

## Dermatologist's Verbal Tactics in Influencing Patients for Financial Gains

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### Abstract

This study focuses on the conventional acne treatment used by the doctors. This research mainly focuses on dermatologists' language they use to manipulate their customers (patients) for monetary purposes. This study shows how patients of skin diseases, especially acne sufferers, are manipulated by dermatologists; what sort of medicines they prescribe intentionally for their hidden purposes; and why these doctors do not tell the root cause of acne formation and keep on giving medicines to the patients instead of fixing their actual problem. Fairclough 3D Model is used for critical discourse analysis.

**Keywords:** CDA, Dermatologists, Acne Sufferers, Fairclough's 3D Model

## Introduction

Discourse is generally defined as everything beyond the sentence (Hamilton, 2001). There must be some hidden agendas behind using the discourse. Discourse cannot be separated from a social context or a particular situation. It means that context cannot be taken away from understanding the discourse.

Acne has been a major problem all over the world, especially in the subcontinent and this problem is increasing day by day as new varieties of foods are being introduced in the market. Acne vulgaris is a common skin disease, affecting almost 9.4% of the world's population, with considerable effect on the quality of life. According to a previously conducted study, the prevalence rate of acne in Pakistan was found to be 5%. (Osama et al. 2019)

It is said that the first impression is the last, and people are judged by their appearances instead of their character. Today's young generation is more concerned with this stereotype. They are very serious about their skin color and fairness. That is why dermatologists and skincare brands are taking advantage of their compulsion and they are manipulating acne sufferers. Doctors use discursive language to control the minds of the patients and execute their power through language for monetary purposes.

Acne is a deep-rooted skin disease that occurs when an internal system of the body is unbalanced. With the increase of this problem, acne sufferers try to find different solutions to the problem. For this purpose, they try different types of so-called home remedies, and when these remedies do not work, and all their efforts go in vain, they have to consult dermatologists ultimately. Dermatologists prescribe different types of drugs to heal the acne symptoms temporarily, and they do not talk about the root cause of the acne. As a result, after a little period, acne appears again, and this problem goes on. Doctors prescribe different types of medicines, but no one talks about what the actual problem is.

Since the start of the social media marketing era, skincare brands have also manipulated acne sufferers by using discursive language through advertisements of their skincare products. This disease is most common among teenagers but can affect people of all ages. Depending on its severity, acne can cause emotional distress and scarring. There is no such treatment of acne by using medicine and different drugs as doctors prescribe by using discourse, but acne can be holistically cured by using natural medicines.

## Objectives of the Study

The objectives of this research are:

- To analyze the manipulative language doctors use to their patients.

- To find out the actual root cause of the acne and compare it with what the doctors say.
- To pave a way in which acne can be cured naturally and holistically.

### Research Questions

The study addresses the following research questions:

- How do dermatologists manipulate their patients for monetary purposes?
- What are the actual root causes of acne that doctors do not tell?
- How to find ways in which acne can be cured naturally and holistically?

### Literature Review

As Coffin (2001) states, critical discourse analysis is very important to interpret text in a specific social and cultural context, and it also studies the production and consumption of text. According to Lukes (1986) and Wrong (1979), power is practiced in groups and societies through discourse. Powerful people exercised power through language because they had privileged access to wealth and knowledge.

Machin (2007) describes two types of semiotic representations that are denotation and connotation. In denotation, images that describe an event or indicate some places or different things. While in connotation, a specific image explains a concept or describes a specific thing.

Since the 1980s, medical records and other discourse forms have been studied in medicine (Zhu, 2007). Any human communication involving health is health communication (Nie, 2017). "Health communication is on the way to being a marketing chess to break the barrier between brands and consumers" (Yao & Feng, 2022).

### Theoretical Framework

Fairclough 3D Model (2001) has been used for content analysis. This model consists of three dimensions: Description, Interpretation, and Explanation. In description (micro level), textual analysis is done. In interpretation (meso level), it is seen how the written text will be produced, distributed, and consumed. Finally, in explanation (macro level), it is observed how discourse is used in a particular social context or a situation.

