contested since the surgeon is represented as to have God like powers. A surgeon can artificially create but he cannot be said to give a nose to his clients. The use of word "giving" also commodifies noses.

Cosmetic surgery is said to improve self-confidence and self-esteem. However, self-confidence and self-esteem demand to feel confident the way you are without finding faults in yourself. The "self" mentioned in the context of cosmetic surgery is the not the natural self rather it is the one that is the creation of cosmetic surgery. Following are the sentences which use the ideologically contested words "self-esteem", "self-confidence" and "self-assurance": "it can give your **self-esteem** a

boost; improve your looks, **self-confidence**; rhinoplasty can mean a difference between **self-assurance** and a lifetime of wishing for a more attractive profile; rejuvenate your face physique and your **self-esteem**; rhinoplasty could benefit... **self-esteem**; correct... nose... restore... **self-confidence**; and ...could improve your looks and **self-confidence**.” The concept of self-confidence and self-esteem in cosmetic surgery discourse is relative and in the suggested ways of attainment of improved self-confidence and self-esteem the discourse is actually promoting body shaming.

The word “help” in the context of cosmetic surgery is ideologically contested too since it implies that the cosmetic surgery clients are in trouble. Or the features that are subjected to cosmetic surgery are seen as problems for which people seek “help”. Following are the sentences with the ideologically contested word “help”: “we can **help** you get your body back the way you remember; blepharoplasty procedure **can help** restore a youthful and less fatigued look by correcting droopy eyelids.... patients....; rhinoplasty has **helped** many people improve balance...; ... droopy **conditions** of the upper eyelid can be corrected....; and Dr Pippin **helps** enhance...” The use of the word “conditions” is also ideologically contested since in medical jargon the word condition is used for disease and “sagginess” is not a disease.

The word “needs” in the texts under analysis is also ideologically contested. The improvement of appearance for cosmetic reasons is not a need but a desire or a want. The ideologically contested word “needs” is used in the following sentences: “your specific **needs**...; it's totally personalized to your **needs**; it can be designed to whatever you **need** it to be;unique needs...” By using the word “need” the text producer is attempting to discursively construct artificial needs. Since undergoing surgical knife for some petty desires may be seen as vain therefore the procedures are promoted as a need.

The use of the word “**self-image**” is ideologically contested since the type of self-image they are promoting is merely dependent on surgical interventions. The pursuit of such self-image can be witnessed in the way people have become crazy to present their perfect image on social media through edited images or selfies. In short cosmetic surgery is promoting certain types of self-images which are not natural.

4.2.2 Interpretation of Metaphors

The following section presents the interpretation of deliberate metaphors identified in the descriptive stage.

A. Face lift

The metaphor is FACELIFT IS A MECHANICAL PROCEDURE. The surgical face procedure is the target domain and lifting is the source frame. The metaphor entails that face surgery is face lifting. The elements of lifting are the following: cause to move upwards, some material thing at a lower position, an external support such as a rope, a machine or a person. The elements of lifting are mapped onto face surgery. The conclusion is that face surgery is face lifting where the surgeon lifts the loose or hanging skin and muscles upwards to give face a lifted and firmer appearance.

However, the elements of the target domain include cutting and removal of excess skin and muscles, blood, pain, sutures to stitch the tissues together and discomfort. Thus by mapping the elements of source frame onto the target domain the side effects and severity of face surgery is downplayed.

The source frame “lifting” functions the same way in the metaphors, chin lift, neck lift and brow lift.

B. Facelift an excellent way to turn back time

The metaphor is FACELIFT IS A PATH. The source frame is a “way” and the target domain is “facelift”. The elements of source frame are: road, journey, mission, traveler, destination or goal, and completion of journey which are mapped onto “facelift”. The conclusion is that facelift is a road that leads the client to his goal or destination which is a younger appearance and after completing facelift the journey or the mission is accomplished. In short facelift is the road to youthfulness.

C. Crow’s feet around the corner of eyes.

HUMAN IS AN ANIMAL is the metaphor. The target domain is the wrinkles around the corners of eyes, and the source frame is crow’s feet. The entailment is that the wrinkles around the corner of eyes are crow’s feet. The elements of the source frame “crow’s feet” are: rough, dry, deep lines, branched, thick at the center and thin at the edges, displeasing or ugly. The conclusion is that the wrinkles are branched deeper and broader at the starting point and thinner and lighter at the ending point. The wrinkles are branched which give rough and dry appearance to the skin and they

look unpleasing or ugly. Thus by mapping the elements of the source frame “crow’s feet”, the target domain “wrinkles around the corner of eyes” are made to appear unpleasing, rough and dry looking.

D. Turkey neck

The metaphor is HUMAN IS AN ANIMAL. “Human neck” is the target domain and “turkey neck” is the source frame. The metaphor is that human neck with deep wrinkles is turkey neck. The elements of the target domain are: deeper folds, saggy, loose, rough, unpleasing or ugly. The entailment is that the human neck with deeper lines is a turkey neck, having saggy and loose skin with deeper folds making the neck appear rough and unpleasing.

E. Bags under the eyes or puffy bags.

The metaphor is SKIN IS A BAG or HUMAN BODY IS A THING. The “lower eyelids or orbital septum” is the target domain and “bags” are the source frame. The metaphor is that the lower eyelids or more precisely the orbital septums are bags. The elements which are mapped onto the target domain are: a somewhat stretchable container, capacity for carrying things, often loose and hanging down with weight when filled, appearing thick when filled. The entailment is that the puffy lower eyelid or the orbital septum is a loose and flexible bag carrying fat therefore hanging down and appearing thick/puffy.

F. Sausage eyes

The metaphor is HUMAN BODY IS A THING. The target domain is “eyelids”. The source frame is “sausage”. The entailment is that eyelids with more volume are sausages. The elements of the source frame “sausages” are” swollen, slightly curvy, and plain with no lines, pinkish in colors which are mapped onto the target domain “eyelids”. The conclusion is that the puffy eyelids are similar to that of sausages in terms of being swollen, pinkish and slightly curvy.

G. Spider veins on our legs

The metaphor is HUMAN BODY IS A THING OR HUMAN IS AN ANIMAL. “Tiny blood vessels” that appear on the skin of legs are the target domain. “Spider web” is the source frame. The metaphor is the veins on the legs are spider web. The elements of spider web that is mapped onto the target domain are: intricacy, branched structure, and nuisance. The web is often nuisance therefore removed immediately once noticed. The conclusion is that the intricate, branched tiny blood

vessels on the legs which appear like a spider web are a source of nuisance and therefore they should be treated the movement they are noticed since they would not disappear on their own.

H. A badge of honor

The metaphor is HUMAN BODY IS A THING. Your (post pregnancy) tummy can become stretched and saggy which can be both a **badge of honor** and annoyance. The source frame is “badge of honor” and the target domain is “post pregnancy tummy”. The metaphor is that the post pregnancy tummy is a badge of honor. The elements of the source frame are: a giver, a receiver, acknowledgment, achievement, happiness, a mark of pride. The conclusion is that the post pregnancy tummy is a mark of pride, an achievement and source of happiness. People acknowledge and admire the achievement of a mother. However, the text not only sees the post pregnancy tummy as a badge of honor but also as a source of annoyance.

I. Tummy tuck

The metaphor is THE SURGICAL PROCEDURE IS A MECHANICAL PROCEDURE. The target domain is “abdominoplasty or tummy procedure” and the source frame is “the act of tucking”. The metaphor is that the abdominoplasty is tummy tucking. The elements of the source frame are: to sew folds, to gather or pull up, an item of fabric (a material thing), someone who tucks, to reduce size. The entailment is that abdominoplasty is tucking of tummy. The folds of skin are sewed together to reduce the size of the tummy and this is done by cosmetic surgeon.

J. Unwanted **pockets of exercise and diet-resistant fat**

The metaphor is HUMAN BODY IS A THING. “Fatty areas” are the target domain and “pockets” are the source frame. The metaphor is that the fatty areas in body are pockets of fat. The elements of source frame are: an extra attachment, capacity to carry things, often puffed when filled. The conclusion is the fatty areas are pockets filled and puffed up with fat which can be taken out.

K. love handles

The metaphor is HUMAN BODY IS A THING. The target domain is “fatty waistline” the target domain is “handle”. The metaphor is that the fatty waistline is love handle. The elements of the source frame are: a material thing, used to hold something, and strong which are mapped onto the target domain “fatty waistline”. The conclusion is that the fatty waistline is a strong handle that is used to hold the body.

L. Saddle bags

The metaphor is HUMAN BODY IS A THING. “Saddle bag” is the source frame and the fatty sides of the hip are the target domain. The metaphor is the fatty sides of the hip are saddle bags. The elements of saddle bag are: a bag/ material thing attached to the back of a horse or a vehicle, not a part of the body itself, detachable, capacity for filling in things, not a vital part. The conclusion is that the fatty sides of the hips are saddle bags filled with fat.

The aspects of body that are disapproved by cosmetic surgery are detested by declaring them as animal’s features or characteristics. The metaphors used for body parts e.g. “crow’s feet”, “turkey neck” etc. serve the purpose of dysphemism while the metaphors used for procedure e.g. “facelift”, “tummy tuck” etc. oversimplify and conceal the complexity and risks associated with surgery. Body parts are compared to animals and inanimate things to evoke negative feelings regarding the body parts and to show that they are capable of transformation. In the same vein Lee and Clark (2014) identified dehumanization and objectification of body as one of the themes of cosmetic surgery discourse. The metaphors used as derogatory terms give rise to negative feelings regarding certain aspects of natural bodies. Thus the metaphors used are destructive metaphors which may cause body image dissatisfaction and make people undergo surgical knife. The only beneficial metaphor used is “the badge of honor” for post-surgery tummy but it is also labeled as “annoyance”.

4.3 Explanation

After description and interpretation of the texts this section explores the social and economic power relations of cosmetic surgery agents which are produced and reproduced through its discourse.

Power indeed is exercised over people in the realm of cosmetic surgery via ‘manufacture of consent’. The text under analysis attempts to manufacture consent by the exploitation of self-image in its highly negative evaluation of surgically unmodified bodies by bombarding it with highly negative adjectives, expressions and metaphors. Cosmetic surgery discourse under analysis attempts to shape peoples’ minds in a way that they see the surgically unmodified bodies as inadequate, deficient, and in need of modification. Moreover, for the acceptance of the extreme and risky alterations of cosmetic surgery the role played by discourse in its normalization is very significant. However, such normalization is seen as an ‘implicit

and exclusive violence' by scholars like Nirenstein and Vanessa (2018). It is such kind of violence that structures psychology to subjugate the body. In harmony with his perspective the current study noticed that bodies and minds are subjected to explicit yet implicit violence through the exploitation of peoples' psychology that results in subjugation of people to surgical standard of normal or aesthetically pleasing appearance. And with the wide spread and ever-growing popularity of cosmetic procedures, acceptance of such practices is achieved which leads to the normalization of such violence, whereby people start to believe in its "aesthetic and moral veil". The consequent subjugation thus remains implicit but with a remarkable impact which has the tendency to present surgical beautification as a norm and necessity for the future generation. Keeping in view the potential harms posed by surgical alterations, the normalization of cosmetic surgery, its over controlling influence on beauty norms; and its tendency of getting acceptance as a necessity are the utmost concerns of the current study.

It is observed that the cosmetic surgery agents exercise hegemonic control over people by discursively constructing aesthetically pleasing appearance and by associating wide range of benefits of bodily modification. The highly positive evaluation of cosmetic procedures and surgically modified body contribute in the discursive construction of cosmetic surgery as a gateway to the attainment of perfection. This way the discursive constructions in fact promote power relations, whose prime beneficiaries are cosmetic surgery agents rather than cosmetic surgery clients. In the same vein Riggs (2012) declared that in the power dynamics the only entities that profit ideologically are the cosmetic surgery agents.

