

Chapter 4

Data Collection and Analysis

The data collection was made from *Marie Claire* Magazine dating from 2009-2010 totally 24 issues. The total samples are 50 pieces of beauty product advertisements. The main purpose of these advertisements is to inform and convince the prospective customers about the attributes of the products using both verbal and non-verbal strategies. The detailed discussion is as follow.

1. Verbal Discourse

Based on the concept of advertisement language features summarized by Kongpetch and Smith to analyze verbal discourse, the adverts are analyzed hereafter.

1.1 Sentence Type

1.1.1 Declarative sentences are used to show factual information or statement. For examples:

Verbal	English Equivalent
โดฟ แสร์ ฟอลด์ เซอราพี ซิสเต็ม ดูแลผมขาดร่วง อย่างครบขั้นตอน	Dove Falling Hair Therapy System takes a complete care of your split and falling hair.
Intensive Whitening. Superb Clarity. Revealed in just two weeks	
ผู้หญิงแก่เร็วกว่าผู้ชาย	Women age quicker than men

Verbal	English Equivalent
ถ้าจัดการผิวหมองคล้ำได้ล้ลึกทุกครั้งที่ตั้งหน้า ผิวจะยังกระจ่างใสพิสูจน์ได้จริง	If we get rid of darkened skin every time we wash our face, our facial skin will be radiant, and we can prove it.

A declarative sentence is persuasive as the statement carries with it the strength of the matter. It doesn't sound boasting or luring. In that sense the readers are unlikely to think that they are lured into believing something which may not be true. The strategy is used either to demonstrate the actual fact, or to emphasize the notion generally perceived in the last sample; women get older faster than men in general. The second ad offers the benefit that can be proved in a very short time. This means users will get immediate results and not waste too much money. In the first piece nothing will be missing from the total care offered as the product is said to totally revitalize the damaged hair.

1.1.2 Imperative sentence is used in command, order and advice reader to do some action. For examples:

Verbal	English Equivalent
ดูแลผิวหน้าให้สวยใส ชนะใจทุกสายตา	Take care to brighten up your face, win all admiration.
พิสูจน์ผมเสียที่มองไม่เห็นด้วยตาเปล่ากับ โคฟ เรอราพีซิสเต็ม	Prove invisible hair damage with Dove Therapy System.
Believe in Miracle of EYE LIFTING	
พันธุกรรมเลือกเองไม่ได้ แต่ผิวกระจ่างใสเลือกเองได้	Can't choose your genes, but you can choose to have bright skin yourself.
Change the future start with your skin	

Verbal	English Equivalent
ปลุกพลังผิวเพื่อความงามอันเป็นนิรันดร์	Wake up your skin energy to eternal beauty.
สัมผัสประสบการณ์มหัศจรรย์	Experience the miracle!
ลืมมาสคาร่าแท่งเดิมของคุณได้เลย	Forget your old mascara!
ปลุกอณูผิวให้สดชื่น สะอาดล้ำลึกมีชีวิตชีวา	Wake your skin up to be deeply clean and lively
เติมออกซิเจนให้ผิวได้หายใจ	Add oxygen to your skin so that it can breathe
สิ่งดีๆ ต้องรู้สึกได้ทันทีที่สัมผัส	Just touch! And you will feel how gorgeous it is
เคลือบเรียวปากสวยให้ดูอัมเอบด้วยสีส้ม และ กลอสแวววาว	Tint your lips with glowing colors and gloss

Imperatives used in products are meant to direct viewers to act or to do something to achieve their desired beauty. The strength of the strategy is obvious as the viewers are commanded to take care of their facial skin so that they will be admired by the onlookers. They are convinced to have a trust in an eye-lifting product because it works, to make their own choice in having radiant skin complexion and to discard the mascara they have been using and buy the new one being advertised. The command suggests strength impelling readers to oblige. Who is likely to ignore it if they realize it is for their own benefit.

1.1.3 Interrogative sentence

Verbal	English Equivalent
แนใจใหม่ จีร้่มกระชับรูขุมขนที่ใ้รูขุมขนจะไม่กลับมกว้างอีก	Are you sure your pore minimizing serum will keep those pores small forever?
Guess who I am? ตระการตาและสง่างาม คือตัวคนของฉัน..ในวันนี้ งดงามเหนือความคาดหมาย เปลี่ยนไป ในแบบที่ฉันไม่เคยเป็น	Guess who I am? Stunning and elegance – that’s me. Unexpected charm. I’ve changed like never before.

An interrogative sentence is a rhetorical question not aimed at getting an answer. It serves to make the matter more attractive by challenging the readers into finding the answer and to defying the proposed statement. A question is asked for rhetorical effect such as doubt, consideration, or positive and negative implication. According to the examples, the question “Are you sure?” is asked if the pore minimizer serum that readers use currently is effective for preventing large pores to come back. If not, switch to use *Mistine* is the answer. “Guess who I am?” may sound very arrogant and invite opposition, but the interrogation prompts the readers to read on so as to find the answer. This is to prove that the user has experienced such charm and elegance made possible by the product application. And if the readers would like to share such an experience, they should use the product being advertised.

1.2 Prosodic representation is commonly exploited in the advertisements to make the ad sound interesting and memorable. The scheme makes use of various sound devices in manipulating readers into believing in what they are reading.

1.2.1 Alliteration is the repetition of a consonance in more than two words in a statement. The syllable repetition causes the rhyming and makes it pleasant to the ear.



Verbal	English Equivalent
Change the future start with your skin	
Be envied with a super moisturized flawless finish	
Smoother skin , brighter radiance	
The science of Shiseido . The future of infinite beauty.	
Desire all that is perfect. Be moved by long-lasting beauty	
I will never get sunburn . Living with the sun	
Peach Blossom Eau de Toilette . A delicate fruity temptation	
Intensive whitening . Superb Clarity . Revealed in just two weeks	
Red Romance	
The UK's No1 anti-ageing brand has done it again	
Believe in Miracle of EYE LIFTING	
A new generation in whitening for total well-being	
เรียวปากจ๋าประกายแวววาว ดูอิ่มเอิบ ย้ายวนเกินห้ามใจ	Your lusciously full lips are irresistible

Verbal	English Equivalent
เสน่ห์น่าหลงใหลในสรรพสี ปล่อยใจ ปรนปรือ เพื่อถนอมเรีวยปาก	Cherish your lips – Multi-color will add to their charm

From the examples cited, the use of the sound /s/ prevails. This is because the sound is explosive and continual making the statements flow in an exciting manner. The sound /f/ shares a similar characteristic connoting excitement, energy, smooth flow and liveliness. Other sounds like /l/ and /t/ also make the ad catchy with their sound characteristic. All in all the alliteration serves to enliven the ads making them pleasant to the ears, convincing to the mind and long-lasting in the memory.

1.2.2 Assonance is the repetition of vowel sound in a statement.

The repetitive vowel sound in more than two words with different consonant causes the statement to read more excitingly, lively and pleasant to the ear and mind.

