CHAPTER FOUR

FINDINGS

4.0 INTRODUCTION

This chapter focuses on the results of a quantitative comparison of collocates found in the two kinds of advertisement. The comparison was based on two sets of data that represent the two subject areas, which are as follows :

1.   Facial product advertisements

2.   Slimming product / centre / service advertisements.

The two sets of data were classified and statistically tabulated according to the following criteria : types of collocates (neutral, positive and negative), form classes and collocates which bear a certain trait (fair, youth, dark, old, slim and fat).

For the purpose of clarity, the findings from the analysis have been organised in the following ways:

1   the percentage or number of occurrences of the item

2   the reasons for such a phenomenon.

4.1   Types of collocates in facial product and slimming advertisements.

The corpus has been divided according to the three categories of neutral , positive and negative connotative words. In both kinds of advertisement, neutral connotative words occur more frequently than the other two. In facial product advertisements, there are 324 neutral items (68.3%) while in slimming advertisements, there are 227 items (71.4%). This is followed by words which are positive in their connotation. In facial product advertisements, there are 89 items (18.8%) while in slimming advertisements there are 72 items (22.6%). In the case of negative connotative words, there are 61 items (12.9%) in the facial product advertisements and 19 items (6.0%) in the slimming advertisements.

The figures are tabulated as follows :

Table 1

Connotative Words in Facial Product and Slimming Advertisements

	Facial Ads		Slimming Ads	
Types of Connotative Words	No.	%	No	%
Neutral Connotative Words	324	68.3	227	71.4
Positive Connotative Words	89	18.8	72	22.6
Negative Connotative Words	61	12.9	19	6.0
Total	474	100	318	100

4.1.1 Neutral Connotative Words

As seen in Table 1, neutral connotative words account for the highest percentage, which is 68.3% in facial product advertisements and 71.4% in slimming advertisements.

Neutral connotative words are those words that are purely informative. These are words that describe the features of the product or service, the brand name or the method by which the product or service is applied or rendered to achieve results.

However, as explained in the earlier chapter, the first two aspects features of the product or service and the brand name are not taken into consideration. Only words by which the product or service is applied or rendered to achieve results are considered.

The neutral words identified by the 100 respondents of the survey are tabulated below.

Table 1 (a)

List of Neutral Connotative Words

No	Neutral Connotative Word	Percentage
1	protect	86
2	flake	58
3	results (facial)	86
4	melanin	55
5	revealing	100
6	spread	100
7	stop	96
8	weight	58
9	dieting	86
10	results (slimming)	75
11	body	100
12	energy	100
13	optimal	100

14	accelerate	66
15	care	80
16	texture	100
17	metabolism	100
18	treatment	100
19	crash-diets	56
20	power	60
21	health	100
22	remarkable	53
23	truly modern	53
24	fantastic post-natal	100
25	reliable, long lasting	76
26	light gel	100
27	vital food	100
28	never ending	100
29	elasticity	68
30	highly active	100
31	figure	53

From Table 1(a), it is clear that neutral words are those words that provide information to the potential consumer without colouring their taste.

Besides having the intention of persuading the modern female consumer to purchase the product or try out the service, beauty product advertisements aim to provide the modern female consumer with as much information as possible about the product or service. This includes the effects that the product or service brings. This is because the modern female consumer has a discerning taste, thanks to the influence of massive advertising in the market. Thus, advertisements have the task of informing the potential consumer precisely what the product is made up of and how it is to be used. This is done best by neutral connotative words.

Another reason for the use of more neutral connotative words is that it renders the product more realistic and tangible to the consumer. According to Martineau (1971), "Every advertisement is a blend of realism and fantasy." He also stated that the copywriter's (person who writes the advertisement) viewpoint has to be close to the man in the street. To achieve an element of realism, the advertisers need to use more neutral connotative words, otherwise, the potential buyer cannot interpret the message in terms of his past experience which will cause him to reject the product (Gill, 1954).

Thus advertisers need to make their advertisements as realistic as possible so that the potential buyer can identify herself with it.

4.1.2 Positive Connotative Words

As seen from Table 1, positive connotative words account for 18.8% in facial product advertisements and 22.6% in slimming advertisements.

As defined earlier, positive connotative words have commendatory functions which highlight or suggest what special need the product fulfills or what special advantage it offers.

The words identified as positive connotative ones by the respondents of the survey are tabulated below.