Morgan (1991) believed in controlling power of cosmetic surgery. Cosmetic surgery is not freely chosen rather it leaves with no option but to opt for it. The current study's analysis is in harmony with her view of the paradoxes that exist in cosmetic surgery discourse. The paradox of conformity elaborated what appears "instances of choice" is actually "instances of conformity". The current study validates her view since it has been observed that cosmetic surgery discourse is highly manipulative in leading people to let cosmetic surgery alter their bodies according to its set criteria for normal or aesthetic appearance. The paradox of colonization highlighted how bodies are seen as inadequate and raw materials that need to be altered to meet up the standard criteria. Apparently the bodies are subjected to

changes on personal basis but the truth is that the bodies are colonized. The current study observed that the discourse presents cosmetic surgery as people's choice and the changes brought by surgical procedures as people's need; however, the fact as stated by Morgan also is that the bodies truly seem to be colonized by the cosmetic surgery agents who in their high negative evaluation of unaltered body promote cosmetic surgery thus paving their way for "cultivating" the bodies they colonize. Thus cosmetic surgery agents exercise the power and turn people into "self-surveying objects". The third paradox she identified is of "coerced voluntariness and the technological imperative." Morgan stated that the technological beauty imperative is propagated and enforced via media and the discourse it generates. The beauty imperative sets new beauty norms and those who do not conform to the new norms will be seen as odd. The current study observed that what is normal or ordinary is categorized as aesthetically displeasing thus giving rise to an overwhelming pressure for undergoing cosmetic alterations. Such attitude indeed leaves no room for natural appearances. Thus people subject themselves to cosmetic procedures seeking the new normal. Contrary to Morgan (1991), Davis (1995) argued against the play of power and claimed cosmetic surgery is chosen with free will to appear normal; however, the current study noticed that what appears to be normal is actually a newly constructed version of normal i.e. "pathological inversion of normal" as stated by Morgan (1991). This raises a question on the argument of personal desire to appear normal, where what is seen as normal is defined by cosmetic surgery itself.

The discourse of cosmetic procedure under analysis promotes the idea of natural body as raw and propagates the idea that natural body needs surgical alterations for the attainment of beauty, well-being and happiness. It constructs a globalized ideal for attractive profile. These globalized ideals are supported by defining beauty using scientific terms. The scientific support to the ideology of cosmetic surgery discourse promotes the idea that what is excluded from the criteria is not just ugly but it is seen as a disease. The view of deviations from the surgical standard as disease, after getting normalized and legitimized may help cosmetic surgery practices and ideology with the social and economic support. Along the same line Phibbs (1994) stated scientific knowledge is used to exercise authority in labeling normal as abnormal.

Concerning eyelid and nose surgery it is important to shed light upon what actually constitutes that globalized standard for aesthetically pleasing appearance. Which sort of features and appearances are valued highly which ultimately devalue and disregard variations from the standard, and what variations are excluded from the criterion of aesthetically pleasing appearance. The focus on creating double eyelid and negatively evaluating sagginess and puffy eyes, excludes some ethnic features from the criteria of aesthetically pleasing appearance. In this connection Gimlin (2000) noted the emphasizes on changing single-eyelid to double-eyelid, making eyelids wider, and lifting the tip of flatter noses subjects Japanese, Chinese and Korean eyes to cosmetic procedures. Thus it can be stated that the western looks constitute the standard of cosmetic surgery.

In a nutshell the target of the discourse producers is to shape the mind set of people by using language skillfully. They incorporate their perspective on physical appearance and its significance through the manipulative use of language and exercise control over people through controlling and shaping their thoughts about their physical appearance. They put forth their perspectives as assumptions which are made implicit in the text to make them appear as truth and known facts, this way they become successful in manufacturing consent.

CHAPTER 5

DISCUSSION, FINDINGS AND CONCLUSION

This chapter begins with a brief overview of what the current research is all about including its aim, research questions, problem statement, sample, and research methodology. Moreover, progressing from a critical discussion on the analyzed data the chapter presents the findings of the current research to provide answers to the research questions. At the end of the chapter conclusion, limitations, recommendations and suggestions for future researches are provided.

The current study is a critical eco-linguistic analysis of the cosmetic surgery discourse available in cosmetic surgery clinics' websites. The current research qualitatively analyzed the content from 20 clinical websites, to explore the ideologies propagated through the use of vocabulary items and metaphors and to scrutinize the cosmetic surgery discourse from ecolinguistic perspective to identify whether the ideologies are beneficial, ambivalent or harmful. The aforementioned objectives were achieved by analyzing the experiential, relational, and expressive values of the vocabulary items and the metaphors used; by exploring what ideologies are propagated by the use of specific metaphors and vocabulary items in the cosmetic surgery discourse; and by subjecting the ideologies to ecological interpretation.

Discourse is a very powerful tool to shape people's thoughts, actions and perspectives. But not all discourses are beneficial; therefore, people specifically linguists need to be wary of the types of discourses that are generated and propagated which are consumed by people. With the ever-growing popularity of cosmetic surgery with the potential risks associated it is highly important to analyze whether the discourse it generates and propagates is beneficial or harmful, since it has an impactful influence on people's thoughts, perspectives, and actions about their bodies, their self-image and the norms of beauty.

The analysis of the vocabulary item from the discourse of the selected clinical websites revealed that one of the dominant themes is that cosmetic surgery is not only effective but it is also safe for both men and women irrespective of age, who wish to achieve success, happiness, youthfulness, perfection, beautification, and/ or to achieve

normal (the redefined normal) appearance. Concerning the matter of subjecting even teenagers to cosmetic surgery Zuckerman (2005) expressed concern by asserting that teenagers are not in a position to make decisions regarding cosmetic surgery and parental consent does not at all guarantee informed consent. Moreover, the dangers posed by cosmetic surgery are not mentioned explicitly by the majority of the clinics; however, they are implied in a way that downplays its severity and helps it to appear safe. Even though sometimes the less severe risks are mentioned but they are concealed with highly positive evaluation of cosmetic surgery through the use of words with a positive connotation in its description of benefits. Words with no/less severe negative connotation over simplify procedures and mitigate cosmetic surgeries' seriousness to promote surgery as blood and risk free. Furthermore, through the use of medical vocabulary the discourse under analysis reinforces the idea that the variations from the beauty standard set by cosmetic surgery are not only abnormalities but they are diseases and such people are "patients"; the natural bodies are deficient, imperfect and inadequate therefore, they need cosmetic alterations. Neto and Caponi (2007) had also reached the similar conclusion as they affirmed that cosmetic surgery discourse is shaped around a "disease theory". In a similar vein Morgan (1991) stated that cosmetic surgery stems and flourishes from "medicalization" of bodies which is a political process treating human conditions and experiences as medical issues in need of intervention. Morgan expresses concern regarding its "negative social consequence", since cosmetic surgery contributes to the "social construction of illness". In the analyzed discourse of current study it has been witnessed that trivial things such as nose shape, breast size etc. have been treated as medical issues, when they do not result in any functional complications. Medicalization in this sense contributes to "stigmatization" of those features and body parts that do not conform to the "normal" defined by cosmetic surgery criterion. People feel their bodies are deficient which can undeniably lead to psychological problems and discrimination in social life. Bartky (1997) asserted this claim by stating that cosmetic surgery, "involves a great amount of time, of money, and of psychological and physical damages".

Besides the argument of the psychological impacts, whether beneficial or harmful, one can hardly deny the potential health risks posed by cosmetic surgery. Bordo (1993) concluded that cosmetic surgery is "far from being harmless" and it is

rapidly turning our society into a “plastic culture”. In the current study some of the analyzed discourses mentioned minor risks, while a few mentioned the potential risks too.

Furthermore, Cosmetic surgery promotes the idea that the cosmetic procedures do not only suffice the aesthetic needs but they are also gateway to improved self-image, self-esteem and self-confidence. In a similar vein Davis (1995) stated that the aim of cosmetic surgery clients is not beautification rather they want to look “ordinary”. Cosmetic surgery helps people to avoid stigma and achieve “normalization”. Cosmetic surgery is also viewed as a “mean of self-expression”. Cosmetic surgery contributes to self-confidence which eventually ensures success in social and professional life (Dubost, 2019). Although cosmetic surgery can be beneficial in some cases, for instance it might indeed boost self-confidence of those people who crave for a change in their body for any reason. However, with the growing trend of bodily modification, the desire of perfection might grow in those people too who otherwise do not find any flaw in their appearances, thus the trend itself might serve as a cause for body image dissatisfaction.

Davis (2003) further stated that cosmetic surgery is a tool to bring harmony between the psychic and physical self. In this regard, the outcomes of cosmetic surgery might be quite satisfying. But the root cause of the conflict between the inner self and the outer look is what needs to be sorted out since our appearance is our identity and the failure to recognize our own appearance is quite alarming. Rather than promoting cosmetic alterations of body, which denaturalize the body and destabilize the fixity of identity, one must look for the ways to eradicate the factors leading to the conflict. Therefore the use of words such as, improved self-image is ideologically contested. Since there is the possibility that cosmetic surgery itself contributes to the promotion of body image dissatisfaction. Another identity related concern that emerges from cosmetic surgery practices is the threat posed to ethnic identities. The practices of cosmetic surgery revolve around a prototypical image of ideal beauty which explicitly excludes certain Asian and African features among various others. Cosmetic surgery ideals are confined to slim bodies, big eyes, thin and pointed noses, sharp chins, fair complexion, plump lips etc. Thus the cosmetic surgery ideal runs a risk of ethnic diversity’s exclusion from the beauty criteria. Nergin (2002) commented, “Mainstream cosmetic surgery tends to erase the distinctive features of

individual faces...” However, it is also important to consider that there is some truth to the cosmetic surgery’s promises of rejuvenation, improved self-confidence and success. But the promised benefits can be achieved through other means as well or by simply undermining the factors leading to the desire of risky cosmetic procedures. Improvement of self-esteem and personal and professional benefits should not be seen as solely dependent on cosmetic surgery. There are alternate risk free means which urge one to improve the attitude towards one’s self. Promotion of self-love and a positive attitude towards acceptance of diversity can provide a long-lasting and risk-free solution.

The cosmetic surgery discourse problematizes aging and natural bodies and presents cosmetic procedures as the solution by using highly negative adjectives and verbs with a negative connotation for natural bodies and using positive adjectives and verbs with positive connotation for cosmetic procedures and their results. In addition to the use of dysphemistic terms in the form of metaphors also contribute to the problematization agenda. The metaphors compare human features with those of animals in a way that animals are seen as inferior or ugly. The metaphors used also treat human body as an object which can be modified.

Most shockingly surgery is not age restricted, men and women irrespective of their age are made eligible for undergoing cosmetic surgery. Only an insignificant number of clinics suggested suitable age but those too do not prohibit any certain age group rather they suggest good candidates they included teenage as an appropriate age to be exposed to cosmetic surgical hazards. Cosmetic surgery discourse attempts to redefine “natural”. Both, the bodily modifications and the consequent beauty are treated as natural. Furthermore, cosmetics surgery is said to provide a natural solution to appearance related problems. The use of words “natural” or “naturally” are ideologically contested too. According to Nergin (2002), “cosmetic surgery... presents the surgically altered bodies as natural by disguising all traces of its intervention”. When people adopt the ideology that for social, psychological and emotional well-being; happiness; appearing normal; beautification; improved self-image, improved self-esteem and self-confidence surgery is the safest and effective option for all, then it will no longer remain an option it will become a vital need of people irrespective of their age.

