

CHAPTER 3

METHODOLOGY

3.0 Introduction

The main purpose of this study is to examine the linguistic features in the cosmetic products (L'oreal) advertisements that might interpellate Malaysian women and the advertisements were taken from women's magazine (Cleo). This chapter describes the methodology of this research and how the data is gathered and analysed. This chapter presents the following:

- Research design
- Data Collection
- Data Analysis

3.1 Research design

This research is considered as a qualitative type of research because it involves only with analyzing the advertisement texts which were taken from the Malaysian women's magazine *Cleo* . Basically, the qualitative method is used to gather the data by collecting the advertisements and advertorials from this magazine's monthly issues. The advertisements collected are specifically about cosmetic products which are produced by L'oreal. The issues of *Cleo*

magazines collected for this research range from January to November in year 2007.

3.2 Methods of data collection

The data for this research are advertisement texts specifically on L'oreal cosmetic products such as mascara, lipstick, foundation, and eye shadow published in the women's magazine '*Cleo*' which are selected according to the monthly issue of year 2007. The issue selected ranges from January to November. The analysis of this research also includes the advertorials which are chosen along with the advertisements. Overall, there are eight advertisements and five advertorials chosen for the research analysis.

The reason on why the advertisements were chosen from only eight issues of *Cleo* magazine selected throughout the whole year 2007 is due to the similarity between the advertisements. For example, the advertisement in June is similar to the advertisement in January. Therefore, the advertisement in June is not chosen because the analysis will be similar and this might not be applicable for this research. . The duration of selecting the advertisements is in year 2008.

3.3 1 Selection of magazine and advertisements

The *Cleo* magazine has been chosen for this research and is listed as Malaysia's best – selling English language women's magazine for three consecutive years. It is a magazine that promotes confidence, fashion, beauty, health, lifestyle and it is a fun magazine for women readers. It is also stated as the fun-loving magazine for Malaysian women who are looking for interesting ideas.

L'oreal is a brand of beauty and cosmetics products founded in 1909. This company is considered as one of the biggest cosmetic companies worldwide. *L'oreal* has widened its products into Asian countries and produced cosmetic products that suit Asian skins. The price of *L'oreal* products are also reachable for most consumers. Over the years, *L'oreal* has expanded and reached out to the Asian market through advertising of its products. Thus, for the purpose of this study, *L'oreal* advertisements were selected as they offer a means to analyse how Asian women are interpellated in these advertisements.

Table 3.1 below shows from which the advertisements and the advertorials were chosen. In total, there are eight advertisements and five advertorials taken from eight issues of Cleo magazine in year 2007. The table below also indicates what type of cosmetic product that is advertised according to the monthly issue.

Table 3. 1: *Cleo magazines issues according to month – year 2007 and the list of products advertised.*

Month / Year:	Issue Number:	Advertisement	Advertorial	Products advertised
January - 2007	135	•	•	Foundation
February - 2007	136	•		Mascara
March - 2007	137	•	•	Lipstick
April -2007	138	•	•	Eyeshadow
July - 2007	141	•		Mascara
September - 2007	143	•		Foundation
October - 2007	144	•	•	Mascara
November - 2007	145	•	•	Lipstick

3.4 Data analysis

This section describes the analysis of linguistic structures in the advertisements. An occurrence table is done according to the product advertised. Basically, there are four tables consist of the product, linguistic features and the availability of the linguistic features in the advertisements and advertorials

Table 3.2: *Linguistic features availability in foundation advertisement /advertorials*

Linguistic Features	Availability
Attractive Headline	●
Collocations	●
Passive and Active sentence	●
Agency:	●
Pronouns (you) and (your)	●

The table 3.2 above and the tables 3.3, 3.4, and 3.5 below indicate the list of linguistic features and the availability of them in the advertisement and advertorials.

Table 3.3: *Linguistic features availability in mascara advertisement/advertorials*

Linguistic Features	Availability
Attractive Headline	●
Collocations	●
Passive and Active sentence	●
Agency	●
Pronouns (you) and (your)	●

Table 3.4: *Linguistic features availability in lipstick advertisement/advertorials*

Linguistic Features	Availability
Attractive Headline	●
Collocations	●
Passive and Active sentence	●
Agency	●
Pronouns (you) and (your)	●

Table 3.5: Linguistics features availability in eye shadow advertisement/ advertorials

Linguistic Features	Availability
Attractive Headline	●
Collocations	●
Passive and Active sentence	●
Agency	●
Pronouns (you) and (your)	●

From the tables above, there are five linguistic features listed; headlines, collocations, passive and active sentences, agency and pronouns you and your. What can be seen is that, all linguistic features occurred in the advertisements and advertorials. Moreover, all advertisements and advertorials used the catchy headlines in order to attract the consumers to buy the products. Moreover, the catchy headline also functions as the promising words for the consumers to buy the product.

For the vocabulary part, collocations are used to connect or relate certain words in the advertisement and the words used commonly are adjectives. The adjectives are used to represent the color and texture of the product. However, the advertisers managed to play around with the adjectives and make the advertisement look interesting.

The sentences used in the advertisements and advertorials are in two forms that are active and passive. The active form occurs in the declarative modes and usually this form is used to explain the products advertised. On the other hand, the passive form is used for imperative mode and this type of sentence is used when the advertisers ask or call the consumers to buy the products advertised.

The agency or subject of the sentence is also clearly stated in the advertisements and the advertorials. Moreover, the pronouns 'you' and 'your' occur the most in the advertisements and advertorials because the advertisers want to address the consumers directly. In other words, this is considered as the process of hailing, Althusser (1978 as cited in Gray 2005) and the consumers will be interpellated towards the products advertised.