

**The use of concept of beauty in fashion advertisements for persuading customers and the semiotics included in it  
(An analysis conducted based on 04 fashion jewelry advertisements with relevance to electronic media)**

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When studying about fashion, it is crystal clear that there are multifaceted forms of it. In the regard the word “fashion” can be applied to male and female items such as cloths, accessories, jewelry, hats, and shoes and also in arts and architecture. In this study, the sole attention is paid for the fashion jewelry.

The main objective of this research is to unravel the use of beauty as a concept in fashion advertisements and its semiotics and how they are working to persuade customers. Research problem of the study is to unravel the use of the concept of beauty in fashion advertisements for persuading customers and symbols used in it. Hypothesis of the study is that an effort has been taken to inspire the customer with the concepts of love, lust and sexuality emanating from the models used in fashion jewelry advertisements.

The method of content analysis is the major method of the research. Accordingly, the content analysis was done based on 4 advertisements with reference to electronic media. The major conclusion of the research is that in the advertisements of Jewelers, an effort has been taken to inspire the customer by the use of its models, evoking semiotics such as love, lust and sexuality in terms of the concept of beauty.

*Key words - persuasion, fashion jewelry advertisements, the concept of beauty, semiotics.*