Verbal	English Equivalent
Smoother skin, brighter radiance	
DIOR Prestige White Collection Brightening Revitalizing UV 50 base	
เพื่อผิวกระจ่างใสอย่างเป็นธรรมชาติ Absolute White	For a naturally radiant skin, Absolute White

The rhyming induced by the use of assonance in the samples above really does its job. The music quality of the scheme is effective. The melodic continuity, also a song-like quality of the utterance make it read like a verse. The ads sound more convincing to the readers as they have fun producing the sounds even if only in their mind because they are also pleasant to the ear and mind.

1.2.3 Rhyming is the use of word with same or similar sounds.

Verbal	English Equivalent
Smoother skin, brighter radiance	
Desire all that is perfect. Be moved by long-lasting beauty	

Alliteration and assonance are usually used alongside each other in advertisements to attract readers' attention. Advertisers try to make their words and phrases rhythmic. It can help the ads achieve a strong beating rhythm needed to make it go smoothly so the sentences are more slogan-styled. They can be easily remembered by the audience. In the above examples, "**Smoother skin, brighter radiance**", the advertiser uses alliteration (*Smoother* and *skin*) and assonance (*Smoother* and *brighter*) as well as the rhymed syllables (*Smoother* and *brighter*). Another one, "**Desire all that is perfect. Be moved by long-lasting beauty**", there are alliteration (*long* and *lasting*), assonance (*Desire* and *Be*) and also the rhythm (*Desire* and *by*) to make slogan catchy and memorable

1.3 Approbatory diction is an attempt to convince customers how good or excellent the product is and to avoid using "good" but other words closest in meaning.

Verbal	English Equivalent
The UK's No1 anti-ageing brand has done it again.	
ผิวในอุดมคติ เนียนเรียบดุจผ้าซาติน เปล่งปลั่ง สุขภาพดี เป็นของคุณแล้ววันนี้	Ideal skin is yours today, smooth as satin, radiant with health
A new generation in whitening for total well-being	

Verbal	English Equivalent
Smooth Skin, Brighter radiance	
Be envied with a super moisturized flawless finish	
The science of Shiseido. The future of infinite beauty	
ปลุกพลังผิวเพื่อความงามอันเป็นนิรันดร์	Wake up your skin to eternal beauty
สัมผัสประสบการณ์มหัศจรรย์	Experience a miracle!
Desire all that is perfect . Be moved by long-lasting beauty	
รองพื้นสองประสิทธิภาพ บำรุงผิวพร้อมเนรมิตให้หน้าเนียน สวย สมบูรณ์แบบ	The double effectiveness of a two-way compact foundation. Enrich your skin and magically create the smooth facial complexion.
DIOR Prestige White Collection Brightening Revitalizing UV 50 base	

The advertisements illustrated in the upper table avoid using “good” but rather choose similar or even strong terms with greater persuasiveness. Words such as **number one, new generation, super, perfect, long-lasting, smoother and brighter, infinite, eternal, miracle, effectiveness and prestige** connote definite and greater values. The phrase **Has done it again** is of double attributes. The product has once proved to users its benefit and it does again this time. This helps confirm its value to the viewers making them become more convinced and to rush to buy the product. The word **Prestige** connotes not only superior quality but also superior social status. The product is meant for people in a high social rank. Therefore, if one ranks oneself as such or wants to belong to this elite social group, it is necessary to use the product. The word projects the

product qualities to be thought of as superior to any competing products. All of the words in the category create a sense of total and supreme qualification playing with the viewer's ideology, the complete and perfect beauty.

1.4 Jargon is generally used to make a good impression on the reader with scientific or pseudo-scientific technical terms. It relies on the scientific evidence as a guarantee for the product's benefits.

Verbal	English Equivalent
จากวิทยาการเลเซอร์ ตรีทเมนท์ ศูนย์นวัตกรรมเพื่อผิว ไวต่อแดด กระจ่างใส ล้ำลึก	From Laser Technology to innovative treatment for sun-sensitive skin to glow.
The science of Shiseido. The future of infinite beauty	
Dior Prestige White Collection Brightening Revitalizing UV 50 base	
เติมออกซิเจนให้ผิวได้หายใจ	Revitalize your skin with oxygen
พิสูจน์ผมเสียที่มองไม่เห็นด้วยตาเปล่ากับโดฟ เชอราพี ซิสเต็ม	Prove invisible hair damage with Dove Therapy System

Jargon is used for persuasive purpose of the product's quality because it appears well-researched, technically-advanced and scientifically-proved. In "Dior Prestige White Collection Brightening Revitalizing UV 50 base", the sunscreen product claims to possess quality of protecting the skin from the sunlight with its UV SPF 50 protection. Furthermore, facial crème by Shiseido "The **science** of Shiseido, The future of **infinite** beauty" convinces readers with the word "**science** of Shiseido". The facial crème manufactured by Shiseido has been fully proved with scientific evidence. This creates a great trust in the product. The word **Therapy** connotes curing properties carrying in it the



medicinal attributes just like medicine used in remedy, restoring the health into normal or even surpassing conditions.

1.5 Figures of speech include the followings

1.5.1 Metaphor is an implied comparison between two dissimilar things that have something important in common.

Verbal	English Equivalent
เติมออกซิเจนให้ผิวได้หายใจ	Add oxygen to your skin for it to breathe
Peach Blossom Eau de Toilette. A delicate fruity temptation	
Red Romance	

Metaphors are frequently used in advertising as a way to enhance the value of a product or to create a vivid mental picture in the readers' mind. They can also help to create a particular brand image. An advertising metaphor often combines a verbal phrase with a visual image to have more dramatic effects. From the advertisements above, a rosy fragrance of Jo Malone uses a slogan "**Red Romance**" to compare romance to the color of red which signifies passion and amorous feeling of people in love. This double metaphor creates a visual image of the fragrance dispersing from a field of red flowers, roses in particular, as they denote passion or amorous feeling. The visual image is made dramatic. Another ad by Jo Malone reads, "**Peach Blossom Eau de Toilette. A delicate fruity temptation**". This ad oozes out peachy scents and sweet and sour taste - both appealing to olfactory and activating taste buds.



