Chapter 5

Conclusion and Recommendation

Conclusion

This research aims to explore the mechanism of verbal and non-verbal language use in beauty products advertisements in *Marie Claire* magazine through the language features of the printed advertisements proposed by Kongpetch and Smith and the visual discourse of advertisement summarized by Wongbiasaj and Freeouf, respectively. The benefits are to understand the language of advertisements especially how the mechanism of verbal and non-verbal languages is used in advertisements and to raise awareness in the reader concerning the persuasive nature of advertisements so that they can make a right purchase choice.

From the verbal analysis based on the concept of advertisement language features, the results show that among all features, sentence type, prosodic representation and cohesive devices were found to be significant in use. That is to say in 36 per cent of sentence type, imperative, declarative and interrogative ranged in percentage of use of 24, 8 and 4. Imperative was used most frequently in the category probably because it exudes both factual and persuasive power challenging readers to find out the outcome of product application by themselves. Imperative sentences used in beauty products are also meant to direct viewers to act or to do something to achieve the desirable beauty as advertised. Declarative sentence is more inclined to express the verified fact because declaration suggests confidence in the matter being declared thus causing trust in the hearers that they could benefit from the product use themselves. The prosodic representations techniques with its 38 per cent in use were alliteration, assonance and

rhyming to make the ads sound appealing to the ear, and memorable. The syllable repetition causes the rhyming and makes it pleasant to the ear as well. Approbatory diction is also frequently used in the ads, 22 per cent. This technique avoids the use of "good" and instead replaces them with similar or strong terms with greater persuasiveness. Actually the words like excellent, splendid and extravagant sound more powerful than "good" itself as it is too general. The words in the category create a sense of total and supreme qualification playing with the viewer's ideology, the complete and perfect beauty. Next in line is the use of figure of speech, simile and metaphor. Metaphors were found to be more frequently used, in 8 per cent, as a way to enhance the value of a product or to create a vivid mental picture in the reader's mind. Simile was found in 8 per cent ads to draw resemblance of the two beauty products being posted in the reader's perception. As for cohesive devices, references were found to be most frequently used, 18 percent. This is because the pronouns "you and your" denote a sense of acknowledgement. The readers will feel directly addressed at and tend to wish to get more involved with the advertised message as it concerns themselves. "I and my" speak of an identity of an individual. The reader identifies herself with the message directed at her and tends to be convinced the product being advertised is uniquely hers. All in all, this language feature creates a sense of companionship and intimacy.

Concerning visual discourse analysis, the study found that more than two different appeals were used in one ad. The principle of focus and motion which are eye-leading techniques and oblique line technique were mostly in 16 per cent used with different layouts such as the product name was placed in the lower right-hand or left-hand, accompanied by a picture of product beside, over or under it. Sometimes the product or something related to the product were placed in the center of the page. Oblique lines in ads show dynamic and visual tension, leading to tension and movement which catch reader's interest and prompt reaction. As for the principle of grouping, similarity was mostly used, 64 per cent. Similarity was found in color, shape, and manner. The color of

the products were shown in different shades, from light to dark, the products were similar in size and shape, and the presenters were posing in congruent manner, for example. A sense of wholeness is created and the viewer tends to perceive the complete picture, the wholesomeness and perfection. Different sensation was brought about through the use of colors, red to suggest vitality, activeness and purity, black to suggest power, prestige, nobility, and elegance, beige to suggest relaxation, softness as well as youthfulness, and gold to suggest high value, for instance. Another significant use was found of sign, in 46 per cent to suggest the hidden meaning in the advertisement. The most prominent sign was water, mostly splashes of water surrounding the products. The attribute of water is vivid- it is a cleanser, a purifying agent. The product being presented along with water is meant to suggest its purifying property resulting in complete cleanliness of the skin. Though snow was rarely used, only in one verbal and one visual image, its similar attributes to water make the ad very persuasive. Next in use was the focus on particular parts of the presenter's face in correspondence with the product use- the eyes looked prominent in the eye shadow ads and the lips were full and kiss inviting in lipsticks ads. Finally, the advertisement used nature like flowers to boost women personality and liveliness. Beautiful flowers represent beautiful women. However, the principle of focus and motion like figure and ground technique, and the principle of grouping like closure were not found in any advertisements.

To conclude, both verbal and visual techniques employed in the beauty products advertisements in *Marie Claire* magazine were found to be very persuasive. The readers could be persuaded to realize the benefits of the products to themselves, to find the solution to perfect beauty in the products advertised, and to try them out by making a purchase. Beauty product advertisements, as a media, certainly have the power to persuade and also change women's perception through their portrayal of an ideal beauty.

Recommendation

1. This study was based on discourse analysis on printed advertisements. It will be interesting to study commercial advertisements or beauty advertisement brochures from different perspectives to find out how the mechanisms of verbal and non-verbal language are used in each source.

2. As only discourse analysis on the products was attempted in the study, it would be interesting to study women's images that are portrayed in other beauty products advertisements of different sources based on relevant theories and framework.