Table 1 (b)

List of positive connotative words

No	Lexical Items	Percentage
1	refreshing	63
2	radiance	78
3	loosens	65
4	enhances	69
5	elasticity (facial)	57
6	clarify	58
7	improve	59
8	restore	57

9	soothe	88
10	rejuvenates	91
11	glowing	100
12	cleanses	55
13	replenishes	83
14	beauty	100
15	new	67
16	moisturising	87
17	gentleness	100
18	smoother	100
19	repair	67
20	fair	100
21	preserve	88
22	purifies	97
23	evens	53
24	lighten	100
25	reduces	56
26	firming	100
27	brightens	100
28	fade	68
29	assure	58
30	sensation	52
31	loss	69

32	contours	100
33	reducing(slimming)	96
34	shape	83
35	perfect	75
36	vitality	100
37	flat	87
38	trim	100
39	refines	59
40	streamlines	52
41	enhances	53
42	slimming	100
43	tightens	100
44	refreshes	100
45	smoothes	100
46	regains	97
47	new confident	100
48	slimmer more beautiful	100
49	body contouring	87
50	new, fresh	100
51	soft, supple	100
52	visibly firmer	100
53	moisturising antiage	100
54	exfoliating dead	76

55	soft, young-looking	100
56	lipid-removal	100
57	firmer, toned	100
58	visibly healthier	100
59	clear, even	100
60	more radiant	100
61	nourishes	79

As stated earlier, Table 1 (b) shows words which serve a commendatory function. Generally, these words help to highlight the special qualities of a product or service to the potential consumer.

Advertisers need to have an element of fantasy in their advertisements, besides making them realistic. This would account for the reason positive connotative words are second to neutral ones in terms of frequency.

According to Leech (1986), advertisements are supposed to be positive, unreserved and laudatory . This is because advertising uses the law of attention and association by setting off the product as "something pretty useful and draping around it as many activating and pleasant associations as possible by attaching to it all sorts of meaning, in addition to its bare functional use" (Leech, 1986). Thus, to achieve this effect, an advertisement needs to have positive connotative words which will help to trigger off a positive association with the product.

4.1.3 Negative Connotative Words

As seen from table 1, negative connotative words only make up 12.9% of facial advertisements and 6.0% of slimming advertisements.

Negative connotative words, though small in number, have a role to play in advertisements. As advertisements are supposed to be a reflection of stereotypes that society holds, the consumer is made to feel that her problems or faults are undesirable and should be rectified. Through repeated exposure to these negative connotations, the potential consumer will be more aware of her problem and be inclined to correct the problem by purchasing the product.

The negative connotative words which have been identified by the respondents are tabulated below.

Table 1(c)

List of negative connotative words

No	Negative Connotative Words	Percentage
1	pores	100
2	lines	100
3	freckles	100
4	dead	61
5	blocked	77

6	blackheads	100
7	fine	57
8	dark	100
9	old	100
10	pigmentation	67
11	age	100
12	spots	100
13	creases	100
14	wrinkles	100
15	damage	62
16	clogged	100
17	irritation	100
18	pounds	100
19	sponginess	100
20	cellulite	100
21	bulging	100
22	unsightly	100
23	fat	100
24	tummy	100
25	excess body	96
26	moisture quenching	100
27	extra large	57
28	orange-peel	81

29	premature fine	100
30	rough, old	100
31	premature	88
32	oily	100
33	dries	100

On comparing Table 1 (b) and 1(c), it can be observed that negative connotative words do not occur as frequently as positive connotative words. There are two reasons to explain this. One reason is psychological. As persuasion depends on the choice of the right psychological appeal, the copywriter has to present his message such that it would stimulate the reader and "evoke his attention, interest, desire and anticipation" (Gill, 1954). Thus the use of more negative connotation will not bring about this effect.

The other reason is that advertisers are bound by the Malaysia Advertising Code of Ethics under the Section of Sensibilities that requires them "not to contain statements or suggestions which many offend the religious, racial, political or sentimental susceptibilities of any section of the community." This is confirmed by Hasham of Joe Hasham and Associates Sdn Bhd (New Straits Times, Life and Times , 27 May, 1999 : 1). He admitted that 'whatever the quality of television advertisements or the sentiments they raise in viewers, on the whole they are pretty harmless as they never offend any groups of segments or society." He

attributed this to the fact that Malaysia has numerous regulations which prevent advertisements from being offensive.

Thus, to make potential consumers aware of a problem negative connotative words are used. However, advertisers need to be subtle in their approach to avoid offending or hurting the sensitivities of groups which do not fit the stereotypes that govern the society. They do so by using a small percentage of negative connotative words in their advertisements.

4.2 Word forms with positive connotation in facial product and slimming advertisements.

Three types of word forms have been analysed. The following table illustrates a summary of frequency and distribution of the word forms with positive connotations.