1.5.2 Simile is the comparison of two things with the use of like, as and as if to show similarity.

Verbal	English Equivalent
ผิวในอุดมคติ เนียนเรียบดุจผ้าซาติน เปล่งปลั่ง สุขภาพดี เป็นของคุณแล้ววันนี้	Perfect skin is yours today, smooth as satin , radiant with health
ฉันปรารถนาที่จะเปล่งประกายดุจอัญมณี	I desire to shine like a jewel
Dior Snow ประกายกระจ่างอ่อนใส ราวหิมะแสน บริสุทธิ์	Dior Snow – Sparkling, bright and clear like pure snow
เปล่งประกายผิวคู่สว่างกระจ่างใส ตั้งมุกงามในแบบ คุณ	Radiant and glowing skin, like beautiful pearls

Simile works like metaphor but with the use of the word denoting comparison. The comparison made draws a vivid resemblance of the two subjects being posted in the reader's perception. Advertisers use similes to explain things, to express emotion, and to make the ad more vivid and sound musical. To start with, "**Smooth as Silk**" conveys a smooth and cool sensation like when we feel fine silk. When used in this ad to suggest fine and delicate skin, the reader is able to feel her own skin as such. The tactile sense is manipulated by the advertiser to appeal strongly to prospective users. The simile "**Shine like a jewel**" makes clear an image of an assortment of precious stones. Each one glitters temptingly, catching the eye and imagination, and leading the viewer to imagine how delightful it would be to own one. This ad is powerful as it does not appeal to a particular part of a person's physical body but the whole person. The advertised product is said to create complete perfection of the whole self. In "**Skin radiant and glowing like pearls**", the reader perceives in her mind her own skin youthfully shining and glowing like that of

pearl luster. The picture also conveys value as pearls are precious natural product. Lastly, “**Dior Snow – Sparkling, bright and clear like pure snow**” leads the viewer’s imagination to a far away land, the snow- covered ground sparkling in the bright sunlight. As it is the onset of winter, the snow remains purely white with no trace of dirt. This is exactly like the skin made radiant and pure by Dior Snow.

1.5.3 Antithesis is the two contrasting words or ideas intentionally juxtaposed to emphasize the contrastive meaning.

Verbal	English Equivalent
ความสวยในวันนี้ ที่งดงามกว่าวันวาน	Greater beauty today than yesterday
พันธุกรรมเลือกเองไม่ได้ แต่ผิวกระจ่างใสเลือกเองได้	Can’t choose your genes, but you can choose to have bright skin yourself

In putting the two opposite ideas next to each other, the advertisers successfully catch the reader’s attention and arouse their curiosity. “Greater beauty **today than yesterday**, contrasts the beauty one has owned until today and the improvement achieved as of today through the use of the product specified. This ad aspires to a desire to be better and to have more of humans in general. In “**Can’t choose** your genes, but you **can choose** to have bright skin yourself” contrasts a notion of one’s capability and incapability. The first notion is undeniably true as all humans are determined by the genes inherited from their ancestors. There is no use to try to alter that. However, there certainly is something one can accomplish on one’s own, to have bright skin. The viewer is granted a power to create her own beautifully bright skin through the use of the product.

1.5.4 Personification is putting human or animate qualities into inanimate objects or an abstract entity.

Verbal	English Equivalence
ปลุกอณูผิวให้สดชื่น สะอาดล้ำลึกมีชีวิตชีวา	Wake your skin cells up to be clean and lively
เติมออกซิเจนให้ผิวได้หายใจ	Add oxygen for your skin to breathe
Honey Lemon Limited edition. A delicious embrace	

Beauty product advertisements frequently use personification to give life to inanimate things with an animate quality or characteristic such as sensations, emotions, desires and expressions. According to “**Wake your skin cells up** to be clean and lively”, it is unlikely as only animate beings are capable of going to sleep and waking up. However, the ad gives a life quality to the skin as it can wake up with the use of the product. Another example is “**Add oxygen for your skin to breathe**”, The ad is telling the viewer a means to enable he skin to breath, that is by using the product being advertised. Breathing in oxygen is crucial for every being as oxygen helps in metabolizing food to produce energy. The idea of breathing skin causes a viewer to visualize her own skin being enlivened by the oxygen it is taking in. Then the skin becomes energized and revitalized. In the last ad, a mixed drink of lemon and honey is enticing as it can satisfy one’s thirst and quench one’s hunger. But to say that it can embrace, the gesture of expressing affection is interesting. Once attracted by the ad, “**Honey Lemon Limited edition. A delicious embrace**”, the reader imagines herself being hugged in an amorous manner. Then she feels the sensation of being wrapped affectionately in her beloved person’s arms. Her whole being perceives the warmth and affection. It then is not difficult to imagine how deliciously satisfying it would be as she drinks a glass of iced lemon ho

1.6 Cohesive devices

1.6.1 References are the use of pronouns and particularly the first and second personal pronouns.

Verbal	English Equivalent
ผิวในอุดมคติ เนียนเรียบคู่เจ้าชาติดิน เปล่งปลั่ง สุขภาพดี เป็นของคุณแล้ววันนี้	Ideal skin is yours today, smooth as satin, radiant with health
If You Believe in Science, Not Just Miracle	
เสน่ห์ร้ายลึกของฉัน เปิดเผยดวงตาสะกดใจ	My mesmerizing charm lies in my captivating eyes
Change the future Start with your skin	
ฉันปรารถนาที่จะเปล่งประกายดุจอัญมณี	I desire to shine like a jewel
Guess who I am? ตระการตาและสง่างาม คือ ตัวตนของฉันในวันนี้ งดงามเหนือความคาดหมาย เปลี่ยนไป ในแบบที่ฉันไม่เคยเป็น	Guess who I am ! Stunning charm and elegance – that’s me . Unimagined beauty I ’ve changed like never before
เตรียมพบความงามใหม่ที่จะเปลี่ยนคุณ จากมากีياج ดวงตามิเมติโคคเค่น ด้วย Eyes Creator ที่รังสรรค์ ขึ้นใหม่	Get ready for the new beauty from Maquillage that will transform you . With Magiyage, Eyes Creator, your eyes become strikingly attractive.
ลืมมาสคาร่าแท่งเดิมของคุณได้เลย	Forget your own mascara
That’s what I call staying power	

Advertisements tend to address the reader as an acquaintance by using language features which create a sense of companionship and intimacy. Pronouns are used in normal conversation as references, particularly the first and second personal pronouns,

including possessives such as “**I, my, you, your**”. The “**you**” and “**your**” conveys an actual verbal exchange when two people are conversing and sharing ideas and information. The sense of involvement is constructed through the use of such pronouns. The ads play on human sense of self importance. It is you, not other, who can make it happen, “**I**” and “**My**” are used in self expression showing one’s identity and possession.

From the analysis, only one ad doesn’t fit in any framework proposed by Kongpetch and Smith. This is วิชชาการย้อนเวลาเพื่อผิวสวย Turn back time innovation for your beautified skin.

2. Visual discourse

2.1 Psychological level

2.1.1 The principle of focus and motion

2.1.1.1 Eye-leading techniques

In many printed ads, the layout is done in such a way that the presenter occupies a larger part of the picture than the product itself. This is often accompanied by the product name, which appears in the lower right-hand or left-hand corner of the page. The reader also sometimes sees the product or something related to the product in the center of the page. Ads are purposefully arranged and positioned to lead people’s eyes either from the upper left-hand corner along the diagonal line through the mid-page focal area to the lower right-hand corner as seen in Dior Iconic Eyes or from left-hand corner through the body contour of the presenter down to the product name and pictures in Shiseido Revital.