Lastly, researchers also intimidate us to be wary of the widespread effects of health care business on the environment. Hospitals are responsible for producing hazardous wastes, emitting nitrogen oxides, carbon dioxide, and volatile substances into the atmosphere. Hospitals release pharmaceuticals, heavy metals, and disinfectants into water which cannot be removed with conventional water treatment systems. Such pollutants in water are claimed to be responsible for cancer, developmental and reproductive disorders and respiratory disease (Eckelmaan & Sherman, 2016; Schoen & Chopra, 2018; Eckelmaan et al., 2018; Thiel et al., 2014). In this scenario where healthcare is contributing to environmental pollution, it is time to reconsider the necessity of cosmetic surgery. Cosmetic surgery may yield some psychological, professional, and economic benefits, but there are alternative ways for achieving the same results, which do not pose the threats posed by cosmetic surgery.

In a nutshell, in the selected discourse of cosmetic surgery, the use of vocabulary words, including metaphors, is highly noteworthy. On the one hand, the abundant use of synonyms highlight aesthetic problems related to body; on the other hand the use of antonyms build a comparison between pre-surgical bodies and post-surgical bodies. The relation of hyponyms is seen in the categorization of the aesthetic problem and related solutions offered by cosmetic surgery. There are various instances of ideologically contested words which depict ideological struggle related to the acceptance of cosmetic surgical procedures. Through the use of medical jargon and formal words professional authority has been exercised. The texts maintain politeness and express solidarity with their clients in their concerns related to their appearance. The use of dysphemistic terms particularly in metaphors is highly significant. Aesthetic problems related to appearance are structured through the use of dysphemistic terms and highly negative adjectives. On the contrary, highly positive adjectives are used for cosmetic surgery and post-surgical bodies.

Cosmetic surgery discourse promotes the ideology that aging is undesirable which can be reversed through surgical intervention. However, it is not age restricted. Pre-surgical bodies that fall short of the beauty standard defined by cosmetic surgery are seen imperfect, inadequate, less valuable, abnormal, deficient etc. The so called aesthetic problems related to appearance are rendered as medical problems in need of medical solutions. Thus the clients are seen as patients. The medical frame necessitates cosmetic surgery as a need rather than a desire. The human body is seen

as an object or raw material that can be modified through surgical procedures. Cosmetic surgery discourse also propagates the view that one's appearance is more than just identity; self-esteem and self-confidence are related to aesthetically pleasing appearance. Thus cosmetic surgery can make one successful in their life by boosting their confidence and self-esteem. Cosmetic surgery discourse and its ideology can be deemed as destructive for the following reasons: cosmetic surgery has no functional use; it poses a potential threat to humans and the physical environment. Most of the metaphors used in the discourse promote disdain towards animals. The claimed positive psychological impacts can be achieved through a positive attitude towards one's self.

5.1 Findings

The research aimed at finding answers to the following questions: what kind of lexical choices, in terms of their experiential, relational and expressive values, have been used in the selected cosmetic surgery discourse? What kinds of metaphors have been used in the selected cosmetic surgery discourse? What ideologies are propagated by the lexical choices (particularly vocabulary items) and metaphors in cosmetic surgery discourse? And how cosmetic surgery discourse ideologies can be environmentally interpreted? The focus of the last question is on the scrutinization of cosmetic surgery discourse with respect to the categorization of beneficial, ambivalent and destructive discourses in terms of inter-human relationship in the environment. The findings of the current study are mentioned below in the aforementioned order of the research questions.

Analyzing the kind of lexical choices the current study found that near synonyms are abundantly used to problematize surgically unaltered bodies in content of all selected procedure while in the texts of some procedures aging is also problematized using the technique of over wording. Antonyms are used to differentiate between the surgically unaltered bodies and surgically altered bodies. The relation of hyponymy is seen in presenting various aspects of appearance as problems, and in presenting various surgical changes as solution. Various ideologically contested words are used which attempt to redefine certain realities in the favor of cosmetic surgery practices. Through the use of ideologically contested words such as "natural" and "naturally", what is artificial is promoted as natural. This

attempt of reshaping the reality helps to avoid seeing surgery as an interference in what is natural. Furthermore, it makes the acceptance of cosmetic surgery practices and alterations easy. In addition, with the use of ideologically contested words “self-esteem” and “self-confidence”, body-image dissatisfaction is disguised as the cause or motivation for undergoing cosmetic surgery; however, in reality it is the consequence of cosmetic surgery practices. Moreover, the aspects of normal appearance are presented as disease or medical problem with the use of the ideologically contested words “problem”, “help”, “patient”, “conditions”, and “address”. The ideologically contested word “need” also gives rise to artificial needs by presenting wishes and desires for aesthetically pleasing appearance as need.

The selected discourse in an attempt to promote relation with the clients uses expressions showing concern for their feelings, preferences, safety and concerns. The texts promote relationship of solidarity and trust. There are markedly formal words that show the concern of text producer’s wish not to impose and appear polite. Rather than using euphemistic terms for relational purpose the text uses dysphemistic terms such as “**patients, crow’s feet , turkey neck, bags** under the eyes, **sausage eyes, puffy bags, spider veins** on our legs, **saddlebags**” to give rise to body image concerns which prove to be beneficial for gaining cosmetic surgery clients. The people unhappy or dissatisfied with certain aspects of their appearance opt for surgical interventions; therefore, the promotion of body-image dissatisfaction can produce more and more clients for cosmetic surgery.

The analysis of the cues to expressive values of words revealed that highly negative adjectives and expression are used to negatively evaluate the surgically unmodified bodies while highly positive adjectives and expressions are used to positively evaluate the surgical procedures, its results and surgically modified bodies.

The metaphors “facelift, neck lift, chin lift, eyelid lift, brow lift, facelift is an excellent **way, crow’s feet, turkey neck, bags** under the eyes, **sausage eyes, puffy bags, spider veins** on our legs, tummy **tuck**, unwanted **pockets** of exercise and diet-resistant fat, **love handles**, and **saddlebags**” used in the selected cosmetic surgery discourse are destructive since they objectify and dehumanize human body and give rise to the negative perception of surgically unaltered bodies. Furthermore, the metaphors used for the surgical procedures help cosmetic surgery to deceptively

appear as safe and blood free. Only one beneficial metaphor “a **badge of honor**” for post-baby tummy is used but post-baby body is labeled as “**annoyance**” too.

The metaphors involving animals such as “**crow’s feet**”, “**turkey neck**”, and “**spider veins**” promote animals as contemptible creatures. Animals in the metaphors are used as symbols of disgust or contempt. Such approach treats animals as inferior creatures that are disdained.

Ideology is a thought pattern or assumptions that are back grounded in the text. Thus the cosmetic surgery discourse, producers through the tactful use of language, incorporate within text such thought patterns or assumptions that manipulate readers in a way that they see the reality through the lens of the discourse generators. The analysis concludes that cosmetic surgery discourse incorporates the assumption that aging is undesirable part of life; therefore we should seek remedy for coping with it. And cosmetic surgery procedure can help in this regard by rejuvenating the face and make one appear younger than they are. In addition to that the surgically unmodified parts of body or aspects of one’s appearance are represented as inadequate, less valuable, imperfect, deficient, abnormal etc. The aspects of one’s appearance that fall short of the cosmetic surgery norms of normal or aesthetically pleasing appearance are seen as medical problems and disease thus, cosmetic surgery does no longer remain a desire rather it becomes their “need”. And people with such shortcomings and in so-called need of medical support are thus referred to as patients so they are seen as “good candidates” to be subjected to surgical procedures.

Moreover, human body is viewed as a raw material therefore like any other material things it can be cut, stitched, reshaped, resized, tightened, sculpted, improved, changed and altered. However the operations are carried out by cosmetic surgeons alone, who with the surgical tools and procedures fix and improve the problems and imperfections in natural and raw bodies.

Furthermore, the cosmetic surgery discourse promotes the ideology that the physical appearance is not just the matter of your identity but a source of self-confidence and self-esteem too. If you do not appear young, normal (as defined by cosmetic surgery), or aesthetically attractive you may not feel confident. Your appearance can be a barrier in your success because it may undermine your confidence. In this scenario cosmetic surgery can “change”, “alter”, “transform” and

“improve” your appearance giving rise to a positive self-image and increased body image satisfaction which consequently helps boost one’s self-confidence and self-esteem.

In an attempt to find answer to the last question whether cosmetic surgery discourse is beneficial, ambivalent or destructive for human species, the current study found that the ideologies propagated via cosmetic surgery discourse are by no means beneficial or ambivalent. Unlike plastic surgery, cosmetic surgery has no functional benefits for human body. The claims of the rise in body-image satisfaction, improved self-esteem, and a boost in self-confidence are deceptive since cosmetic surgery itself in its practices promotes body-image dissatisfaction that causes lowered self-esteem and self-confidence. In addition, many previous researches have also proven that even if cosmetic surgery results in improved self-esteem or self-confidence in some cases, the results are not long lasting. The claim of transformation is a mere illusion since clients are also demanded to have realistic expectations. To embrace myriads of potential hazards of cosmetic surgery for mere cosmetic reasons is absurdity. The surgically unaltered bodies, through linguistic choices (including metaphors) , are made to be perceived as inadequate, deficient, abnormal, objects, disease, animal-like and the people possessing the negatively evaluated aspects of appearance are seen and addressed as patients. Moreover, the metaphors, too, are destructive since they contribute in not only body-image dissatisfaction but they also promote massive disdain for animals.

In a nutshell the discourse of cosmetic surgery comprises destructive metaphors and destructive ideologies therefore it can be concluded without any doubt that the discourse of cosmetic surgery is a destructive discourse; therefore, we need to be wary of the discourse and practices of cosmetic surgery.

5.2 Limitations

It is important to address several limitations of the current study. First, even though the current study examined five most popular procedures' texts from 20 clinical websites, the number of clinics included in this study was relatively small. The findings would be more generalizable if the study included more clinics and more procedures.

The second limitation has to do with the selection of metaphors. The metaphors selected for the current study were only deliberate metaphor; however, the inclusion of non-deliberate metaphors would be extremely exhaustive since non-deliberate metaphors can be found in such an abundance which would be almost impossible to handle along with the analysis of three values of each vocabulary item in the texts of 20 clinics.

Another limitation of the study was access to the same data on the clinical websites since the content on websites keeps on getting updated frequently.

5.3 Suggestions for Future Researches

1. A semiotic analysis can be conducted to get a better understanding of cosmetic surgery practices in terms of its impact on reality and our environment from Ecolinguistic perspective.
2. A survey research can be conducted to get an insight of people's perception of cosmetic surgery discourse particularly regarding the ideologically contested words and the use of metaphors.
3. An ecolinguistic research can be conducted on the use of metaphors alone, including both deliberate and non-deliberate metaphors, and the impact they create on environment (for example, hatred for animals).

5.3 Recommendations

One of the major aims of ecolinguistics is to analyze the role language plays in the growth and destruction of species therefore its agenda is to reveal the discourses that are harmful from ecological perspective and to replace the harmful and ambivalent discourses with beneficial ones. The dominant discourses have a massive impact on people on a bigger scale which necessitates their critical scrutiny. Cosmetic surgery is one such dominant discourse owing to its growing popularity across the

globe people are consuming the discourse it generates. After revealing destructive ideologies of the cosmetic surgery it is much needed to replace it with some beneficial discourses.

Such discourses should be produced and promoted against the destructive discourse of cosmetic surgery which promote self-acceptance and appreciation of variation in natural bodies to increase people's self-confidence and self-esteem. That kind of beneficial discourse should inspire people to find happiness in oneself without becoming a prey to the deceptive tactics of cosmetic surgery agents seeking economic growth.

Destructive metaphors should be condemned especially those which promote the contempt towards other species. In language such metaphors should not be permissible which in any way lead to segregation of non-human species. Only beneficial metaphors that promote positive attitude towards nature and other species should be part of our language.

