

CHAPTER FOUR

FINDINGS

4.0 Introduction

This chapter aims to describe the findings based on the data collected from *Cleo*. The data comprise of advertisements and advertorials were taken from Malaysian English women's magazines *Cleo*, issues of year 2007. The data were analyzed by using Fairclough's (2001) framework of three stages of analysis.

The analysis done on the advertisements answers the research question posed in this study which focuses on analyzing the linguistic features used in the advertisements in order to attract the readers or consumers into buying the products advertised. All the advertisements were analyzed according to the stages suggested by Fairclough (2001).

4.1 Data Analysis

4.1.1 Research Question 1: What are the linguistic features in the advertisements and advertorials (L'oreal) published in Malaysian women's magazine (*Cleo*) that might interpellate Malaysian women?

All the analysis on the advertisements are done by following the three stages as described by Fairclough (2001). Besides that, the advertisements are analyzed according to the product group for instance, the analysis on the advertisements and the advertorials will start with analysis on foundation, followed by mascara, lipstick and eyeshadow.

The texts are analysed based on the grammar, vocabulary and textual structures. Apart from this, the analysis will be done on advertisement first and followed by the analysis on advertorials.

4.1.1 Foundation

4.1.1.1 Grammar

The first advertisement on foundation (please refer to appendix A) use the headline “Puzzle Solved” which carries the idea of how the product can solve the problem in finding a perfect foundation that can precisely match consumer’s skin tone and texture. Moreover, the headline is followed by the phrase ‘The 1st liquid foundation that precisely matches your skin tone and texture’ which shows an eye-catching line that can attract the women consumers to buy this product. Apart from this, it also plays a role as a promising phrase that guarantee a good quality product to the consumers.

In addition, by using the headline “Puzzle Solved”, it presupposes that the problems which occur among consumers are solved already. Besides that, the products’ brand ‘True Match’ carries the idea that the foundation is like a true match or metaphorically, it is like finding a true match as a soul mate. This is one example of how the advertisers play with language.

The situation in this advertisement can be seen obviously, where the foundation ‘true match’ is promised to be the perfect foundation that can match Asian skin tone and texture. The solutions are provided in the advertisement by citing the phrase ‘Super Blendable’ and this signified that the foundation is a super foundation which can blend together with Asian skin tones. Besides, the solutions are provided by showing the benefits of the product through the phrases of ‘matches your skin texture’, matches your skin tone’ and 8H hydration.

What can be seen from the advertisements are the use of adverbs in the sentences. Among the examples are:

- a) *The 1st liquid foundation that **precisely** matches your skin tone and texture.*
- b) *A super – blendable texture that spreads **smoothly** onto your skin, covering evenly imperfections for a natural finish.*
- c) *A creation of 10 shades that **perfectly** match Asian skin tones.*

The second advertisement on foundation (please refer to appendix B) also used the same phrase ‘The first liquid foundation that precisely matches your skin tone and texture. The only difference is the word ‘first’ where in the advertisement analyzed previously, the word first is written in the form of number ‘1st. However, this phrase is followed by another phrase ‘Now with pearl pigments inside to enhance radiance’. What can be seen in this phrase are the words which collocates each other in producing meanings.

The word ‘pearl’ represents the color, white and it collocates with the word ‘radiance’. This is because both of these words ‘pearl’ and the word ‘radiance’ represents the shiny color and images. Besides, the word ‘new’ collocates with the word ‘improved’ and the word ‘now’. All these words carry the information about this product advertised as the new developed product for the consumers. Furthermore, the word ‘super’ and ‘unique’ collocates with each other to represent the characteristics of the product advertised.

Apart from this, the grammatical features in the advertisement are in the declarative form. This advertisement states that the product is a new product and it has been improved along with unique content that can function as the shade enhancer. In the advertisement, only one sentence that starts with a subject in front of the sentence. The example can be seen below:

Problem: The truth is, Asian skin tones come in a vast array of tones. From fair to tanned, it also differs in undertones of cool (pink – based) to warm (yellow – based). Finding a foundation that perfectly matches and blends flawlessly can be a puzzling and challenging task.