Table 2

Word forms with positive connotations

Facial Product Advertisements   **Slimming Advertisements**

Classification	No	Percentage	No	Percentage
Nouns	9	10.1	12	16.7
Verbs	34	38.2	25	34.7
Adjectives	46	51.7	35	48.6
Total	89	100	72	100

4.2.1 Positive Connotative Adjectives

Table 2 shows that adjectives form the largest percentage of word forms. In facial advertisements, they account for 51.7% while in slimming advertisements, they account for 48.6%

Adjectives play the most significant role in advertisements. They are used in advertisements because they appear to have a highly informative role with regard to the product or service (Leech, 1986). In fact, 'adjectives are the selling words of advertisements as they have strong association and connotation" (Uppal, 1982). Generally, adjectives help to give a glowing description of the effect of the product or service, which is essential to the promotion of the product or service.

In both kinds of advertisements, the adjectives are commendatory ones that depict the positive attributes of the product or service. In this way, they are able to describe the favourable outcome of the product or service.

In facial product advertisements, the positive connotative adjectives may be grouped into two categories which are adjectives reflecting themes of younger looks and fairness of complexion. Examples of such adjectives are "radiant", "whitening", "fairer", "more even", "younger-looking" and "age-defying". So the adjectives convey the message that if the potential consumer uses the product, she would have a fairer, youthful-looking complexion. In the case of the slimming advertisements, words like "sexy", "trim", "curvy", and "beautiful" convey the message that the product or service would help the potential consumer achieve the figure that she so desires.

Advertisements make use of cluster adjectives to emphasize the desirable effects that the product or service can bring. Examples of cluster adjectives that can be found in facial product advertisements are "radiant, fairer skin" and "new fresh skin". In the case of slimming advertisements, examples include "curvy, sexy" and "slimmer, more beautiful". Thus this accounts for the higher percentage of adjectives in comparison to the other two word classes.

Nonetheless, all the word classes reflecting positive connotation help to accentuate the positive effects of the product or service.

4.2.2 Positive Connotative Verbs

According to Leech (1986), in advertisements there may be "a poverty of verb vocabulary". This is because in advertisements, verbs are viewed not to play a significant role in promoting the message because of the denotative or neutral role, and so they "contribute little to the force of an advertising message (Leech, 1986). However, as seen from Table 2, positive connotative verbs account for 38.2% in facial advertisements and 34.7% in slimming advertisements which is contrary to Leech's view. This shows that the positive connotative verbs do have a function in these advertisements.

Examples of positive connotative verbs in facial product advertisements are "enhances", "loosens", "tightens" and "soothes". These verbs allow the potential consumer to vividly imagine the process through which the product would actually produce positive results.

In slimming advertisements, the positive connotative verbs are 'firms", "enhances", "contouring" and "trims".

Positive connotative verbs in these advertisements serve an attributive function. They convey the message of what the product possesses or confer properties that are valuable and essential to the consumer. In other words, the verbs themselves

are self-explanatory with regard to how the product or service functions favourably for the consumer.

4.2.3 Positive Connotative Nouns

In Table 2, it can be seen that positive connotative nouns account for the lowest percentage. In facial advertisements, they make up 10.1% while in slimming advertisements, they make up 16.7%.

Generally, nouns in advertisements are concrete and refer directly to the product or service, features and parts of the product or service. Such nouns have been classified as neutral connotative words. That accounts for the low percentage of positive connotative nouns in comparison to positive connotative verbs, which is 10.1% in facial and 16.7% in slimming advertisements. However, they do play a role though it may be a small one. These nouns enable the advertiser to make the desirable effects appear as concrete as possible .

In facial product advertisements, examples of such positive connotative nouns are "softness", "smoothness", "beauty", "whiteness" and "youthfulness". In other words, the existence of such nouns help sell the idea that the product will eventually render the potential consumer's complexion fairer and more youthful-looking, both of which create the stereotype of what constitutes an ideal beauty.

In slimming advertisements, the positive connotative nouns are "confidence", "curves", and "vitality". In this case, the nouns promote the idea that the potential consumer can achieve a figure that makes her feel confident and vibrant.

4.3 Word forms with negative connotations in facial product and slimming advertisements.

The table below illustrates the findings of the analysis.

Table 3

Word forms with negative connotations

Facial Advertisements   **Slimming advertisements**

Classification	No	Percentage	No	Percentage
Nouns	32	52.5	10	52.6
Verbs	6	9.8	0	0
Adjectives	23	37.7	9	47.4
Total	61	100	19	100

4.3.1 Negative Connotative Nouns

Negative connotative nouns are used more often than negative connotative verbs and adjectives as shown in Table 3. In facial advertisements, they make up 52.5% and in slimming advertisements, they make up 52.6%.

In this category, the nouns have the same function as they have in the positive connotative words category, that is, they describe a certain feature. However in this case, they convey the message to the potential consumer that the particular complexion or figure that they may have may be undesirable.