Critical language awareness should be spread via various platforms and discourses so that people no longer remain unaware consumers of destructive discourses rather they reflect critically on what they consume as subjects, readers or audience.

5.4 Conclusion

In an era where cosmetic surgery agents are actively attempting to normalize cosmetic surgery via its various practices including the production and distribution of cosmetic surgery discourse, it is crucial to reflect on its impacts and consequences. In such an attempt the current study analyzed the cosmetic surgery discourse available on the websites of cosmetic surgery clinics. The study identified the ideologies portray natural body as deficient and inadequate raw material, which is in need to be perfected by cosmetic surgery alteration. In addition to that cosmetic surgery is safe and effective for achieving not only aesthetically pleasing appearance but also to improve one's self-confidence and self-esteem. Moreover, the cosmetic surgery discourse also ensures that with all the physical, psychological and emotional benefits it can lead to success in life. Yet the associated risks are kept well hidden and only implied in some cases. Although cosmetic surgery appears as a remedy for body image dissatisfaction but ironically cosmetics surgery itself is contributing

significantly to body shaming in its highly negative evaluation of natural body and variations in appearances. The acceptance of such extreme surgical interventions and its normalization is the consequence of the control exercised by the cosmetic surgery agents via manipulation and manufacture of consent through the ideologies propagated among masses. Thus the destructive cosmetic surgery discourse with its impactful destructive ideologies is posing threat to the well-being of not only human species but its hazards also extend to animals and mother Earth since the production of single-use disposable equipment, the anesthetic gases and the energy consumption in production, air conditioning, ventilation etc. which result environmental emission, are all potentially hazardous.

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ANNEXURE A

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ANNEXURE B



Facelift Little Rock

Learn how Dr. Rhys Branman can help you look up to 10 years younger

Aging is an inevitable though frustrating part of life—and wrinkles, sagging jowls, loose skin, and lines can make you appear much older than you feel. Your face is the first thing people see, and if you're bothered by the story it's telling, it can be difficult to feel confident. That's why Dr. Rhys Branman has spent years helping patients just like you achieve a smoother, firmer appearance.



- [Learn more about the SmartLift face lift](#)

If you have a modest amount of sagging skin in the jowls and neck and prefer a non-surgical solution, [Ultherapy skin tightening](#) may be a good option. Ultherapy uses ultrasound to gradually lift and firm sagging facial tissues without any downtime.



Unsurprisingly, facelift surgery is the most popular facial rejuvenation procedure in the United States—and it's the only procedure that can help you look an average of 10 years younger while delaying further signs of aging.

[Click to request your Consultation with Dr. Branman](#)

Am I too young for a facelift?

Each of us ages at a different rate and there isn't a specific age when you should consider a facelift. If you're bothered by signs of aging in your face, it may be a good time to schedule a consultation.

THEODORE STAAHL MD, FACS
CENTER FOR COSMETIC SURGERY
 Cosmetic, Plastic and Reconstructive Surgery
 AAAHC Accredited Surgical Facility

209-577-5700
 Fax: 209-577-5968
 1329 Spanos Court, Suite A-1
 Modesto, CA 95355

Facelift/Mid-Face Lift

Aging of the face is inevitable. As the years go by, the skin begins to loosen on the face and neck. "Crow's feet" appear at the corners of the eyes. Fine forehead lines become creases and then, gradually, deeper folds. The jawline softens into jowls, and beneath the chin, another chin or vertical folds appear at the front of the neck. Heredity, personal habits, the pull of gravity, and sun exposure contribute to the aging of the face. Contour Threadlifts, which are minimal surgery facelifts, are also available!

If you ever wondered how a rhytidectomy, or facelift, as it is commonly called, could improve your looks or self-confidence, you need to know how a facelift is performed and what you can expect from this procedure. For more information, contact our office for a professional consultation.

consultation.

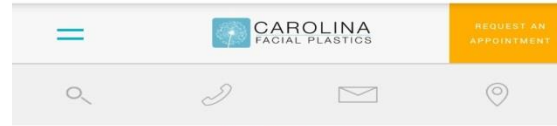


[FAQS](#)

[CONTACT FOR CONSULTATION](#)

Dr. Theodore Staahl, MD, FACS
 Center for Cosmetic Surgery
 and MD Laser Center
 1329 Spanos Court, Suite A-1
 Modesto, CA 95355
 209.577.5700
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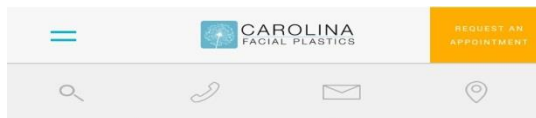
Se Habla Español

Facial Liposuction



Despite a good diet and exercise routine do you still have excess fat around your neck, chin or cheeks? If you have stubborn fat that you can't seem to lose no matter how well you eat or how much you exercise, **facial liposuction** might be an effective treatment for you.

Dr. Kulbersh uses *advanced liposculpture techniques* to provide you with the best results possible. He uses a special instrument called a cannula, which is much



instrument, called a cannula, which is much thinner than older liposuction instruments, and allows Dr. Kulbersh to artistically sculpt the area of his face he is treating. Dr. Kulbersh's advanced techniques result in less down time and less scarring.

What is Liposuction for the Face?

Facial liposuction effectively removes excess fat from areas on the face and neck. This procedure can eliminate signs of aging, re-contour your face and bring your features into better proportion with the rest of your face.

Chin and neck liposuction procedures can improve your appearance by removing your double chin, jowls or turkey neck. Facial liposuction can also improve the appearance of your face by contouring it so that it looks more youthful. The results of facial lipo will naturally change the look of your face and neck. Your friends and family will simply think you have lost a few pounds!



Who is a Good Candidate for Facial Lipo?

Patients who are in good overall health but have fatty areas on the face that are resistant to diet and exercise are good facial liposculpture candidates. Keep in mind that facial lipo is not meant to be used as your sole form of weight. It is a procedure to sculpt "trouble areas" that are unresponsive to your diet and exercise efforts.

What Areas Can Facial Lipo Treat?

Dr. Kulbersh can perform liposuction procedures on the following areas on the face and neck:


- Sagging jowls
- Turkey neck or double chin
- Excess fat around the neck

During your consultation with Dr. Kulbersh, he will assess your face and your trouble zones to determine which areas will benefit from liposuction.

How is Facial Liposuction Performed?

CAROLINA FACIAL PLASTICS REQUEST AN APPOINTMENT

How is Facial Liposuction Performed?




Before After

Before & After Neck Liposuction

Facial lipo is a minimally invasive procedure and is generally performed under local anesthesia. The areas of fat that you want to be removed will be isolated and then treated with anesthesia.

Dr. Kulbersh will make small, hidden incisions. He uses a cannula to gently remove the excess fat.

CAROLINA FACIAL PLASTICS REQUEST AN APPOINTMENT



Before After

Before & After Neck Liposuction


Facial lipo is a minimally invasive procedure and is generally performed under local anesthesia. The areas of fat that you want to be removed will be isolated and then treated with anesthesia.

Dr. Kulbersh will make small, hidden incisions. He uses a cannula to gently remove the excess fat.

While some patients elect to just have facial liposuction, others choose to have it performed in conjunction with other facial plastic surgery procedures. Dr. Kulbersh commonly performs facial liposuction in conjunction with a **facelift** or **facial implant** procedures.

MYA COSMETIC SURGERY 03330 14 10 14 Free Consultation

Facelift, Neck lift & Chin lift



Medical Name	Rhytidectomy
Patient Satisfaction	96%*
Procedure Time	2 hours
Hospital Stay	2 nights

Arrange a free consultation

MYA COSMETIC SURGERY 03330 14 10 14 Free Consultation

Procedure Time	2 hours
Hospital Stay	2 nights
Return to Work	2 - 3 weeks
Recovery Time	3 months

Join 1000's of happy patients

Book your FREE consultation

Instagram YouTube Facebook Twitter

Face Procedures / Facelift, Neck Lift & Chin Lift

We love our patients #MYASelfie

See Patient Stories

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Procedure Overview

There is no better feeling than a rejuvenated young firm look. A facelift is an excellent way to turn back time and relieve the signs of ageing, such as a double chin.

A neck, chin or face lift involves the skilful hands of a specialist surgeon to remove excess facial skin from the neck, chin and cheek areas under general anaesthetic to tighten the skin and reduce the appearance of fine lines and wrinkles. The procedure can also be known as rhytidectomy and can take between 2-4 hours with complex cases sometimes taking 6 hours. You will be required to stay in one of MYA's fully equipped hospitals for 1 or 2 nights to rest and recover.

All MYA procedures require an in-depth pre op medical assessment. If you are over the age of 55 you will be required to have an ECG prior to your procedure.

Facelift scars will be hidden behind your ears in your hairline and will fade in time. After a facelift procedure you will find that your hairline has been "lifted" and if you are

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Free Consultation
☰

After a facelift procedure you will find that your hairline has been "lifted" and if you are male the beard growth will be closer to and extend back below the ear. The muscle and its fibrous attachment are secured tightly in front and behind the ear as an extra sling under the chin. If you have a brow lift the scars will be in the hair line and not visible. A facelift tends to focus on the lower half of the face, jawline and neck. Sagging eyebrows and forehead wrinkles can be treated with a brow lift which can be carried out alongside a facelift procedure.

Many patients choose facial, neck or chin surgery because it can really wake up a tired face creating a natural bright happy expression, like any procedure a facelift is a big decision and MYA and our surgeons will provide you with all the information you need to make an informed choice.

*Patient Satisfaction taken from PHIN.org.uk (Private Healthcare Information Network).

There is no guarantee of specific outcomes so individual results and experiences can vary from person to person.

Arrange a free consultation

PLASTIC SURGERY OF CENTRAL JERSEY
609-585-0044 PARVAIZ MALIK, MD
1042 KUBER ROAD, SUITE 82 HAMILTON, NJ 08619
Board Certified Plastic Surgeon

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PROCEDURES

Also known as blepharoplasty, **eyelid surgery** improves the appearance of the upper eyelids, lower eyelids, or both, and gives a rejuvenated appearance to the surrounding area of your eyes, making you look more rested and alert.

Table of Contents

- [Why Eyelid Surgery](#)
- [What to expect during your consultation](#)
- [Preparing for surgery](#)
- [Procedural Steps](#)
- [Important facts about the safety and risks of eyelid surgery](#)
- [My recovery](#)
- [The results will be long-lasting](#)
- [How much will eyelid surgery cost?](#)
- [Words to know](#)

Why Eyelid Surgery?

Enhancing your appearance with eyelid surgery

Cosmetic eyelid surgery, called blepharoplasty, is a surgical procedure to improve the appearance of the upper eyelids, lower eyelids, or both, and give a rejuvenated appearance to the surrounding area of your eyes, making you look more rested and alert.

Specifically, eyelid surgery can treat:

- Loose or sagging skin that creates folds or disturbs

- Loose or sagging skin that creates folds or disturbs the natural contour of the upper eyelid, sometimes impairing vision
- Excess fatty deposits that appear as puffiness in the upper eyelids
- Bags under the eyes
- Droopiness of the lower eyelids, showing white below the iris (colored portion of the eye)
- Excess skin and fine wrinkles of the lower eyelid

Is it right for me?

Eyelid surgery is usually performed on adult men and women who have healthy facial tissue and muscles and have realistic goals for improvement of the upper and/or lower eyelids and surrounding area.

You should do it for yourself, not to fulfill someone else's desires or to try to fit any sort of ideal image. Good candidates are:

- Healthy individuals who do not have a life-threatening illness or medical conditions that can impair healing
- Non-smokers
- Individuals with a positive outlook and specific goals in mind for blepharoplasty
- Individuals without serious eye conditions


You must tell your doctor if you have any of these medical conditions:

- Eye disease such as glaucoma, dry eye or a detached retina
- Thyroid disorders such as Graves' disease and under or overactive thyroid
- Cardiovascular disease, high blood pressure or other circulatory disorders or diabetes

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Procedural Steps:

What happens during eyelid surgery?