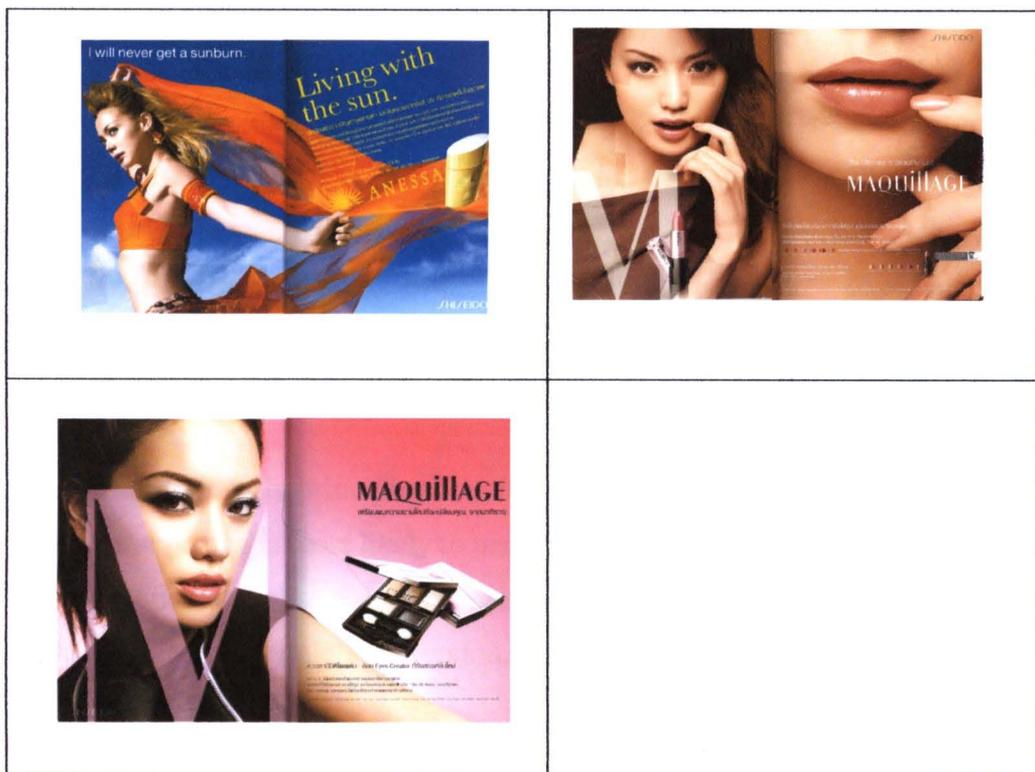
The major attraction for *Dior Iconic Eye shadow* is the presenter herself in deep hue eye shadow that makes her eyes seductively attractive. Her picture occupies more than half of the shot, followed by the picture of the product in the bottom right-hand corner with the product name in between. The reader's vision is led from the upper left-

hand corner gradually to the bottom right. Similar presentation is seen in *Shiseido Revital* except that this time it is in the opposite direction with the presenter on the right, the picture of the product on the bottom left corner and the product name in the middle. The viewer can't help noticing the presenter's revitalized facial skin and neck made possible by *Shiseido Revital* and tracing her visual perception down her sloping shoulder to the name and the resource of this perfection, the product itself. As for *Artistry Eye Lifting*, though only half of the presenter's face is shown, nothing is missing. This is because only one eye is necessary to say it all as not a single wrinkle is seen around her right eye as a result of the *Artistry Eye Lifting* application. Once attracted to the lifted eye, the viewer moves on to notice the double product picture in the middle and the product name above and below it. The whole message is transferred; the ad successfully proves how efficient the product is in creating such youthful looking eyes.

2.1.1.2 Oblique line technique

Oblique lines are slanting or diagonal lines. When using oblique lines in ads, it shows dynamic and visual tension leading to motion or movement. Visual movement created by oblique lines will catch people's eyes and arouse a reaction. Humans respond automatically to visual motion or movement because motion denotes a change in the surrounding environment and a reaction typically happens to that particular change.

This technique is used in advertisements to portray speed, agility, smoothness and a liquid-like quality.



In the *Shiseido Anessa* sun block ad, the cloth blown slantingly and merrily by the wind amid the bright hot sun leads the viewer's eyes to the product name and image on the other end of the shot. The whole ad is captivating the reader's eye and holding their attention, which causes the viewer to react to the ad as it seems to be in constant motion. The viewer pictures herself embracing the strong sunlight and frolicking in the wind with no worry about the damage to her skin. Before she realizes anything about the ad, she has already been manipulated into believing that *Shiseido Anessa* is the absolute answer. In *Shiseido Maquillage* eye shadow and lipstick ads, the slanting lines of the initial letter *M* work to cause a change in movement that accentuates the presenter's face and the product, respectively. Thus both the face and the product are clearly visible and seem to be in motion. The viewer then reacts by paying greater attention and interest to the ads and absorbs the whole message, which is that sharp and seductive eyes are created by the use of *Shiseido Maquillage* eye shadow and lustrous lips by *Shiseido Maquillage* lipsticks.

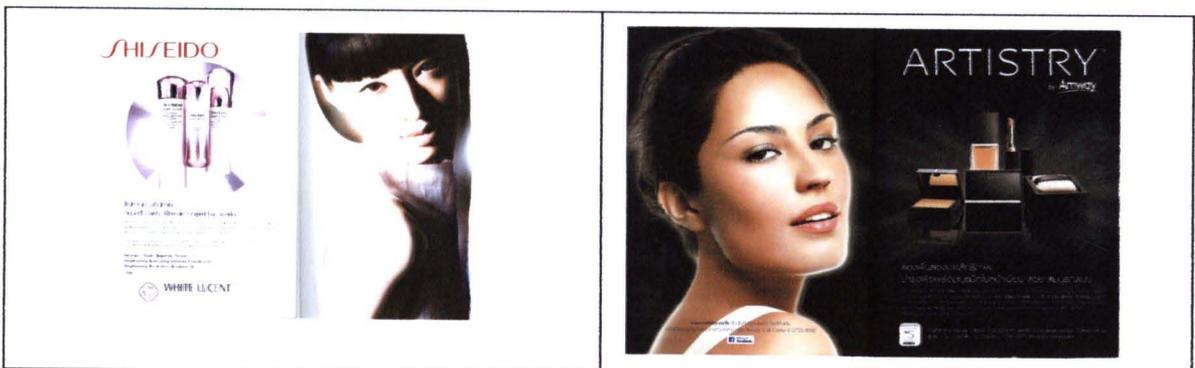
2.1.2 The principle of grouping – Gestalt psychology