In facial product advertisements, the negative connotative words are "marks", "lines", "wrinkles" and "age". These nouns are precise and concrete. They aim to make the potential consumer aware of the problem that she may be having so that she would want to rectify that problem. The negative connotative words in the other type of advertisements aim to achieve the same results. Examples of such words include "fat", "bulges" and "cellulite".

In general, nouns do not evoke the emotive appeal that adjectives do in advertisements. Thus by having more negative connotative nouns the advertisement is interpreted as being objective about the undesirable quality that the potential consumer has. In this way, the advertisements appear to be

unbiased. This explains why negative connotative nouns account for 52.5% in facial and 52.6% in slimming advertisements.

4.3.2 Negative Connotative Adjectives

Negative connotative adjectives make up 37.7% of the total in facial advertisements and 47.4% of the total in slimming advertisements, as shown in Table 3.

The negative adjectives in facial advertisements are "fine", "wrinkled", "ageing" and "dark". These adjectives subtly refer to the state of a complexion which is considered undesirable. They are used in advertisements to make the potential consumer feel that she may be having a problem and thus cause dissatisfaction. A similar function is carried out by negative connotative adjectives in slimming advertisements. Examples of such adjectives include "unsightly", "bulging", "fat" "orange-peel" and "spongy". However, while those in facial advertisements are more subtle, the adjectives in slimming advertisements appear to sound rather subjective and harsh. One reason would be that the problem of weight is linked to health risks, which affect everyone, regardless of race, age or gender. Moreover in the Malaysia Advertising Code of Ethics, sensibilities cover politics / religion, cultures, morality or decency. It does not touch on the issue of weight. Thus, to persuade the consumer to buy the slimming product or service, advertisers are

more willing to use more negative terms to psychologically motivate their potential consumer because they are not bound by any regulation.

As discussed earlier, advertisements claim to be unbiased and positive in all ways. However when constant negative connotative adjectives are used and the so-called problem is blatantly highlighted, some consumers may identify themselves with the problem. When such a situation occurs, this may result in drastic measures taken by certain groups of people. For example, teenagers may take extreme measures to ensure that they lose weight or maintain the so-called accepted figure.

Thus, in order to avoid such a drastic outcome, there is only 33.3% negative connotative adjectives occurring as clusters in comparison to 42.9% positive clusters in slimming advertisements. In the case of facial advertisements, positive adjective clusters account for 39.2% while negative adjective clusters account for 17.4%.

4.3.3 Negative Connotative Verbs

As Table 3 shows, negative connotative verbs only account for 9.8% in facial product advertisements and 0% in slimming advertisements. Thus, negative verbs do not occur as frequently as positive connotative verbs. As stated previously, verbs are used in advertisements to highlight or suggest the function

of the products or service. Thus, negative connotative verbs do not have a significant role to play in the negative connotative category because advertisers do not wish to convey a negative message of their product in the advertisement. On the other hand, the verbs with positive connotations are necessary to help convey a positive picture of the product or service. Thus, this accounts for more positive connotative verbs being used than negative connotative words in the facial advertisements and none in the slimming advertisements.

Examples of negative connotative verbs from facial advertisements include "creases", "ages" and "dries".

4.4 Word forms with both positive and negative connotations in facial product and slimming advertisements.

The following table is a summary of word forms with negative and positive connotations in both kinds of advertisements.

Table 4

Word forms with negative and positive connotations

Facial Product   **Slimming**

	Positive Connotation		Negative Connotation			Positive Connotation		Negative Connotation	
Classification	No	%	No	%		No	%	No	%
Nouns	9	10.1	32	52.5		12	16.7	10	52.6
Verbs	34	38.2	6	9.8		25	34.7	0	0
Adjectives	46	51.7	23	37.7		35	48.6	9	47.4
Total	89	100	61	100		72	100	19	100

4.4.1 Adjectives

From the table above, it can be concluded that adjectives, whether positive or negative in connotation, have a significant role in advertisements. There is a small difference whereby negative connotative adjectives account for a slightly lower percentage than positive connotative adjectives. That is, while positive connotative adjectives account for 51.7%, negative connotative adjectives account for 37.7% in facial advertisements. In the case of slimming advertisements, positive connotative adjectives account for 48.6% while negative connotative adjectives account for 47.4%.

As explained earlier, positive connotative adjectives convey a glowing description of the product or service and so aid in promoting the product or service in a

positive way. This glowing description is further enhanced through the use of adjectives that occur as clusters.