Step 1 Anesthesia

Medications are administered for your comfort during the surgical procedure. The choices include intravenous sedation or general anesthesia. Your

Procedural Steps:

What happens during eyelid surgery?



Step 1 Anesthesia

Medications are administered for your comfort during the surgical procedure. The choices include intravenous sedation or general anesthesia. Your doctor will recommend the best choice for you.

Step 2 The incision

The incision lines for eyelid surgery are designed for scars to be well concealed within the natural structures of the eyelid region.

Droopy conditions of the upper eyelid can be corrected through an incision within the natural crease of the upper eyelid allowing repositioning of fat deposits, tightening of muscles and tissue, and/or removal of excess skin.



Conditions of the lower eyelid may be corrected with an incision just below the lower lash line. Through this incision, excess skin in the lower eyelids is removed.

A transconjunctival incision, one hidden inside the lower eyelid, is an alternate technique to correct lower eyelid conditions and redistribute or remove excess fat.



Step 3 Closing the incisions

Eyelid incisions typically are closed with:

- Anesthesia risks
- Eyelid disorders that involve abnormal position of the upper eyelids (eyelid ptosis), loose eyelid skin, or abnormal laxness of the lower eyelid (ectropion) can coexist with sagging forehead and eyebrow structures; brow lift surgery will not correct these disorders; additional surgery may be required
- Pain, which may persist
- Skin discoloration and swelling
- Sutures may spontaneously surface through the skin, become visible or produce irritation that require removal
- Deep vein thrombosis, cardiac and pulmonary complications
- Possibility of revisional surgery
- Loss of eyesight

Be sure to ask questions: It's very important to ask your plastic surgeon questions about your eyelid procedure. It's natural to feel some anxiety, whether it's excitement for your anticipated new look or a bit of preoperative stress. Don't be shy about discussing these feelings with your plastic surgeon.

A special note about the use of fibrin sealants (tissue glue)

Fibrin sealants (made from heat-treated human blood components to inactivate virus transmission) are used to hold tissue layers together at surgery and to diminish post-operative bruising following surgery.

This product has been carefully produced from screened donor blood plasma for hepatitis, syphilis, and human immunodeficiency virus (HIV). These products have been used safely for many years as sealants in cardiovascular and general surgery. This product is thought to be of help in diminishing surgical bleeding and by adhering layers of tissue together.

When you go home

If you experience shortness of breath, chest pains, or unusual heart beats, seek medical attention immediately. Should any of these complications occur, you may require hospitalization and additional treatment.

The practice of medicine and surgery is not an exact science. Although good results are expected, there is no guarantee. In some situations, it may not be possible to achieve optimal results with a single surgical procedure. Another surgery may be necessary.

Step 3 Closing the incisions

Eyelid incisions typically are closed with:

- Removable or absorbable sutures
- Skin adhesives
- Surgical tape

Your surgeon may use a laser chemical peel to erase dark discoloration of the lower eyelids.

Step 4 See the results

The results of eyelid surgery will appear gradually as swelling and bruising subside to reveal a smooth, better-defined eyelid and surrounding region, and an alert and rejuvenated appearance.



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Important facts about the safety and risks of eyelid Surgery

The decision to have eyelid surgery is extremely personal and you'll have to decide if the benefits will achieve your goals and if the risks and potential complications are acceptable.

Your plastic surgeon and/or staff will explain in detail the risks associated with surgery. You will be asked to sign consent forms to ensure that you fully understand the procedure you will undergo and any risks or potential complications.

Possible risks of eyelid surgery include:

- Unfavorable scarring
- Temporarily blurred or impaired vision
- Dry eyes
- Difficulty closing your eyes
- Lid lag, a pulling down of the lower eyelid may occur and is often temporary
- Ectropion, rolling of the eyelid outwards
- Bleeding (hematoma)
- Poor wound healing
- Infection
- Fluid accumulation
- Blood clots
- Numbness and other changes in skin sensation

surgical procedure. Another surgery may be necessary.

Be careful

Following your physician's instructions is key to the success of your surgery. It is important that the surgical incisions are not subjected to excessive force, abrasion or motion during the time of healing. Your doctor will give you specific instructions on how to care for yourself.

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My recovery

After your procedure is completed, lubricating ointment and cold compresses may be applied, and in some cases your eyes may be loosely covered with gauze.

You will be given specific instructions that may include: how to care for your eyes, medications to apply or take orally to aid healing and reduce the potential for infection, specific concerns to look for at the surgical site or in your overall health, and when to follow-up with your plastic surgeon.

Initial healing may include some swelling, bruising, irritation or dry eyes and discomfort that can be controlled with medication, cold compresses and ointment. Irritation at the incision sites also is possible.

A special note: You must practice diligent sun protection and use darkly tinted sunglasses until the healing process is fully complete.

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The results will be long-lasting

Your final results will appear within several weeks, but it may take up to a year for incision lines to fully refine.

While eyelid surgery can be expected to correct certain conditions permanently, you will continue to age naturally. Life-long sun protection will help to maintain your results.

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How much will eyelid surgery cost?

Cost is always a consideration in elective surgery. Prices for eyelid surgery can vary widely. A surgeon's cost for blepharoplasty may vary based on his or her experience, the type of procedure used, as well as geographic office location.

cost for blepharoplasty may vary based on his or her experience, the type of procedure used, as well as geographic office location.

Many plastic surgeons offer patient financing plans, so be sure to ask.

Cost may include:

- Surgeon's fee
- Hospital or surgical facility costs
- Anesthesia fees
- Prescriptions for medication, and
- Medical tests

Your satisfaction involves more than a fee

When choosing a plastic surgeon for eyelid surgery, remember that the surgeon's experience and your comfort with him or her are just as important as the final cost of the surgery.

Most health insurance does not cover cosmetic surgery or its complications. When eyelid surgery is performed to eliminate the redundant skin covering the eyelashes, it may be covered by insurance. Carefully review your policy.

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Words to know

- **Blepharoplasty:** Eyelid surgery to improve the appearance of upper eyelids, lower eyelids or both.
- **Ectropion:** When the lower eyelid is rolled outward after eyelid surgery; often a temporary condition.
- **General anesthesia:** Drugs and/or gases used during an operation to relieve pain and alter consciousness.
- **Hematoma:** Blood pooling beneath the skin.
- **Intravenous sedation:** Sedatives administered by injection into a vein to help you relax.
- **Local anesthesia:** A drug injected directly to the site of an incision during an operation to relieve pain.
- **Transconjunctival incision:** Incision hidden inside the lower eyelid.
- **Skin resurfacing:** Treatment to improve the texture, clarity and overall appearance of your skin.
- **Sutures:** Stitches used by surgeons to hold skin and tissue together.

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Designed for Dr. Malik by the [American Society of Plastic Surgeons](#)

**Perth Facial Plastic
Cosmetic Surgery**



[Home](#) > [Our Procedures](#) > [Cosmetic Facial Plastic Surgery](#) > [Blepharoplasty / Eyelid Surgery Perth](#)

Dr Tuan V. Pham M.B.B.S., F.R.A.C.S.
*Facial Plastic & Reconstructive Surgeon,
 Aesthetic Plastic Surgeon, Head & Neck,
 Nasal and Rhinoplasty Surgeon*

COSMETIC FACIAL PLASTIC SURGERY

Blepharoplasty / Eyelid Surgery Perth

Improve the aesthetic appearance of your eyes with eyelid surgery

It's said that the eyes are the windows to your soul. So, it stands to reason that they are one of the most important features of your face and can seriously affect your appearance. This is why so many opt for eyelid surgery.

Having a blepharoplasty procedure can help restore a youthful and less fatigued look, by

Having a blepharoplasty procedure can help restore a youthful and less fatigued look, by correcting droopy eyelids and reducing puffy bags. Blepharoplasty is performed for medical or cosmetic reasons, with the aim to improve the aesthetic appearance of the eye, while retaining natural shape and function.

Why people choose to have Blepharoplasty surgery

- Remove excess droopy skin from the upper or lower eyelids
- Reduce puffiness under the eyes
- Remove excess fat 'bags' from under the lower eyelids or in the upper eyelids
- Reduce fatigue from heavy eyelids
- Enhance youthful appearance
- Tighten the underlying muscles and soft tissues

How can we enhance your beauty?

If you're considering a blepharoplasty procedure, we offer the finest possible care, combining innovation, excellence and expertise with dedication and professionalism. Patient comfort, privacy and safety are paramount. Our team is committed to the highest possible standards of patient care and service.

Contact us today to book an appointment or for more information.



Eyes > Incision double eyelids

Incision makes unnatural-looking eyes: a misconception

Incision double eyelids

Natural and clear charm



We're here to dispel the misconceptions about incision

Incision double eyelid surgery operates by designing the double eyelid lines, making the incisions in the eyelids, removing muscle and fat, and then tying down the muscle and the skin to fixate them. For those who have droopy skin or have much fat on the eyelids, Incision surgery is more advantageous.

••

The incision method has more pros than cons: it can create a wide variety of lines and create a spacious and distinct eye shape.



There are many misconceptions about the incision method. The term "incision" itself sounds grave, and it appears scary and painful. You may be concerned about scarring or being left with so-called "sausage eyes".

However, Incision method and Non-incision method have little differences in results. When with a specialized surgeon.



Incision: if necessary it must be done properly

Most patients for a cosmetic eye surgery don't prefer Incision method, and neither does our clinic. Incision surgery is done only when necessary (e.g. presence of much fat around the eyes or excessively droopy eyelids) after sufficient consultation.



If Incision is necessary, it must be done properly. Incision double-eyelid surgery can

"Was it really by Incision method?"

Our patients are often asked this question. They tell their friends that incisions were made, but the friends can't tell. This is how natural-looking BANOBAGI's double eyelid surgery is. The eyelid tissues are appropriately trimmed, and the incision is effectively made: creating not the scars, but natural-looking lines that feel like you've always had them.

⋮

Incision method always leaves a mark?

Not at all. The surgeon's skills become evident in the Incision method, and there are certainly those who utilize the Incision method to give a natural-looking result as much as the Non-incision method. If Incision is necessary, the patient should seek a clinic with such surgeons.



Scarring and swelling, not to worry

Scarring is probably the greatest reason why patients fear the incision method. This is an understandable concern, because the scarring is relatively visible immediately following the surgery. However, any scarring will go away in 6 months.



Incision method necessarily leaves longer swelling than Non-incision method. The swelling is at its worst after two to three days but will naturally diminish over time.



[The above images are of actual BANO BAGI patient for a better understanding of the procedure, and were posted under the

appearance to tired-looking, aging eyes. An eyelid lift is a highly individualized procedure that can address excess skin, smooth wrinkles, reduce puffiness, and correct other signs of aging around the upper and lower eyelids.

Eyelid lift surgery actually encompasses a number of different surgical techniques; which technique Dr. Maningas will use, depends on a patient's anatomy and the particular changes that need to be made to achieve a



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What Is Eyelid Lift Surgery?

Also Known As a Blepharoplasty

Eyelid lift surgery can help restore a naturally youthful, refreshed appearance to tired-looking, aging

patient's goals. For any given patient, an eyelid lift may include upper eyelid surgery, lower eyelid surgery, or both.



WHAT DOES IT COST?

Blepharoplasty Surgery Runs Between \$3,750 -

\$5,975+



MANINGAS
COSMETIC SURGERY


WHAT IS THE DOWNTIME?

