

**STEREOTYPES IN THE LANGUAGE OF BEAUTY
PRODUCT ADVERTISEMENTS**

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This study focuses on the connotative language used in printed facial and slimming advertisements, which may be adhering to any common stereotypes of the ideal Malaysian beauty in terms of complexion and figure or body weight

It was found that beauty product advertisements do convey a stereotypical beauty to the potential consumer. This so-called ideal beauty has a fair and youthful-looking complexion and a slim figure. However, this stereotypical beauty is only implied subtly through the advertisements.

The research methodology has been carried out in 4 stages. Stage 1 consisted of mere extraction of words from the advertisements. Stage 2 and 3 were made up of collection data through a survey to determine the connotation and collocates of lexical items. In stage four, the advertisements were looked at again to determine the frequency and percentage distribution of words based on the connotations and collocates that the lexical items bore.

It is hoped that this study will assist academic researchers who intend to study further into this area. It is also hoped that this study will make more

people aware of beauty stereotypes that exist in the Malaysian society and consequently make them correct the misconceptions that they hold.