As advertisements have to appear to be positive and unbiased, the use of more negative connotative adjectives in an advertisement, to describe an undesirable quality, may amplify it and cause the advertisement to be unappealing to the potential consumer. Nonetheless, advertisements need to include these so-called undesirable qualities so that the potential consumer will become more aware of the problem and hence purchase the product. However, advertisers cannot make the undesirable qualities so blatant that the potential consumer becomes opposed to the advertisement as it evokes her negative emotions. Thus, advertisers need to use less negative connotative adjectives so that the undesirable qualities are not amplified.

However in slimming advertisements, negative connotative adjectives account for a slightly higher percentage than positive connotative adjectives. This makes it seem as if advertisers of slimming advertisements are willing to highlight the apparent undesirable quality more openly than those of facial product advertisements. The reason for this, as mentioned earlier, is that the problem of being overweight is seen as a health-related problem, an issue that affects everyone and is not a racially-biased issue. However, the close difference between negative connotative nouns and adjectives implies that advertisers still aim to

make their advertisements appear to be positive, unbiased and subtle in conveying their notion of an undesirable quality.

4.4.2 Nouns

Table 4 shows positive connotative nouns accounting for 10.1% and negative connotative nouns accounting for 52.5% in facial advertisements. In the case of slimming advertisements, positive connotative nouns account for 16.7% while negative connotative nouns account for 52.6%.

Nouns which are used in advertisements are precise and concrete and thus help to highlight the concrete effects of the product or service can bring about. Hence, positive connotative nouns do not account for a high percentage of occurrence because advertisers need to give a glowing description of the effects of their products or services, which is best achieved by the use of adjectives. On the other hand, negative connotative nouns are used more in both kinds of advertisements because advertisers intend to make the so-called undesirable quality clear and concrete. In this way, they avoid negative responses from the potential consumer and make the consumer become more aware of the undesirable quality that they may possess.

4.4.3 Verbs

Positive connotative verbs in facial advertisements, as seen from the table, make up 38.2% of the total, while negative connotative verbs make up 9.8% of the total. In the case of slimming advertisements, while positive connotative verbs make up 34.7% of the total, negative connotative verbs account for 0%.

Positive connotative verbs appear much more frequently than negative connotative verbs because the objective of the advertisers is to make the potential consumer aware of what the product or service possesses so that the desirable effects are achieved. This leaves no room for negative connotative verbs as they will convey negative attributes of the product or service. And, that is certainly not the aim of the advertisers.

Positive collocates in facial product advertisements

The positive connotative words in facial product advertisements have been grouped semantically according to their collocates so that they can be analysed. The findings have been tabulated in the following table :

Table 5

Positive collocates in facial product

Classification	No	Percentage
Collocates of Fair	29	32.6
Collocates of Youth	46	51.7
Other Positive collocates	14	15.7
Total	89	100

4.5.1 Collocates of "youth"

The collocates of "youth", which account for 51.7 % of the total, are the highest in this category. The collocates of youth which have been identified by the respondents in the survey are tabulated in the following table.

Table 5 (a)

List of collocates of "youth"

No	Collocates	Percentage
1	refreshing	100
2	radiance	100
3	replenishes	79
4	smoother	88
5	new	84

6	preserve	92
7	soft, supple	100
8	moisturising, antiage	83
9	more radiant	100
10	elasticity	67
11	restore	74
12	rejuvenates	100
13	moisturising	62
14	firming	83
15	new, fresh	88
16	visibly, firmer	92
17	soft, young-looking	100
18	gentleness	100
19	repair	100

As seen from Table 5 (a), the collocates of "youth" include notions of "freshness", "softness" and "rejuvenation".

The occurrence of more collocates of "youth" is because facial products are aimed at older women. These women could be those "over the age of 40, who are happy to pay through their nose for expensive moisturisers" (New Straits Times , Life and Times, 13 September 2001 : 5).

Another reason why there is a large number of these collocates is that they reflect a notion that is universal in its appeal. This is because the problem of aging occurs to everyone and so is more universal in comparison to the problems reflected in the collocates of "fair".

4.5.2 Collocates of "fair"

According to the figures given in Table 5, the collocates of "fair" are ranked second.

The collocates of "fair", which account for 32.6% of the total, in the noun and adjective classes are clear in their meaning. Such examples are "clear, even", "fair", and "lighten". However, in the case of the verb class, the words become collocates of "fair" only when they are followed by an adjective or noun. Examples of such verbs are "fades" and "evens". On their own, these verbs appear to have a denotative role. However once they are read as part of a phrase or sentence, they become collocated to the connotation of "fair". Such examples include phrases like "fade dark spots" and "evens your complexion".

The following table shows all the collocates of "fair" identified by the respondents of the survey.