Expect 3-7 Days of Surgical Downtime and Up
To 14 Days of Social Downtime



WILL I HAVE RESTRICTIONS?


One Week of Lifting Restrictions is Common

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our eyes earlier than in most other areas. Aging eyelids can affect a person's appearance in ways beyond just looking older—because so much emotion is expressed with our eyes, sagging, drooping eyelid skin can cause a tired, sad or even angry appearance, even when a person feels great.

Cosmetic eyelid surgery is designed to help counteract these changes and restore a natural, refreshed, youthful appearance to the eyes. The results can be life-




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COSMETIC SURGERY

WHO IS A GOOD CANDIDATE?

Non-Smokers, Female or Male, 30 - 50+ Years Old and Generally in Good Health

When To Consider an Eyelid Lift


Our eyelids are home to the thinnest, most delicate skin on our bodies, so it's no surprise that signs of aging will begin to appear around



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COSMETIC SURGERY

the eyes. The results can be life-enhancing, helping a patient feel more confident in his or her appearance. If others mistakenly perceive you as tired or upset, an eyelid lift can help your eyes more accurately portray your emotions.

Also, if sagging eyelid skin is obstructing your ability to see, eyelid surgery can eliminate the problem and allow you to more fully open your eyes. So if you experience the following, eyelid surgery may be a good option for




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COSMETIC SURGERY

experience the following, eyelid surgery may be a good option for you:

- If you have excess, hanging skin covering the natural fold of the upper eyelids
- If you have loose skin hanging down from the upper eyelids over the eyelashes
- If your upper and lower eyelids appear puffy, making your eyes look tired and aged
- If you have deep grooves under your eyes

Combining Eyelid Surgery




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COSMETIC SURGERY

Combining Eyelid Surgery with Facial Procedures

If you are like many patients, you may want to address aging in a few different areas of your face. While eyelid surgery alone can significantly rejuvenate your appearance, it's quite common to have a combination of face lift, brow lift, facial resurfacing, or mid-face fat transfer in conjunction with an eyelid lift to achieve more comprehensive facial rejuvenation.

Call us on 09 529 5782



NEW ZEALAND INSTITUTE OF
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Face Procedures

- Facelift
- Necklift
- Eyelid Surgery
- Browlift
- Lip Enhancement
- Laser Resurfacing
- Nose Reshaping
- Prominent Ears
- Fat Grafting

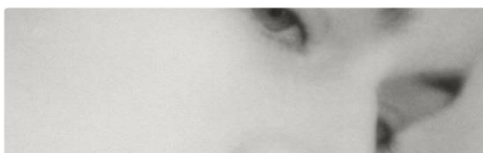
While staying fit and healthy and eating well are important in reducing the impact of aging on your body, loss of skin elasticity can result in a

skin elasticity can result in a less youthful or tired looking face

Modern facial rejuvenation, including procedures such as a facelift and necklift, eyelid surgery and/or brow-lift, can't stop the aging process, but it can make you look years younger without changing your natural expression or facial characteristics.

Many patients who are unhappy with their natural features may also find that rhinoplasty (nose reshaping) or ear surgery could benefit their appearance, and thus their confidence and self-esteem.

Request a Consultation



SUITABLE FOR treatment with the carbon dioxide or erbium laser.

[Learn More](#)

Nose Reshaping

If you are unhappy with the size or shape of your nose, rhinoplasty (commonly referred to as a 'nose job') can greatly improve your appearance and boost your self-esteem.

[Learn More](#)

Prominent Ears

Protruding or prominent ears are a common occurrence which can lead to children being teased and teens and adults feeling very self-conscious about

...nose, just as you fancy. You can discuss your personal desires and fantasies and we can help you achieve the most natural, aesthetic and practical solution to your nose problem. Although Rhinoplasty is a cosmetic surgery, it can also help correct structural defects in the nose that may have caused snoring or even breathing problems.

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Last Updated: January 26, 2020



Nose Reshaping Surgery in Lahore, Karachi & Islamabad



HOME



Nose Reshaping(Rhinoplasty)

Surgical: Rhinoplasty (also known as nose job) is a very popular **nose reshaping** procedure that has helped many people improve balance among their facial features. It has made major differences not only in many people's appearance but also in their self esteem and confidence.

If you think your nose has humps and bumps which you find unattractive, you may want to set up an appointment with Dr.Azim and discuss the possible options to re contour your nose. Our specialized doctors at Cosmetique® offer to increase or decrease the size of your nose, alters its tip or bridge and even change the size and shape of your nostrils, just as you fancy. You can discuss your personal desires and fantasies and we can help you achieve the most natural, aesthetic and practical solution to your nose problem. Although Rhinoplasty is a cosmetic surgery, it can also help correct structural defects in the nose that may have caused snoring or even breathing problems.

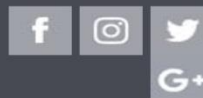
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RYAN C. FRANK MD FRCS(C)

Plastic, Aesthetic and Reconstructive Surgery

(403) 245-1228

CALGARY, AB CANADA



Home / Services / Face

FACIAL PROCEDURES

...lay, people of all ages and
 ...of life choose to have facial

FACIAL PROCEDURES

Every day, people of all ages and walks of life choose to have facial plastic surgery. Some want to correct birth defects or disfigurements caused by an accident, injury or illness. Others desire cosmetic procedures to change the appearance of facial features they have been unhappy with for many years. Still others long to reverse the signs of aging on their faces.

- Rhinoplasty
- Otoplasty (Ear Surgery)



love with nose surgery. Whether the changes are subtle or more extensive, nose surgery can reshape, reduce, or otherwise change your nose to make it more proportional with the rest of your face. It can really give your self-esteem a boost, too!

Dr. Frank's goal is to give you a beautiful, natural looking nose, that compliments your facial features. We want to help boost your confidence, so that you can put your best self forward!

WHAT IS RHINOPLASTY?

Rhinoplasty, more commonly known as a "**Nose Job**", is one of the most popular facial plastic surgery procedures that Dr. Frank performs. It can be used to correct bumps & indentations, straighten deviations



RHINOPLASTY

If we don't like something about our body, we can often cover it up. A pooch in our stomach? Wear a free-flowing dress. Spider veins on our legs? Wear long pants. With our Calgary winters, covering up isn't usually much of a problem.

But our nose is always right there, and if we don't like it we can't hide it. Maybe that's why nose surgery, clinically known as rhinoplasty, has always been a mainstay of cosmetic plastic surgery.

You don't have to live with a nose you don't like. Dr. Frank has been helping Calgary residents noses they love with nose surgery. Whether the

indentations, straighten deviations and to decrease or increase the overall size of your nose, restoring balance to your face.

CALL TO SCHEDULE A CONSULTATION

RHINOPLASTY PROCEDURE

Rhinoplasty is usually an outpatient procedure performed under IV sedation or general anesthesia.

Surgeons use one of two techniques when performing nose surgery. In a closed rhinoplasty, incisions are made within the nostrils. In an open rhinoplasty, the incision is made across the columella, the tissue between the nostrils. With both methods, the surgeon gently lifts the



methods, the surgeon gently lifts the soft tissues covering the nose. He or she sculpts the bone and cartilage to the desired shape. Any additional cartilage needed to augment the nose can often be taken from the septum.

If the patient has a deviated septum, the surgeon will adjust the septum and the inner structures of the nose to improve breathing. Then the tissues are re-draped and stitched closed. If the patient desires nostril reshaping, this is done as the final stage of rhinoplasty.

The entire procedure generally lasts one to two hours.



RESULTS OF RHINOPLASTY

The results of rhinoplasty become gradually apparent as the days pass after surgery and swelling recedes. Swelling may reappear from time to time in the first year after the procedure. It is typically more noticeable in the morning and fades during the day.

Patients with realistic goals for rhinoplasty are generally very happy with the new shape of their nose. The exact results depend on the patient's nasal bone and cartilage structure, facial shape, skin thickness and age.



RHINOPLASTY RECOVERY

For a short time after surgery, patients may experience puffiness, nose ache or a dull headache, some swelling and bruising, bleeding or stuffiness. Most patients feel like themselves within two days and return to work in about a week. Contact lenses can be worn immediately, but glasses may need to be taped to your forehead or propped on your cheeks for up to seven weeks.

RESULTS OF RHINOPLASTY

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GWP
Gregory W. Pippin
M.D., F.A.A.C.S.



Every year, half a million people who are interested in improving the appearance of their noses seek consultation with facial plastic surgeons. Some are unhappy with the noses they were born with, and some with the way aging has changed their nose. For others, an injury may have distorted the nose, or the goal may be improved breathing. But one thing is clear: nothing has a greater impact on how a person looks than the size and shape of the nose.

looks than the size and shape of the nose. Because the nose is the most defining characteristic of the face, a slight alteration can greatly improve one's appearance.

Request
Consultation

Real Patient Cases

I had previously undergone rhinoplasty by another surgeon with poor results. He was able to correct my nose and restore my self confidence.

Sarah, New Orleans, LA

View Patient Cases »



important factors to be considered in discussions with Dr. Pippin prior to surgery. Before the nose is altered, a young patient must reach full growth, usually around age fifteen or sixteen. Exceptions are cases in which breathing is severely impaired.

Making the Decision for Rhinoplasty

Whether the surgery is desired for functional or cosmetic reasons, your choice of a Board Certified Cosmetic Surgeon and Board Certified Facial Plastic and Reconstructive Surgeon is of paramount importance. Dr. Pippin's training in head and neck surgery, facial plastic and reconstructive surgery and cosmetic surgery provides you, the patient, with the highest level of training and expertise. Dr. Pippin will examine you and also discuss factors that may influence the outcome of the surgery, such as skin type, ethnic background, age, degree of deformity, and degree of function of nasal structures.

You can expect a thorough explanation of Dr. Pippin's expectations and the risks involved in surgery. Following a joint decision by you and Dr. Pippin to proceed with cosmetic nasal surgery, Dr. Pippin will take photographs of you and discuss the options available. Dr. Pippin



If you have wondered how cosmetic nasal surgery, or rhinoplasty, could improve your looks, self-confidence, or health, you need to know how rhinoplasty is performed and what you can expect. No web site can answer all your concerns, but this one can provide answers to many of the questions you may have.

Successful facial plastic surgery is a result of good rapport between patient and surgeon. Trust, based on realistic expectations and exacting medical expertise, develops in the consulting stages before surgery. Dr. Pippin can answer specific questions about your specific needs.

Is Rhinoplasty For You?

As with all facial plastic surgery, good health and realistic expectations are prerequisites. Understanding nose surgery is **also** critical. Since there is no ideal in rhinoplasty, the goal is to improve the nose aesthetically, making it harmonize better with other facial features.

Skin type, ethnic background, and age are important factors to be considered in discussions with Dr. Pippin prior to surgery.



also critical. Since there is no ideal in rh

surgery, Dr. Pippin will take photographs of you and discuss the options available. Dr. Pippin will explain how the nasal structures, including bone and cartilage, can be sculpted to reshape the nose and indicate how reshaping the chin, for example, could enhance the desired results.

After conducting a thorough medical history, Dr. Pippin will offer information regarding anesthesia, the surgical facility to be used.

Understanding the Surgery

The definition of rhinoplasty is, literally, shaping the nose. First, incisions are made and the skin of the nose is lifted from its underlying bone and cartilage support system. The majority of incisions are made inside the nose, where they are invisible. In some cases, an incision is made in the area of skin separating the nostrils.

Next, certain amounts of underlying bone and cartilage are removed or rearranged to provide a newly shaped structure. For example, when the tip of the nose is too large, Dr. Pippin can sculpt the cartilage in this area to reduce it in size. The angle of the nose in relation to the upper lip can be altered for a more youthful look or to correct a distortion.