### Research Methodology

A qualitative content analysis approach is employed to gain insights into the manipulation faced by acne sufferers. Four statements commonly used by dermatologists are selected for analysis, derived from a survey of acne victims. The purposive sampling technique is applied, focusing on subjective analysis rather than

random selection, to scrutinize the discursive language doctors use to foster a long-term relationship with patients.

### Data Collection

Data for this research is collected through a combination of self-experience, direct observation, and a small survey targeting individuals affected by acne. These diverse sources aim to provide a comprehensive understanding of the language and tactics employed by dermatologists.

### Data Analysis

#### a. 1<sup>st</sup> Sentence:

**You will have to complete a 4-month course to get rid of acne.**

This is the sentence that dermatologists use to make the patients their permanent customers for 4 months. As patients are already in trouble and they want to get rid of acne as soon as possible, they have used many remedies and done many so-called acne treatments, so they believe in what the doctor says.

**One can easily get avoidance from acne;**

- By understanding what are the conditions that are required for acne to appear and how to fix those conditions so that acne will never appear again.
- By understanding the relation between acne and the imbalance in the body and how to fetch the body back into the state of balance.
- By understanding the clear relation between anxiety, depression, stress, not having proper sleep and exercise, and the formation of acne.
- understanding the condition of deficiency of water in the body and usage of different on the skin can actually become the cause of acne formation.

Besides conventional medicines, fruits, vegetables, nuts, sprouts, and seeds are natural foods that can be used as medicine to avoid acne, These are also helpful in fetching the body back into the condition of balance. By using these things 90% of the disease can be cured at home. These are the things dermatologists do not tell the acne sufferers and keep on giving medicines by using discursive language.

The acne sufferer takes medicines for 3 weeks and sees a little change in acne condition. He visits the doctor again after 3 weeks and gets to know that he is recovering. The doctor takes his fee and prescribes medicines again for the next 3 weeks. He is happy right now as the acnes are removed from his skin. He is not recovering. The doctor's language has manipulated him.

There are three major causes of acne formation:

- **Hormone Irregularities**
- **Toxic Buildup**
- **Genetic Tendencies**

The equation in the following depicts the condition in which acne breakouts occur.

**(Hormone Irregularities Combined with Toxic Buildup) x (Genetic Tendencies) = Acne**

In the abovementioned equation 3, major causes of acne formation are evident. These three conditions must exist to have acne. If there is missing any one factor, then acne will not appear. Acne will only appear if these three factors are there. Genetic tendencies vary from person to person, and this is an uncontrollable factor. However, the other two factors are controllable, and if we fix the other two factors, we can get rid of acne easily. Doctors prescribe conventional medicines and do not talk about these factors while using their language.

**Acne is a symbol that your body is in a state of imbalance.**

Conventional medicines mask the acne symptoms from the external skin and do not fix the root cause from the internal side. The acne sufferer keeps on taking medicines and visiting a doctor for four months, and at the end of the course, he becomes completely free from acne symptoms. He enjoys his clear skin just for a short period and acne formation starts again as the root cause is still there and not yet removed. As long as an acne sufferer takes medicine prescribed by the doctor, acne stays away from him, and as he leaves taking medicine, acne formation starts again.

**b. 2<sup>nd</sup> Sentence:**

**It would be best if you took all these medicines to get rid of acne.**

Doctors prescribe two types of medicines for acne treatment: One type of medicine is to remove the symptoms of the acne, and other types of medicines are to avoid the side effects of the first type of medicine. The reality is that the more we use drugs to remove the symptoms of acne, the more we become dependent on them, and this cycle goes on. Some people do not believe that acne can vanish without any medicines--- that the only possible solution for acne is by changing their habits and adopting a healthy lifestyle. No matter what dermatologists and other medicine followers say, acne can be cured naturally and permanently.

There is no single one-step solution that will remove the acne from the root.