Table 5 (b)

List of the collocates of "fair"

No	Collocates	Percentage
1	evens	59
2	brightens	100
3	fair	100
4	lighten	100
5	fade	61
6	clear, even	57

Thus it appears that facial product advertisements primarily focus on the promise of a youthful-looking complexion and to a lesser extent, promise of a fair complexion as well. There is only a small difference between the two collocates which is 19.1%.

4.5.3 Other positive collocates.

Under this category, examples of words that do not seem to be collocates of either two are "beauty", "clarify", "soothes", "cleanses", "purifies" and "glowing". They make up 15.7% of the total.

The following table is the list of all the collocates identified in the survey.

Table 5 (c)

List of other positive collocates

No	Collocates	Percentage
1	enhances	100
2	improve	100
3	soothe	100
4	glowing	66
5	repair	100
6	reduces	100
7	nourishes	77
8	sensation	100
9	loosens	100
10	clarify	68
11	cleanses	77
12	beauty	94
13	purifies	67
14	assure	95
15	exfoliating dead	96

Although the words, shown in table 5 (b), cannot be collocated under the two categories, they appear to be closely related. They appear to be the positive results of having achieved a youthful-looking or fairer complexion. That is, the

advertisements convey the message that a youthful-looking or fairer complexion is equated with a clean complexion that is beautiful, flawless and perfect.

4.6 Negative collocates in facial product advertisements

The findings of the analysis have been tabulated below:

Table 6

Negative collocates in facial product advertisements

Classification	No	Percentage
Collocates of Dark	3	4.9
Collocates of Old	37	60.7
Others	21	34.4
Total	61	100

4.6.1 Collocates of "old"

Just like the collocates of "youth", the collocates of "old" appear more frequently than the other two. That is, the collocates of "old" accounts for 60.7%, while the collocates of "dark" accounts for 4.9 % and other collocates, 34.4%, as shown in table 6. Examples of such collocates are "old", "wrinkles", "lines" and "dead". Also, like the collocates of "dark", this category does not have any verbs.

ie collocates of "old" identified in the survey are tabulated below.

Table 6 (a)

List collocates of "old"

No	Collocate	Percentage
1	dead	77
2	old	100
3	Rough old	100
4	lines	100
5	wrinkles	100
6	creases	100

'he table above reflects that the respondents unanimously agree that all the vords, with the exception of the word "dead", reflect the notion of "old". Thus, it s possible to conclude that the notion of "old" is clearly conveyed in the idvertisements.

As mentioned earlier, the reason for there being more collocates of "old" is that aging is a universal phenomenon that applies to everyone. Even the western advertising world has dropped models who reach 40. One example is Isabella Rossellini, who had been the face of Lancome. She was replaced at the age of 41 (New Straits Times, Life and Times, 13 September 2001 : 5). Moreover, as mentioned earlier, the Malaysia Advertising Code of Ethics does not have a

clause on the issue of age being a sensitive issue. Therefore, advertisers are willing to utilise the negative notion of "old" as a negative feature because they see it as a stereotype that is universal.

4.6.2 Collocates of "dark"

The collocates of "dark" have scored the least percentage, that is, as shown in Table 6, they account for only 4.9% of the total. Examples of such collocates are from the nouns and adjective classes. They are "pigmentation" and "dark". There are no verbs that could be categorised under this section. This could be due to the reason discussed earlier ; that verbs used are insignificant if negative in connotation.

Since a dark complexion is a hereditary factor rather than a result of careful nurturing, the use of more collocates of "dark" would cause dark-complexioned people to be duly dissatisfied and offended. Should this happen, it would mean that the advertisers have breached the 'Sensibility' clause and may have to answer to the authorities. That facial product advertisements do convey the message that a dark complexion is undesirable is further reinforced by the survey results. 60% of the women had indicated that facial product advertisements do not convey the message that a dark complexion is undesirable. On the other hand, 40% of them have indicated that they do. Out of the 40%, all the 34 women who had earlier indicated as having a dark complexion, indicated that facial product

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advertisements do convey a dark complexion as an undesirable quality. Thus, it can be concluded that though there is the message that a dark complexion is not an ideal beauty, it is a subtle one, and has a greater impact on those who possess this so-called undesirable quality.

4.6.3　　　　Other negative collocates

Other negative collocates account for 34.4% of the total, as indicated in Table 5. They are ranked as the second negative collocate.

The collocates which cannot be categorised under the two categories include "freckles", "spots", 'blackheads" and "damage". However, these words do not appear to be closely related to the repercussion of being "old" or "dark". They appear to have their own meaning in the advertisements. Generally, they refer to skin problems that occur to everyone and not only to one particular race.

The results of the survey on other negative collocates are tabulated below.