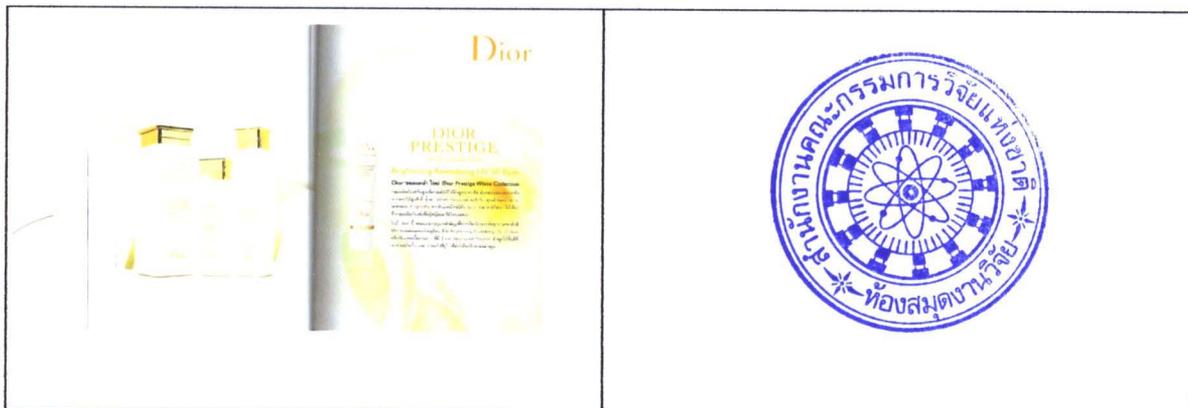
Gestalt is a psychology term that means "unified whole". It refers to theories of visual perception developed by German psychologists in the 1920s. Theorists attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied ("The Gestalt Principles"). However, grouping doesn't mean only putting things together but also separating the focused, whole element from its context or field of perception.

There are four main principles of conceptualization in advertising. Advertisers know well how a person is most likely to organize, associate or group visual elements when looking at the picture so they arrange elements in their advertisements to manipulate or influence people's perception, emotions and behavior (Wongbiasaj and Freeouf 59).

2.1.2.1 Proximity: a group of products

Consumers are usually unaware of how advertisers arrange the visual elements. When things are experienced as a group, people see the whole. Then association, organization or comparison naturally follows, leading to an interpretation intended by the advertisers. The examples shown hereafter demonstrate how the strategy works.

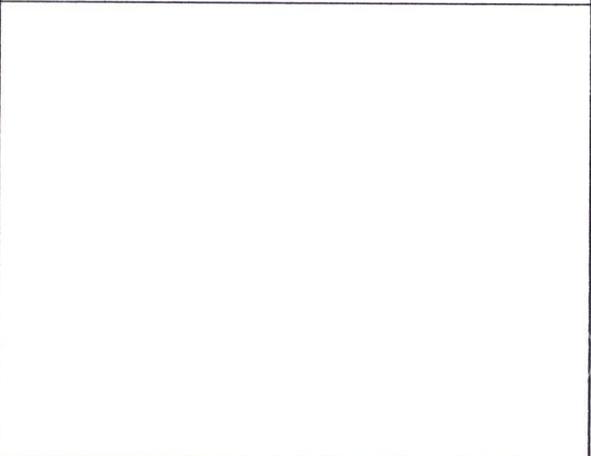
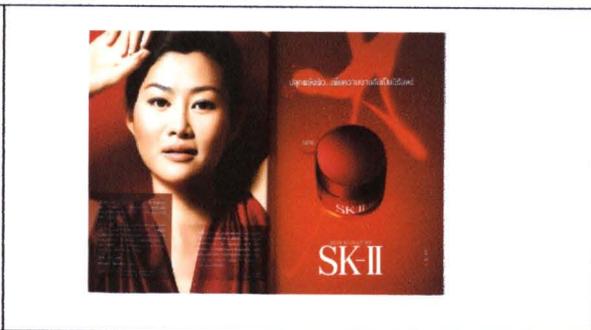




In the first ad, *Artistry* cosmetics products are assembled to occupy half of the page. The cluster shows the variety of the product line, the complete set of the cosmetics, to create such a perfect face of the presenter on the right. However, the set is singled out from the whole picture, complimenting the presenter's face and vice versa. Though there is no presenter in *Dior Prestige*, the viewer notices the whole range of the products because three are clustered together on one half page and the other in the enlarged image.

2.1.2.2 Similarity

Visual elements that are similar in shape, size, color, movement and position tend to be grouped together and seen as related. This scheme is always used in printed ads because it is also natural in human perceptual grouping and subconscious association. People tend to put unrelated elements of similar shape, color and texture side by side and let their minds subconsciously work out an association on their own.



In the first piece, a *Dove* hair care ad, a noticeable similarity is found in the beige color of the hair care product line. The same color is also seen in the bottom bars specifying the product use. Additionally, the light beige skin complexion of the presenter emphasizes the similarity. To conclude, beige color unifies the different components of this ad. In the *Za* ad the two presenters, who are similar in manner, age and facial expression, are the major attraction leading the viewer to notice the two products of similar shape, size and color. The SK-II facial cream commercial makes use of the warm color of different shades like deep red, orange, and dark orange to display similarity. In the rest of the ads, different colored hues are employed to show similarity, such as dark brown in *Revlon Colorstay Makeup*, purple and golden dark brown in *Majoligo Marjorca*, and light beige in *SK II Facial treatment Essence*.

The use of different colors in the ad samples is significant. First, white can be interpreted as purity, freshness, virtue and cleanliness. Most printed ads in this study use white as the primary color.