The best solution to the treatment of acne is to know that there are no single one-sided causes of acne breakout. There are some specific conditions in which the acne environment exists. Acne does not appear for anything, and it is not there because of one factor, such as an unhealthy diet, lack of sleep, weak organs in the body, deficiency of vitamins, or genetic tendency. There must be certain factors in order for acne to appear.

In actuality, acne is a sign that your body is in a state of imbalance. It is a sign that you are addicted to a bad diet that has made your internal body worse. It is a sign that you do not optimize your sleep routine. It is a sign that you are stressed, depressed, or in a state of anxiety. It is a sign that you do many medications and apply unnatural chemicals to your skin. It is a sign that you do not exercise and take enough water. It is a sign that you accumulate toxins in abundance in your body. Until these factors are

fixed, only medicines can remove the acne from the root. However, doctors will use language for their purposes. Their purpose is to sell their medicines and other skin care products. That is why they do not tell the actual factors behind the problem.

No magic pill will remove your acne from the root because there is no one definitive factor of acne formation. The reality of taking medicine is that as long as the acne sufferer takes medicines, acne will stay away from him, but as he skips taking medicine, acne appears again, and this cycle goes on.

**c. 3<sup>rd</sup> Sentence:**

**Bad creams have made your acne worse; now, use this one. This cream will heal your acne.**

The doctor is here talking about the creams that the acne sufferer had been using in the past, which made his acne worse. Putting creams on the skin can make acne worse. Now, the doctor is recommending another cream to improve the condition. He is selling his cream or a company's cream, with which he has a contract by using discourse. Creams are not the ultimate solution for acne. They can heal the acne symptoms when they are combined with multiple drugs but for a short period. Acne symptoms will stay away from the acne sufferer as long as he keeps on taking medications. However, it is not a holistic solution for acne sufferers.

**Hormone irregularity** is one of the major causes of acne formation. Hormones stir the oil glands to produce sebum that moisturizes the skin naturally. When there is excessive production of sebum, there will be more chances of acne breakout. Acne is an inflammatory disease that is caused by the pro-inflammatory hormone Prostaglandin E2. There are also anti-inflammatory hormones, Prostaglandin E1 and Prostaglandin E3, that reduce the production of pro-inflammatory hormones and strengthen the immune system.

By inhibiting the production of pro-inflammatory hormones and consuming a lot of anti-inflammatory hormones, one can significantly neutralize the condition in which the acne environment exists and can have a positive impact on the skin.

**Toxic buildup** is second of the major causes of acne formation. However, as stated earlier, just like hormone irregularity, this factor alone cannot produce acne. The accumulation of both factors, hormone irregularity and toxic buildup, can create acne when these are combined with certain genetic tendencies.

Toxins can build up in the blood, liver, and bowels if the organs of elimination (intestines, liver, and kidneys) cannot deal with the high amount of toxic waste because these organs are accumulated with toxins themselves. Thus, these organs cannot work properly and are unable to eliminate the toxins through the routes of elimination. In this scenario, toxins are expelled through the skin.

Acne, in simple words, is a weak body's reaction to the abundance of toxins that are threatening it. The body is trying to heal itself, and it appears in the symptoms of acne.

Why is there low energy in the body? Because we feed our bodies with harmful foods instead of real building materials (skin savers).

**Stress** is also a cause of acne breakout. When one is in a state of stress, anxiety, or depression, a pro-inflammatory hormone (cortisol) is released in the body that is harmful to acne; some doctors believe that there is no connection between stress and acne breakout; it has been proven and tested that in the condition of stress immune system weakens which indirectly causes acne to break out. Furthermore, when one is in a state of acne, the body depletes vitamin B, vitamin C, magnesium, and potassium, which are essential for hormone balance.

**Lack of sleep** is a secondary cause of acne formation. When we do not get enough quality sleep, there is an increase in hormones, which can indirectly cause acne formation. Sleep is also a detoxification process in which the liver eliminates toxins from the blood that, on the other hand, will be reabsorbed into your system to be expelled later via the skin.