The skin is then re draped over the new frame



The skin is then re draped over the new frame and the incisions are closed. A splint is applied to the outside of the nose to help retain the new shape while the nose heals. Soft, absorbent material may be used inside the nose to maintain stability along the dividing wall of the air passages called the septum. Risk factors in rhinoplasty are generally minor, and Dr. Pippin will discuss these prior to surgery..

What to Expect After Surgery

Immediately after surgery, a small splint will be placed on your nose to protect it and to keep the structure stable for at least five to eight days.

No packing . Your face will feel puffy, especially the first day after surgery.

Pain medication may be required. Dr. Pippin will advise you to avoid blowing your nose for seven days after surgery. In the immediate days following surgery, you may experience bruising and minor swelling in the eye area.

Cold compresses often reduce the bruising and discomfort. Absorbable sutures are usually used that do not have to be removed. Nasal dressing and splints are usually removed six or seven days after surgery.

It is crucial that you follow Dr. Pippin directions, especially instructions to keep your head



It is crucial that you follow Dr. Pippin directions, especially instructions to keep your head elevated for a certain period after surgery. Some activities will be prohibited in the weeks after the procedure.

Sun exposure, exertion, and risk of injury must be avoided. If you wear glasses, special arrangements must be made to ensure that the glasses do not rest on the bridge of the nose.

Tape and other devices are sometimes used to permit wearing glasses without stressing the area where surgery was performed.

Follow-up care is vital for this procedure to monitor healing. Obviously, anything unusual should be reported to Dr. Pippin immediately. It is essential that you keep your follow-up appointments with Dr. Pippin.

Insurance does not generally cover surgery that is purely for cosmetic reasons. Surgery to correct or improve nasal function or surgery for major deformity or injury may be reimbursable in whole or in part. It is the patient's responsibility to check with the insurance carrier for information on the degree of coverage

Rhinoplasty New Orleans

What nature hasn't endowed in the perfect



Rhinoplasty New Orleans

What nature hasn't endowed in the perfect nose, Dr. Pippin helps enhance with Rhinoplasty New Orleans patients find most necessary. Rhinoplasty, performed by Dr. Pippin, gives new hope to individuals who have long wished for a more attractive profile.

Rhinoplasty New Orleans isn't always for cosmetic purposes to improve looks. Rhinoplasty may be a necessity for individuals who have been injured or who require improved breathing. Individuals who are in relatively good health make good candidates for Rhinoplasty.

Request
Consultation

Dr. Pippin provides full consultations on the details of this type of surgery so that patients enjoy less stress during the procedure and achieve their goal of restructuring the shape of their nose with the least amount of discomfort. Post-surgery, the patient will wear a small nasal



Post-surgery, the patient will wear a small nasal splint for five to seven days to protect the nose.

If you've been unhappy with the nose you were born with, don't brood over it. Now, there's no reason to stress out over this issue. Today, Rhinoplasty is performed on millions of people to improve their looks or to restore their facial appearance after an injury. Rhinoplasty can mean the difference between self-assurance and a lifetime of wishing for a more attractive profile. Women and men take advantage of Rhinoplasty to give themselves a new lease on life. Today's sophisticated surgical procedures are intended to restore daily activities sooner than later and without embarrassment.

Request a consultation

As a Cosmetic Surgeon and Board Certified Facial Plastic and Reconstructive Surgeon, Dr. Pippin has dedicated his life and his practice to improving appearance and function for his patients.


Take advantage of his skill and experience by scheduling a consultation today.

Request
Consultation



Click to call | Schedule a free consultation

Berman cosmetic surgery AND SKIN CARE CENTER



Tummy tuck

Smoother, Flatter, Tighter


SMOOTHER, FLATTER, TIGHTER

Do you have a sagging tummy that bothers you when you look in the mirror and no amount of exercise seems to help tighten those abdominal muscles? An abdominoplasty, also known as a tummy tuck, may be the solution.

It's one of Dr. Berman's most popular procedures

Click to call | Schedule a free consultation

Berman cosmetic surgery AND SKIN CARE CENTER



Tighter

SMOOTHER, FLATTER, TIGHTER

Do you have a sagging tummy that bothers you when you look in the mirror and no amount of exercise seems to help tighten those abdominal muscles? An abdominoplasty, also known as a tummy tuck, may be the solution.

It's one of Dr. Berman's most popular procedures and has proven beneficial to people who have had significant weight loss from liposuction or smart lipo and women who have been through pregnancy, resulting in a smoother, flatter tummy. This process will often eliminate stretch marks, too!

We are online!

cocoona
CENTRE FOR AESTHETIC TRANSFORMATION



mommy makeover

quick facts

Procedure Type	Surgical
Anesthesia	General Anesthesia

Surgical
Anesthesia
General Anesthesia
Duration
Dependent on the different surgical and non-surgical procedures opted for.
Recovery Period
2 - 3 weeks

about

A significant milestone in any woman's life, becoming a mother brings a level of joy that words don't do adequate justice to. But pregnancy can leave many women feeling distressed by the appearance of their post-baby

about

A significant milestone in any woman's life, becoming a mother brings a level of joy that words don't do adequate justice to. But pregnancy can leave many women feeling distressed by the appearance of their post-baby body, causing confidence levels to plummet and having a negative impact on the way they feel about themselves. While a healthy diet and regular exercise routine can go a long way to bringing your body back to its pre-pregnancy best, sometimes it just isn't enough.

The Mommy Makeover can transform both your figure and how you feel about yourself. Designed to tackle the most common post-pregnancy issues, which include excess skin and fat around the stomach, arms and thighs, loose abdominal muscles and loss of contour, and breasts that have lost volume and uplift, the Mommy



impact on the way they feel about themselves. While a healthy diet and regular exercise routine can go a long way to bringing your body back to its pre-pregnancy best, sometimes it just isn't enough.

The Mommy Makeover can transform both your figure and how you feel about yourself. Designed to tackle the most common post-pregnancy issues, which include excess skin and fat around the stomach, arms and thighs, loose abdominal muscles and loss of contour, and breasts that have lost volume and uplift, the Mommy Makeover offers a combination of surgical and non-surgical procedures to rejuvenate your face and physique – and your self-esteem!



☰ [Virtual Consultations Available »](#)



*Actual Patient**

MOMMY MAKEOVER IN HOUSTON, TX

"I am so thrilled with my results! I cannot wait to put on a bikini this summer....something I haven't had the confidence to do in 15 years."
—actual patient

REQUEST A CONSULTATION

VIEW PHOTO GALLERY

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"I am so thrilled with my results! I cannot wait to put on a bikini this summer....something I haven't had the confidence to do in 15 years."
—actual patient

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VIEW PHOTO GALLERY

GET YOUR PRE-BABY... [CONTACT US](#) (713) 244-8449

GET YOUR PRE-BABY... [CONTACT US](#) (713) 244-8449

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GET YOUR PRE-BABY BODY BACK



After pregnancy, it can be surprising how much your body changes in such a short

amount of time. Your tummy can become stretched and saggy, which can be both a badge of honor and an annoyance. And many moms describe their breasts as “deflated” because they lose both their shape and position.

Although a mommy makeover usually combines breast enhancement and tummy

CONTACT US**(713) 244-8449**[Virtual Consultations Available »](#)

moms describe their breasts as “deflated” because they lose both their shape and position.

Although a mommy makeover usually combines breast enhancement and tummy tuck surgery, it can be designed to be whatever you need it to be. It is a customized set of procedures tailored to your needs to restore a fit, firm, pre-baby body.

A mommy makeover can be surgical procedures or non-surgical treatments, or a combination of both. Dr. Basu’s extensive experience with breast and body procedures means you’ll get recommendations and a plan designed just for you.

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— DR. BOB BASU —

A MOMMY MAKEOVER SPECIALIST

- Over 14,000 aesthetic procedures performed
- Board-certified plastic surgeon, Princeton-educated and nationally recognized
- Houston Top Doc in Plastic Surgery for over 12 years

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Liposuction in Bangalore | Liposuction surgery In Bangalore



Liposuction FAQ Videos

Find Answers to all your Queries





Liposuction in Bangalore

Liposuction surgery sculpts your body, eliminating unwanted pockets of exercise and diet-resistant fat from the buttocks, hips, love handles, saddlebags, thighs, calves, ankles, back, arms and neck. Liposuction is often combined with other procedures to create a desired shape and is one of the safest and most popular cosmetic procedures.

Liposuction is an invasive surgical procedure done primarily to improve the body contours and proportion by removing excess fat deposits between the skin and muscle. The focus areas usually involve tummy, hips,



often a major selling point for individuals looking for rapid and thorough fat reduction.

Typical problem areas that can be treated with liposuction surgery include:

- ✓ Arms
- ✓ Inner and Outer Thighs
- ✓ Stomach (or Abdomen)
- ✓ Hips
- ✓ Knees
- ✓ Chin

Liposuction surgery in Bangalore can be performed on any area of the body and the technique is often used as part of other cosmetic surgery procedures such as the **tummy tuck**, **breast reduction** and **male chest reduction**. At curls and curves we always aim to ensure that our patients get the right procedure.

Check out the **Cost of Liposuction Surgery in Bangalore** at Curls and Curves Cosmetic and Plastic Surgery Centre.



focus areas usually involve tummy, hips, thighs and arms which are often resistant to diet and exercise, also known as fat removal surgery, Liposuction is a more in-depth surgical procedure that involves “vacuuming” out fat cells from larger, more dominate “problem areas”. The downtime for this procedure is roughly 5-6 days and it does require you to be anesthetized. In comparison to Cool Sculpt, liposuction has a much more noticeable effect and is more of a “one-and-done” treatment. Results are more instantaneous as the fat cells are actually removed during the procedure, rather than left to be eliminated naturally through your body. Patients still experience initial swelling, but are able to see the outcome directly after the surgery. This is often a major selling point for individuals



Breast Augmentation


Being happy with your breast size & shape can help make every day better. That's why so many women choose breast augmentation every year. Recovery is quick and the procedure has a 97% "worth it" rating on RealSelf!

TIMING

back to work in 1 week

COST

\$6,500 - \$9,500


 **ANDERSON SOBEL**
cosmetic

Bellevue Breast Augmentation

Breast Augmentation is tremendously popular for good reason: it's safe, customizable, and you'll be enjoying your new shape within a few weeks.

[Para ver la pagina en Español haga click aquí.](#)


Breasts can be a very sensitive point for a woman's self-confidence. Women with underdeveloped breast tissue can pursue an augmentation procedure as a viable solution. At Anderson Sobel Cosmetic Surgery, we are dedicated to patient education and desirable results. The procedure and methods described below can be fully discussed during

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cosmetic

below can be fully discussed during your consultation, when you and Dr. Alex Sobel will develop a personalized procedure plan to best suit your needs and deliver desired results.

Special Offer for Breast Enhancement Patients

Here at Anderson Sobel Cosmetic Surgery, our primary goal is making sure our patients feel well taken care of, comfortable, and thrilled with their experience and results. We know recovery can be a tough time emotionally and physically, so we want to treat our breast enhancement patients to a special gift (and a little pampering!).


 **ANDERSON SOBEL**
cosmetic


want to treat our breast enhancement patients to a special gift (and a little pampering!).


After your breast enhancement procedure with breast implants, we want to offer you a choice of one complimentary treatment or product:

- **Love your lips:** one free syringe of lip filler
- **Lose your lines:** one complimentary BOTOX treatment

Limited time offer available to patient who have completed a breast enhancement procedure with implants. [Contact us today](#) to book your procedure and claim your gift!

 **SOUTH DELHI COSMETIC CLINIC**

NAVIGATION 

Call Us : 09811827580 

FEMALE BREAST SURGERY

Home » Procedures » Female Breast Surgery

Breasts are probably the most beautiful part of a woman's body. They can easily be counted among one of the first things men notice in women. Women are always conscious about their breasts. Breasts are considered as symbol of female beauty, femininity.