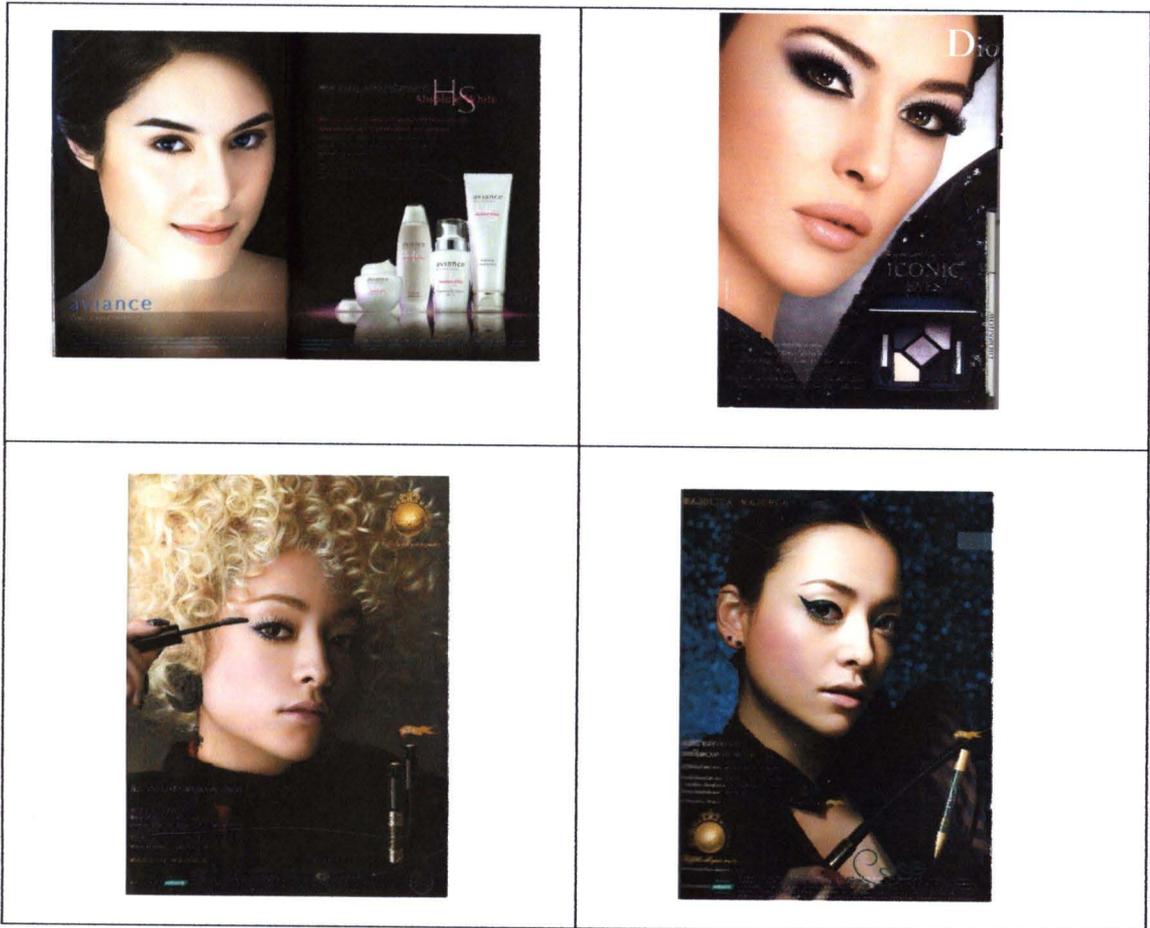


All samples present the alluring white complexion of the female subject. In *Eucerin White Solution*, two female presenters whose faces were presumably undergone laser treatment to enhance their radiance were shown. *Artistry Pure White Essence* focuses on the presenter's face with a white product. *Dior Prestige* used white to make their products become clearer. *Dior Snow* used white to compare to the whitened face of the presenter. While *Neutrogena Fine Fairness Cleanser* positions facial wash with

splash water, the product and the background in white suggest cleanliness and purity. *Dior Capture Totale* sees both the presenter and product in white, which is in complete contrast to the background in black, making the presenter and the product stand out against the dark background. This is similar to *DHC Germanium Cream* and *Artistry*.

Additionally, black is also widely used in the ads of beauty products. Black color symbolizes power, prestige, nobility, elegance, style, reliability, simplicity and sophistication. The color black is more about attitude than anything else. It is a trendy color so the potential user will be fashionable. The samples shown below give a vivid picture of how black is used efficiently.





Rouge Dior serum uses black as the background in the product and presenter's costume to show elegance. *Revlon Color Stay Foundation* makes use of black both in the product and background to show the long lasting power of the product, more than 16 hours on the user's lips.

Finally, gold evokes the feeling of prestige. The meaning is illumination, wisdom and wealth. Gold often symbolizes high quality as gold is a pricy material, worth an investment and a pride of possession.

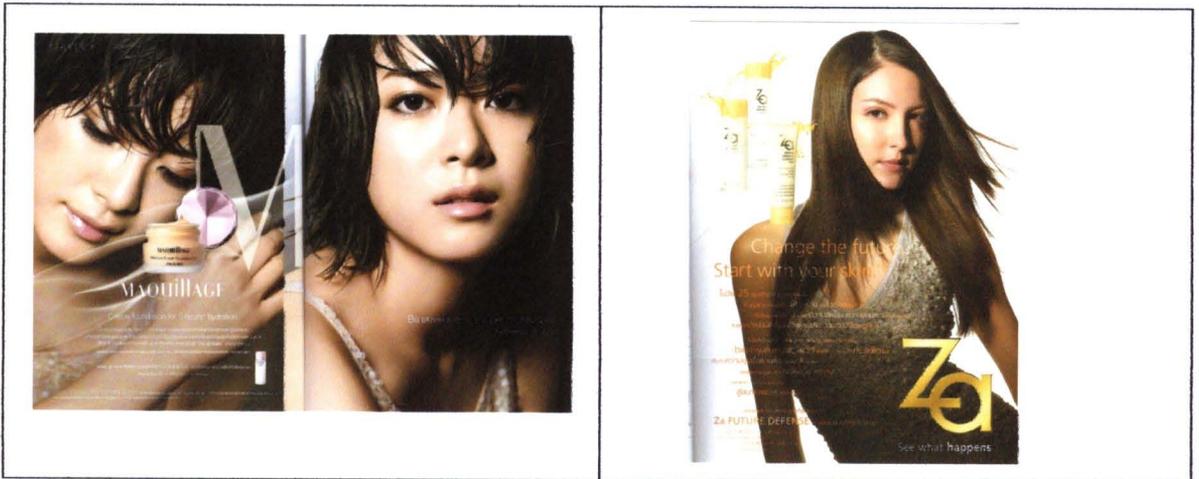




Artistry Eye Lifting, Artistry Time Defiance Skin Refinishing Lotion and Shiseido Revital use extensive gold color to signify the perfection of the facial complexion. *Shiseido Future Solution* and *Za Future Defense* make use of gold and white together, while *Majolica Majorca Lash Gorgeous Wwing* and *Majolumina Powder in Puff* use gold and black to represent the superior quality of the product and the resulting ideal beauty shown in the presenters. *Shiseido Advanced Hydro-Liquid Compact* and *Dove Hair Fall Therapy System* use a warm tone like beige and brown to signify similarity between the product and presenter.

2.1.2.3 Continuity

Continuation occurs when the eye is compelled to move through one object and continue to another object.



In *Neutrogena Deep Clean and Fine Fair Cleanser* ads, the water that splashes around makes the products seem in continuous movement, representing the nature of water that can have a fluid motion. The scheme used makes it impossible not to notice the products in focus. Also in *Shiseido Maquillage* and *Za* ads, the presenters' wet layered hair leads the viewer's eye to the smooth skinned face of the presenters themselves, presumably the result of the product's use. Here the advertising appeal works at its best.

2.2 The sign level

Signs are inevitable in our daily life as they are seen in almost everything surrounding us. Signs can be objects, words or pictures that have a particular meaning to a particular person or group of people. A sign comprises not only a physical form but is also associated with a mental concept. A sign becomes a sign only when it is interpreted by someone. The samples that use various signs are as follows.