**Genetic Tendency** is the last of the major causes of acne formation. This is also a very important factor in acne breakout. Genetic tendencies vary from person to person and it is not common for everyone. It is the reaction of some organs of the body in a certain condition. This factor is the missing link that describes the difference between those who have acne and those who do not. Unluckily, most genetic factors are uncontrollable and cannot be fixed.

Some researchers discovered that those people who have acne suffer from weak digestive systems or weak liver function. This is one description as to why two people eat the same food and are the same age, and yet one suffers from acne breakout and the other does not. The difference between acne sufferers and non-sufferers is that acne sufferers have sensitive oil glands to an extreme level.

There could be other genetic factors like the size of oil glands, skin type, and other unknown factors. However, the most prominent genetic factor in the formation of acne is the sensitivity of oil glands.

Dermatologists recommend different creams, lotions, soaps, and many a sort of medicines for acne treatment. However, they never talk about the three most important factors of acne formation: **Hormone Irregularities, Toxic Buildup, and Genetic Tendencies**. Because their purpose is not to solve the acne sufferers' problems but to earn more and more money, and for this purpose, they will do whatever they need to do with the use of language.

**d. 4<sup>th</sup> Sentence:**

**Acne will never appear again after completing 4 months.**

Here, the doctor is treating the patient by showing the green garden. He is showing the patient a dream that acne will never appear again. He is directly manipulating the patient so that he will use their skincare products for the next 4 months and will make them richer. As long as the patient uses medicines, he remains well, and when he stops

taking medicines, acne breakouts start again. There is nothing like the period of 4 months concerned with acne removal.

Acne can only be removed when a certain dietary plan is followed. The holistic and natural treatment is in the elimination of allergenic foods and acne aggravators from your diet and incorporating the right building materials and hormone-balancing foods (skin savers) in your diet.

### **Make Dietary Changes By**

- **Using the Healthy Diet Replete with Nutrients.**

**Carbohydrates** from sprouts and non-starchy vegetables.

**Proteins** come from whole grains, vegetables, fruits, and sprouts and not from animal food. Protein is available in every food of the world. However, it should be taken from the recommended food. If one wants to eat chicken, he can buy it in small portions along with the use of leafy vegetables to balance the internal system.

**Fiber** from green pepper, cucumber, cabbage, cauliflower, spinach etc. It is available in the peel of fruits, vegetables, and seeds. It is also very essential in maintaining in diet. Fiber can be taken with no limit.

**Fats** from coconut oil, olive oil, avocado, cashew, nuts, and seeds (sunflower, pumpkin, sesame, etc.). These are also very important for the body and maintaining the healthy skin. Fats should be taken in moderation and the cold weather, and when one is engaged in an increase in activity, the amount can be increased.

- **Eliminating Allergenic Foods**

Allergenic foods should be eliminated from your diet as these foods will only pollute the body and increase toxins in the body. Foods like **sugar, hydrogenated oil, dairy products, white rice, red meat, and white flour** are considered the pure acne aggravator. These foods should be limited or eliminated from your diet. Some people are addicted to these foods, but many substitutes can be used as an alternative to these foods.

- **Taking plenty of Cleaning and Highly Nutritious Foods**

There are many nutritious foods that one can take. These foods will work to eliminate the toxins from the body. These are mostly fiber-rich foods that help the digestive system to work effectively.

**Fruits, non-starchy vegetables, rice, nuts, garlic, wheatgrass, water.**

If an acne sufferer follows this dietary plan and consumes the maximum of these foods he can treat his acne at home without any medications and doctor checkups. Doctors will never reveal these secrets as they have to sell their medicines. There are hundreds of people being manipulated by the doctors daily. They are taking medications and acting upon the doctors' prescription, but they are not changing their diet, habits, and lifestyle.

### **Conclusion**



It is concluded that dermatologists use manipulative language to convince their patients to buy their skincare products. They will keep on selling their products and making more money. Moreover, they will never realize the hidden secrets behind acne formation. There are three major factors of acne formation. One, genetic tendencies, vary from person to person, and the other two are controllable. If an acne sufferer can control these two factors, he can naturally and holistically be cured without medications.

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