The average breast weighs about 0.5 kilograms. Each breast consists of about 5-6 per cent of the body fat and thus contributes 1 per cent of the total body weight of an average woman. Breasts start growing at the age of puberty and attain full development within few years. Breast size depends upon the sensitivity of the breast for hormone. Studies have shown

that both side breasts are not always of same size in a woman.

During lifetime of a woman, breast undergoes variable changes. Breasts get fatter as women grow older. After breast feeding, elderly woman and who are smokers will have sagged breasts. Women with smaller size demand **breast augmentation surgeries**. Breast enhancement surgery is the commonest cosmetic surgical process being performed worldwide. A study published in a reputed journal of American plastic surgery association shows that cosmetic breast augmentation can have a significant and profound positive impact on a woman's satisfaction with her breasts, her psychosocial and sexual well-being. Dissatisfaction with breast size or shape can negatively affect a woman's quality of life in several ways, including self-perceived attractiveness and sexuality. The new study shows that implant-based breast augmentation can significantly improve a woman's quality of life.

Mastopexy or breast tightening surgery. Depending upon the size of breast, sagging is addressed either by silicone breast implant or by breast lift.

With the increase breast cancer incidence, breast mutilating or breast removal surgeries have increased. Removal of breast in younger woman affect her psychosocial and sexual well-being, **Breast reconstructive surgery** has proved to be a boon for them. Reconstruction of breast is done either with breast implant or by autologous tissue taken from woman's own body.

Most of breast cancer patient receive radiotherapy after their surgery to reduce the recurrence of cancer. Reconstructive breast surgeons agree that breast reconstruction results after radiation therapy tend to be better when the patient's own (autologous) tissue is used in comparison to patient with breast implant.

South Delhi Cosmetic Clinic is one of the one of well established cosmetic breast surgery center in Delhi. we not only guide

Some women have excessively enlarged breasts. Overly large breasts can cause these women to have both health and emotional problems. In addition to self image issues, these women may also experience physical pain and discomfort. The excess weight of breast tissue impairs the ability of a woman to lead an active life. The emotional discomfort and self-consciousness are often associated with very large and pendulous breasts. In many women, heavy breast is the root cause of their physical discomfort, pain and skin problems.

Reduction mammoplasty or breast reduction surgery removes excess breast fat, glandular tissue and skin to achieve a breast size in proportion with your body and help in alleviating physical discomfort and pain associated with larger breast.

Women of middle age are also concerned about their breast size and sagging. Out of 10 women attending our cosmetic breast surgery clinic in Delhi, three are concerned about the sagging and demand Mastopexy or breast tightening surgery.

surgery center in Delhi. we not only guide you in deciding the best option for your problems but also educate you about the procedure for any further query you can consult our doctor at our clinic. **Cosmetic procedures in Delhi** are affordable with assured results.

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BREAST AUGMENTATION SYDNEY | COSMETIC SURGERY AUSTRALIA

Home > Services > Breast > Breast Augmentation

Live Chat Online!

WHAT IS BREAST AUGMENTATION?

Breast augmentation or breast

Enquire Now

Dr Darshn prior to going ahead.

DOCTOR'S PERSPECTIVE

When it comes to the best breast augmentation in Sydney, there is no "typical" procedure. From a cosmetic surgeon's perspective, the overall goal of breast implants in Sydney is to create a more aesthetically pleasing and symmetrical breast profile while enhancing their clients' natural proportions.

Hello! Welcome to Cosmetic...



Before the surgery, we sit down with each client and perform an in-depth consultation, to find out more about their expectations, as well as their unique needs. This helps us to manage expectations before the surgery, so you're completely satisfied with the final result.

Enquire Now

Breast augmentation or breast enlargement, involves using breast implants or fat transfer to enhance the size and shape of the breast.

Many clients come to us for breast augmentation surgery in Sydney, representing a routine cosmetic surgery procedure for Dr Darshn. Every person has a different reason for considering breast augmentation, from a desire to boost confidence through to wanting to refresh shape after breastfeeding. It is an important decision and one we encourage you to consider thorough consultation with Dr Darshn prior to going ahead.

Live Chat Online!

DOCTOR'S PERSPECTIVE

When it comes to the best breast augmentation in Sydney, there is no

Enquire Now

BREAST AUGMENTATION – SURGERY DETAILS

Points of incision may vary according to patient-surgeon preference and type of implant. At Cosmetic Surgery Australia we recommend the inframammary approach (under the breast) as there is less risk of infection and nerve damage. The surgery itself incorporates the 14 point plan recommended by the Australian Society of Plastic Surgeons (ASPS) to help reduce the risk of infection and further reduce the risk of breast implant associated anaplastic large cell lymphoma (BIA-ALCL).

After the incision is made, a breast implant is inserted into a pocket either

Enquire Now

Live Chat Online!

After the incision is made, a breast implant is inserted into a pocket either


1. Under the pectoral muscle (a submuscular placement)
2. Directly behind the breast tissue, over the pectoral muscle (a subfascial placement).

The pocket is closed in layers and dissolvable invisible stitches are used close the wound, which do not have to be removed later on.

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BREAST AUGMENTATION – RESULTS AND GOALS

Clients choose to have our cosmetic surgeons perform breast augmentation for dozens of different reasons, and having a larger profile is just one of the many factors cited. Breast augmentation is popular in Sydney, and


 Enquire Now

or volume implant you want. It is always a great idea to get as many pictures as you can of the look you want to achieve and let Dr Darshn guide you through what implant type would best suit you

WHY CHOOSE CSA?

If you're considering having breast augmentation in Sydney, the most critical decision is choosing the right cosmetic surgeon to perform the procedure. Ideally, you want a cosmetic surgeon who has years of experience and hundreds of breast augmentations surgeries under their belt. This is what you get when you choose Cosmetic Surgery Australia.

Dr Darshn brings a wealth of experience to each patient, and all

 Enquire Now


augmentation is popular in Sydney, and is one of the most effective ways to quickly and easily correct any noticeable breast asymmetry.

What's more, here at Cosmetic Surgery Australia we provide breast implants for clients to effectively correct tuberous breast deformities for our clients. A few other common goals include:

1. Adding balance to a woman's shape to complement curvier hips
2. Boosting confidence levels
3. Enhancing a clients' self-image
4. Restoring breast shape and fullness after breastfeeding and pregnancy

Live Chat Online!

You may be slightly unsure of the shape or volume implant you want. It is always a great idea to get as many

 Enquire Now


experience to each patient, and all clients benefit from his over 5,000 procedures' worth of experience. Each surgery uses general anaesthetic at a fully accredited day hospital, and there is always a RANZCA-qualified anaesthetist present with a minimum of a decade of experience.

Dr Darshn's rapid recovery technique and amazing artistry will leave you wondering why you didn't do this earlier. You'll be able to enjoy a confidence boost that can make you look and feel younger and more full of life.

Live Chat Online!

CONTACT US TODAY!

Do you want to know more about breast augmentation? If so, connect with the best breast augmentation in


 Enquire Now

Dr Darshn's rapid recovery technique and amazing artistry will leave you wondering why you didn't do this earlier. You'll be able to enjoy a confidence boost that can make you look and feel younger and more full of life.

CONTACT US TODAY!

Do you want to know more about breast augmentation? If so, connect with the best breast augmentation in Sydney by **getting in touch** with our staff today! We're happy to set up your initial consultation and perform your breast augmentation in a safe and effective manner.

Live Chat Online!

 Enquire Now



 Assoc. Prof. Dr. Süleyman Taş
Plastic Reconstructive & Aesthetic Surgery

Many patients apply to

Assoc. Prof. Dr. Suleyman TAS to have breast surgery that will help to adjust their breast size, shape and projection and ensure them compatible breasts with their body. Breast surgeries are needed due to genetic and other factors, such as pregnancy, nursing, hormonal reasons.

Breast surgeries are generally performed patients who are between 18 and 45 years old. For patients under 18 years old, the operation can be performed with the plastic surgeon's approval and for patients over 45 years old, the operation can be performed after mammography and various tests. Breast surgery lasts about 1 to 2 hours and the timing may differ



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Welcometo Our Clinic forBreast Surgery

Breast surgery is one of the most popular operations performed by Assoc. Prof. Dr. Suleyman TAS. Breasts are organs which are important for women in their social lives.

So the same high importance should be given during the breast surgeries. Many women, who want to have more compatible breasts with their body and bigger breasts, are planning to have breast surgery which has a high success rate.

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operation can be performed with the plastic surgeon's approval and for patients over 45 years old, the operation can be performed after mammography and various tests. Breast surgery lasts about 1 to 3 hours and the timing may differ in-line with applied procedures.

Before & After

Please find TAŞ® pictures that show before&after of breast surgery operations from our patients. Your Happiness is Our Happiness. Address of Natural Beauty®.



Breast Surgery

Process

Breast Implant

The most commonly used method of breast surgeries. Patient satisfaction is quite high in breast implants. Because an individual, who has had small breast in her whole life, may has long-desired breasts which are compatible with her body after breast implants.

Incision can be placed either in the underarm, under the breast itself, or at the pigmented skin surrounding the nipple.

Assoc.Prof.Dr. Suleyman TAS can use all incisions in-line with



under mammary glands and the breast tissue in both approach, thus they are not barrier for breastfeeding and cancer screening.

Implant type, shape, projection and size are selected after detailed examination in-line with the patient's desire, expectations and anatomy. There are two types of breast implants which are Silicone and Saline breast implants. There are two distinct shapes in breast implants which are Teardrop and Round. The profile of a breast implant refers to the level of forward projection from the chest. Breast implant size is measured in cubic centimeters (cc). Choosing the right implant size is generally the most important decision the



use all incisions in-line with patients relevancy. But Dr. TAS prefers using under the breast itself approach which is also the most common approach in the World as it allows the most beautiful shape and minimizes potential complications.

Implants can be positioned above or under the pectoralis muscle. The decision is made depending on the breast tissue of the patient.

If there is sufficient tissue, the implants look more natural while being covered by tissues. If there is not sufficient tissue on the breasts, the implants are positioned under the pectoralis muscle that will hide them and help them to look more natural.

The implants are positioned under mammary glands and the



most important decision the patient and the plastic surgeon will make.

With the help of advancement in science, the new implants also help to minimize breast cancer risk. Because people that are happy with their breasts run across less risk of having breast cancer.

Breast Lift

Breast lift or mastopexy procedure aims more attractive and youthful appearance and addresses breast sagging, loss of shape or volume, and stretched or drooping nipple. Breasts are vulnerable organs and tend to sag due to pregnancy, nursing, and weight fluctuations.



weight fluctuations.

The method of breast lift surgery is decided according to the breast structure of the patient. If the patient has sagging and empty breasts, then the breast lift is needed on top of breast implants or fat injection. By increasing the volume of the breasts, they become more compatible to the body structure and the desired breast shape is attained. Breast lift is not a barrier in sensation or breastfeeding.

Breast Reduction

Breast reduction surgery is an operation preferred by women who are unhappy because of their large breasts. The first reason for



large breasts. The first reason for having a large breast can be genetic factors, but also can be caused by other reasons such as weight gains, pregnancy, and nursing. Larger breasts have a negative impact on health and social life.

Women with large breasts experience back and neck pain due to weight, bra marks on shoulders due to press, sweating problem and self-confidence problem due to not being happy with the appearance. For patients with larger breasts, breast reduction surgery is of vital importance. It is important to note that all breast reduction surgeries cause scars. Many patients applied to Assoc.Prof.Dr.



patients applied to Assoc.Prof.Dr. Suleyman TAS to have breast reduction.

Getting Here

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ARE YOU PATIENT?

Looking for a surgery with Dr.
TAŞ