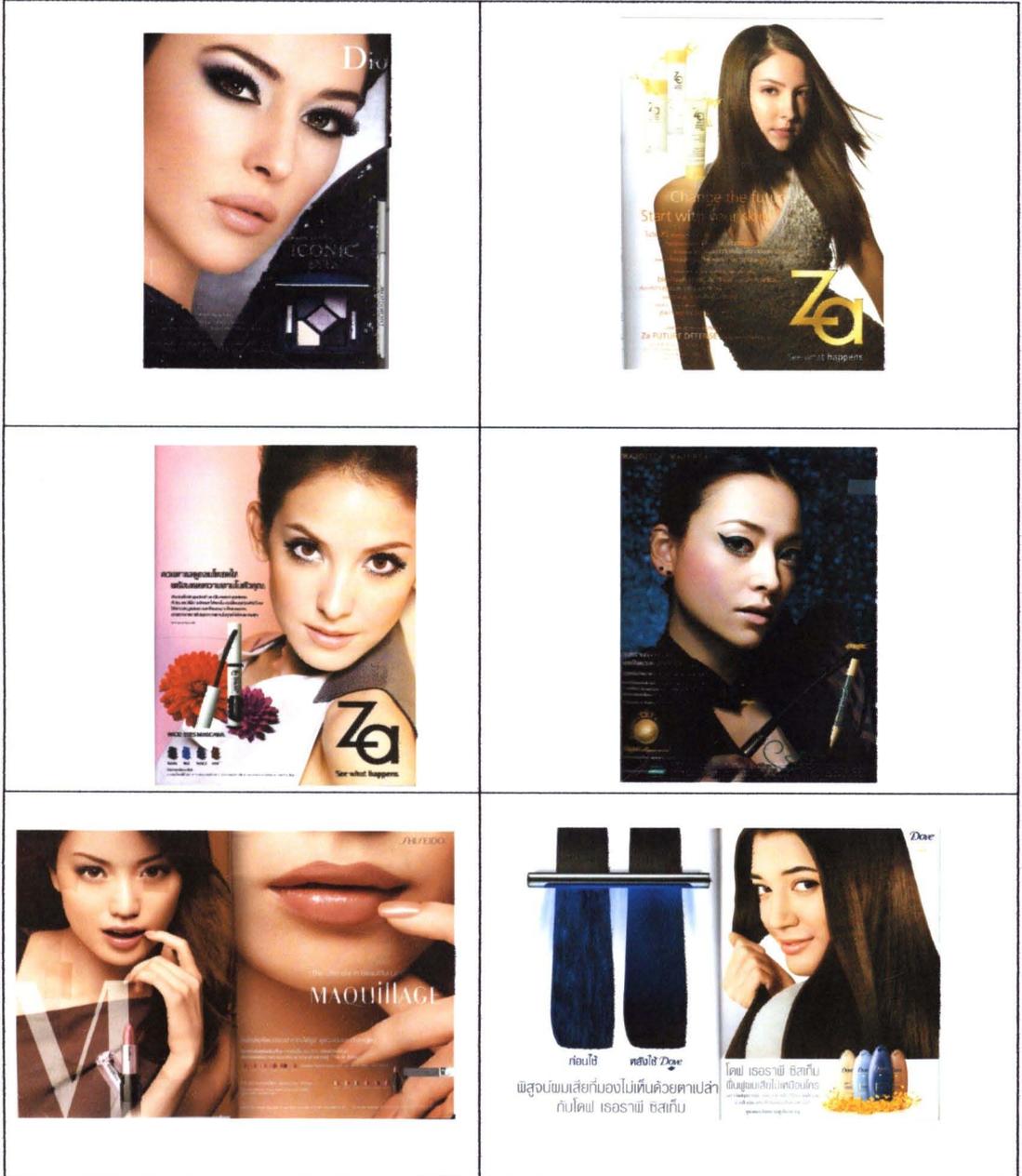
2.2.1 Using water or snow represents purity or cleanliness.

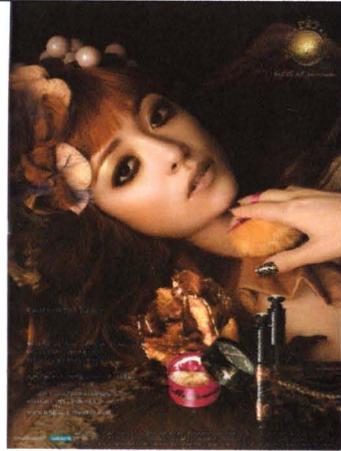


Again, water as a sign of purity is seen in *Neutrogena Deep Clean and Find Fairness Cleanser*, *Za* and *Artistry*. Water is generally known as a cleanser and a purifying agent, so the implied message is the two products have a cleansing property like water resulting in a complete cleanliness of skin. Dior Snow by Dior is a bit different in that it employs snow rather than water. However, snow has a similar quality to water, only it is solid rather than liquid. But when snow melts, water results. The purity of snow is always illustrated in the simile “white or pure as snow”. To sum up, water is frequently used in facial product ads for its purifying qualities.



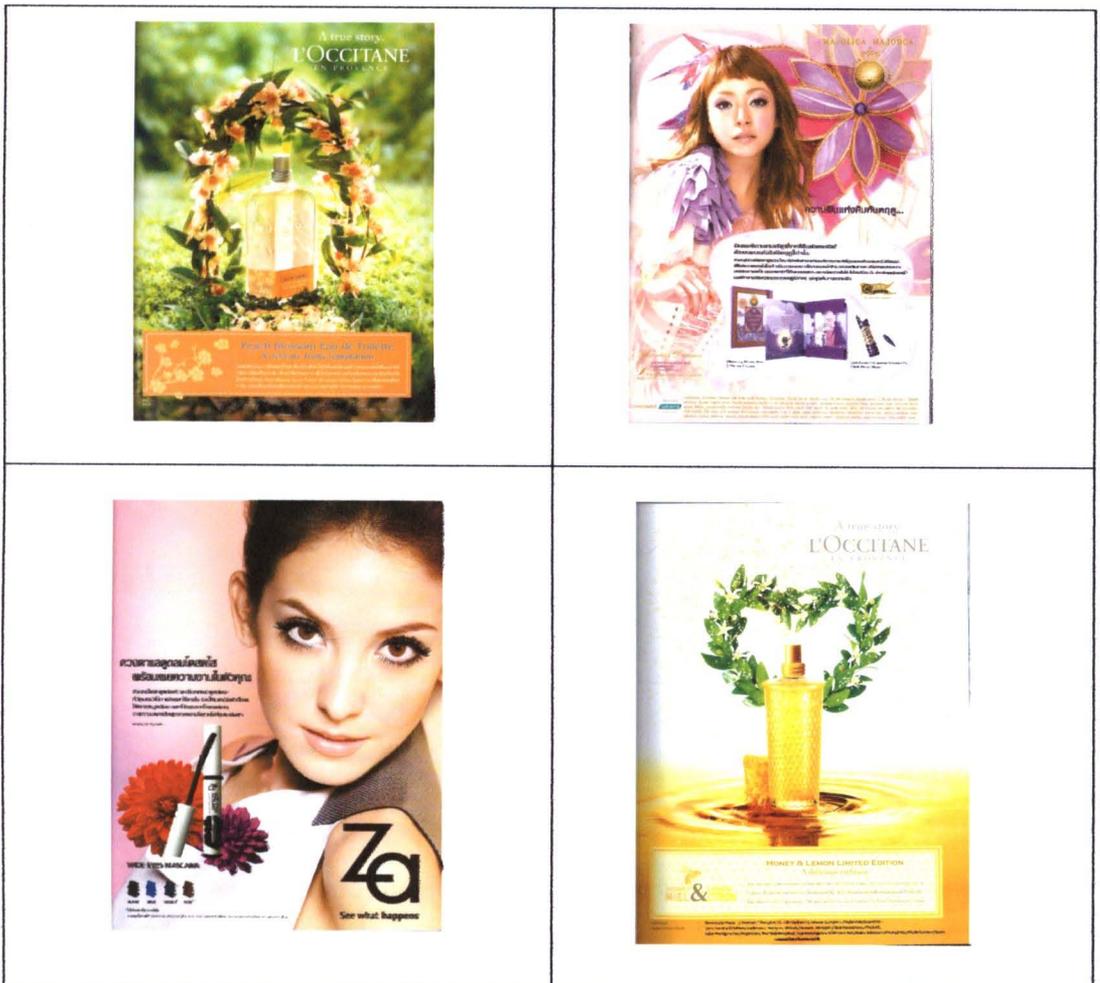
2.2.2 Part of the presenters' face (lip, eyes, eyelashes, and hair) as remain attraction.