Table 6 (b)

List of other negative collocates

No	Collocates	Percentage
1	pores	90
2	blackheads	88

3	premature	88
4	dries	100
5	irritation	100
6	moisture quenching	83
7	freckles	81
8	blocked	100
9	fine	100
10	oily	100
11	damage	96
12	clogged	100
13	premature fine	100
14	spots	83

Unlike the positive connotative category where the collocates of "others" account for a small percentage, the collocates of "others" in the negative connotative category account for the second highest percentage. One reason is that these collocates have been selected so that the negative connotation of "dark" is not amplified.

4.7 Positive collocates in slimming advertisements

The findings are tabulated below:

Table 7

Positive collocates in slimming advertisements

Classification	No	Percentage
Collocates of Slim	42	58.3
Other Positive Collocates	30	41.7
Total	72	100

4.7.1 Collocates of "slim"

Unlike the collocates in facial product advertisements, there are only two kinds of collocates in facial advertisement. And, between the two, the collocates of "slim" are ranked top. They account for 58.3 %.

The survey results which indicate the collocates of "slim" are tabulated in the following table:

Table 7 (a)

List of collocates of "slim"

No	Collocates	Percentage
1	loss	100
2	reducing	100
3	refines	62
4	Slimming	100
5	Slimmer more beautiful	100
6	Firmer, toned	73
7	contours	100
8	shape	83
9	flat	100
10	trim	100
11	streamlines	100
12	tightens	78
13	Body contouring	100
14	Lipid-removal	100

The collocates, indicated in the table above, impart the message to the potential consumer that a slim body is attained if she uses the product or service. Consider the following lines extracted from the Clarins advertisement :

"Other selected botanicals accelerate the elimination of these excess lipids while promoting firmer skin. The skin's "spongy" appearance is visibly minimized, body contours are better toned and shaped".

Also, they impart the message that when one is slim, one is sexy and has great contours. Consider the following lines extracted from MarieFrance Bodyline advertisement.

"Faster Slimming Today, Tomorrow a Trimmer, Sexier Body."

4.7.2 Other positive collocates

The other positive collocates account for 41.7% of the total.

The collocates identified in the survey are tabulated in the following table:

Table 7 (b)

List of other positive collocates

No	Collocate	Percentage
1	vitality	100
2	regains	100
3	smoothes	100
4	Perfect	92

5	Enhances	75
6	Refreshes	100
7	new confident	63

In this category, the words include "regains", "smoothes", and "perfect". On the surface, these words appear to be denotative in their meaning. However when used together with the adjectives or nouns that follow them, they acquire the connotative meaning of being slim. In other words they transmit the message of self-esteem, that is, if a woman is slim, her self-esteem is high. Thus, she is deemed to have confidence. This can be illustrated in the advertisements by "Slimming Sanctuary".

"Your journey to a new confident lifestyle starts here.

Let the Slimming Sanctuary show you the way to a slimmer, more beautiful you."

4.8 Negative collocates in slimming advertisements

The negative collocates identified are tabulated below:

Table 8

Negative collocates in slimming advertisements

Classification	No	Percentage
Collocates of Fat	19	100
Collocates of Other Negative	0	0
Total	19	100

4.8.1 Collocates of "fat"

There are no other negative collocates in the slimming advertisements. This reinforces the idea that advertisers have a more open attitude with regard to the undesirable quality of "fat" because it is a health-related problem.

The results of the survey are tabulated below.

Table 8 (a)

List of collocates of "fat"

No	Collocate	Percentage
1	pounds	100
2	cellulite	86
3	bulging	100
4	unsightly	59
5	tummy	100
6	excess body	86
7	extra large	63
8	sponginess	100
9	fat	100
10	orange-peel	93

Some words in the table above are very negative in their connotation. These include "sponginess", and "unsightly".

4.9 Types of all collocates in facial product advertisements

The table below is a compilation of all collocates in facial product advertisements.

Table 9

All collocates in facial product advertisements

Categories	No	Percentage
Collocates of Youth	**46**	**30.7**
Collocates of Fair	**29**	**19.3**
Collocates of Old	**37**	**24.7**
Collocates of Dark	**3**	**2.0**
Other Positive Collocates	**14**	**9.3**
Other Negative Collocates	**21**	**14.0**
Total	**150**	**100**

A comparison of the different collocates in facial advertisements reveal that the advertisements promote their product on the basis that the product can result in firstly a younger - looking complexion and secondly a fairer one. This is because the collocates of "youth" account for 30.7% while that of "fair" account for 19.3%. Moreover, since the collocates of "old" account for 24.7% of the total, it reinforces the idea that facial advertisements promote the idea that beauty means looking young.