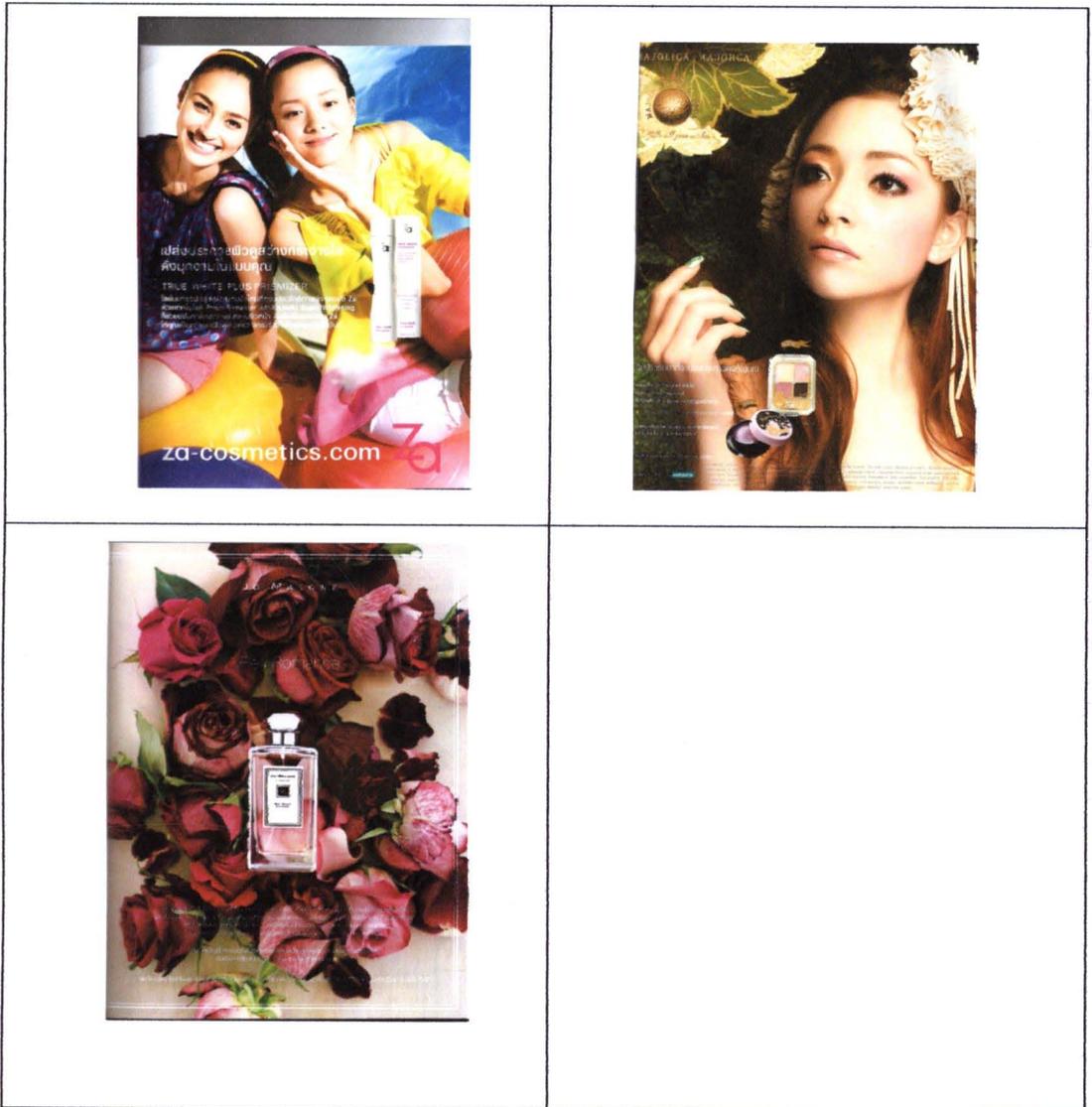




The main attraction of all the samples collected is the presenter's beautiful face. Only certain specific parts are focused on so as to relate to each specific product such as the bright and sharp eyes with thick and curvy eyelashes in *Dior Iconic Eyes and Za's mascara*, slanting eyelines in *Majolica Majorca Eye Liner*, full and shiny lips in *Shiseido Maquillage Lipstick*, both mesmerizing eyes and full lips in *Rouge Dior Serum* and straight and full bodied hair in *Dove Therapy System*.

2.2.3 Nature especially flowers to show women's personality and liveliness.





From the ads illustrated in this category, flowers are used in three samples. *L'Occitane Peach Blossom Eau de Toilette* and *Honey Lemon Limited Edition* ads make use of a wreath of flowers around the product, probably to suggest fragrance as well as a lively sensation brought about by the flowers and the product alike. *Za Wide Eye Mascara* uses the brightly red color of the flowers to imply the brightness and liveliness of the presenter's eyes. *Jo Malone Red Romance Perfume* stands out against red and pink roses on the background. The roses suggest sweet fragrance produced by the product causing a pleasant feeling and urging viewers to experience such pleasantries. *Za True*

White Plus Prismizer verbal discourse, like a pearl, is used to accentuate the perfectly white faces of the presenters. Lastly, *Majorlica Majorca Wild Eyes Mascara* compares the ideal facial look and complexion resulting from use of the product to a winter dream: cool, fresh and lively.