The difference between the collocates of "youth" and "fair", which is 11.4%, implies that advertisers of facial products see both as being equally important but they are more subtle in promoting the latter theme. This is because, as said before, the issue of a fair complexion is a sensitive issue that may be seen as prejudicial. This reason can also account for the small percentage of collocates "dark" which is 2%

4.10   Types of all collocates in slimming advertisements

The table below is a compilation of all collocates in slimming advertisements.

Table 10

All collocates in slimming advertisements.

Categories	No	Percentage
Collocates of Slim	42	46.2
Collocates of Fat	19	20.8
Other Positive Collocates	30	33.0
Other Negative Collocates	0	0
Total	91	100

The table shows that advertisements impart the message that being slim is a desirable trait because collocates of "slim" account for 46.2% of the total. Moreover, as collocates of "fat" account for 20.8% of the total, it indicates that advertisers do not have to play down the negative notion of "fat" because it is a health-related issue.

4.11   Research Questions Revisited

The analysis of the findings enables the researcher to answer the research questions posed in Chapter One.

4.11.1   Research Question 1 :   Do certain words have positive connotations of a particular complexion and figure or body weight?

The answer to the above question is a 'yes'. That is, beauty product or service advertisements do have certain words that have positive connotations of a particular complexion and figure or body weight. In facial product advertisements, positive connotative words revolve mainly around the themes of "fair" and "youth". The underlying meaning is that these facial products, if used, promise certain desirable effects. In the case of slimming advertisements, the positive connotative words convey the message that the desirable figure is one that "slim". The conclusion that beauty product advertisements do convey

positive image of a "youthful-looking" complexion and a "slim" figure finds support in the responses of the 100 women interviewed. This is because 96% of them have indicated that facial product advertisements do convey the message that a youthful-looking complexion is desirable. Also, all the women have indicated that slimming advertisements convey the message that being slim is a desirable quality.

4.11.2   Research Question 2 : Do certain words have negative connotations of a particular complexion and figure or body weight?

The answer is 'yes' as well.   That is, certain words in beauty product advertisements do have negative connotations of a particular complexion and figure or body weight.   The most common quality that is conveyed as being undesirable in facial product advertisements is "old" or signs of "ageing", while in slimming advertisements, the most common quality is "fat". This conclusion is reinforced by the survey finding where 86% of the women interviewed have indicated that facial product advertisements do convey the message that an ageing complexion is undesirable. Moreover, 88% of them have indicated that slimming advertisements convey the message that being fat is an undesirable quality.   The other connotation that is negative is a "dark" complexion..

4.11.3   Research Question 3 : If such connotations do exist, do the advertisements carry a biased or prejudicial view a against particular complexion or figure or body weight?

The answer is 'yes'. That is, advertisements do carry a biased or prejudicial view against a particular complexion or figure or body weight. Beauty product advertisements convey the message that a complexion that is "fair" and "youthful-looking" and a 'slim' figure are desirable, as opposed to a complexion that shows signs of "ageing" or is "dark" and a 'fat' figure. This conclusion finds support in the survey results where 82% of the women interviewed have indicated that in general, Asian society sees an ideal beauty as one who is slim, fair and who looks youthful. However, this prejudicial view against a "dark" and "ageing" complexion and a "fat" figure is subtly conveyed in advertisements. This is because negative connotative words do not occur as frequently as positive connotative words or neutral connotative words. The reasons for the subtle message have been discussed earlier in the chapter.

4.12   Conclusion

The findings of this analysis show that in advertisements, neutral connotative words take a large slice of the percentage pie . Although they do not precisely attribute positive qualities to the product or service, they play a significant role in making the advertisements appear realistic and unbiased.

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Positive connotative words account for the second largest percentage. In facial product advertisements, they convey the message that a "fair" and "youthful-looking" complexion is desirable, while in slimming advertisements, the desirable figure is one that is "slim".

Negative connotative words occur the least in beauty product advertisements. They convey the message that a complexion that shows signs of "ageing" and a figure that is "fat" is undesirable. The other connotation that is implied subtly is that a complexion that is "dark" is undesirable.

Interestingly, these positive and negative connotations are similar to the ones in the western media. Researches have shown that the western media promotes the stereotypes of "slim" and "fair" as well.

One other interesting conclusion revealed in the analysis of other positive collocates is that the advertisements convey the message of self-esteem. The selection of collocates imply that should a consumer make use of the product or service, her self-esteem would undergo a change for the better. For example, she would become "confident" and would be "feeling good". This is reinforced by the survey results where 100% of the women have indicated that slimming advertisements do equate confidence and sexiness to one having a slim body.

Generally, it appears that advertisers are very careful in avoiding biased language in advertising. They achieve this by making use of more neutral and positive connotative words than negative connotative ones.