Solution: Puzzle Solved! True Match from L’oreal Paris is super – blendable and matches your skin’s texture and tone perfectly. In an extensive range of 10 skin – true shades, it’s THE foundation that is as close to your skin as make – up can get.

From the example above, it can be seen that, this product explains its quality by stating the problem of Asian skin tones which are different across consumers. However, this foundation can help to solve the problem of finding the ‘true match’ for the skin. Apart from this, the adverbs used in this advertorial such as perfectly, naturally, flawlessly and smoothly heighten the effectiveness of the product whilst the adverb ‘perfectly’ is used more than three times in this advertorial.

4.1.1.2 Vocabulary

The vocabulary items (please refer appendix A) such as smoothly, imperfections, natural, perfectly, flawless, fresh implies the message on how good the product is towards the Asian consumers' skins. Moreover by using all of these words, the advertisers manage to convey the message that this is a 'true match' foundation for Asian consumers' skins. All of the vocabularies used in the advertisement are ideologically contested. Most of the vocabularies in the advertisement are in informal context. Metaphorically, the puzzle is solved when the 'true match is found'. By having the ideology that women need to have a flawless and natural skin, this advertisement is able to interpellate the consumers into buying the product.

Moreover, some of the vocabulary used are written in scientific based terms (please refer to appendix B) and numbering such as SPF 17 / PA ++, 8H Hydration and 10 skin - true shades, these terms and numbering represents the good quality of product which helps in interpellating the consumers to buy this product.

One of the advertisement states, 'New Improved True Match Super Blendable is a product which is produced in order to provide solutions to the consumers. The phrase 'developed to match all Asian skin' shows a solution on how this product can match all types of Asian skin tones. To create a sense of

immediacy adverb 'precisely' is used here such as in the first advertisement analyzed i.e.

*The first liquid foundation that **precisely** matches your skin tone and texture*

Furthermore, the adverb 'now' as in the phrase '**Now** with pearl pigments inside to enhance radiance' has been used to suggest the contemporaries of the product. Simple connectives such as 'and' is used and the examples are stated as below:

a) *The first liquid foundation that precisely matches your skin tone **and** texture*

b) *...to match your skin tone **and** texture with even more precision*

In addition, the alliteration can be seen in the phrase 'Now with pearl pigments inside to enhance radiance' by the repetition of sound 'p' for the word 'pearl' and 'pigments'. This phrase also is an ideologically contested phrase because it attracts these women consumers who wanted to look fairer than before. That is why this product conveys that it contains something that is able to enhance radiance and through this, it can interpellate consumers to buy the product.

Moreover, the vocabulary used in the advertorial (please refer to appendix C) represent the effect of using this foundation and the words that connote this

are: natural, flawless, perfect, ideal, easy to blend and smoothly. All of these words show that this foundation has a natural impact on consumers' skin and this is an example of how advertisers can use the language to attract the consumers into buying the product. Besides this, some of the words used are ideologically contested and it provides meanings, for example, the use of color adjectives in order to represent the Asian skin color.

a) *It's so easy to blend and perfectly matches my **golden – honey** complexion naturally.*

b) *From fair to tanned, it also differs in undertones of cool (**pink – based**) to warm (**yellow – based**).*

4.1.1.3 Textual structures

The phrases in the advertisement (please refer appendix A) are in simple and declarative forms. Some of the sentences started with **Subject** and followed by **Verb** and other sentence which starts with **Subject** and followed by **Adverb**.

The examples are as such:

a) The 1st liquid foundation that precisely matches your skin tone and texture
 S Det A V O

b) A super blendable texture that spreads smoothly onto your skin.
 S Det V A PP O

These two sentences are the examples of processes in the advertisement and it shows how the product is suitable for the skins. Besides this, some of the sentences resemble an unclear agency or in other words, the sentences started with no 'Subject'. For instance, both of the sentences below started with Verb and followed by Object.

a) $\frac{\textit{Matches}}{V} \textit{ your } \frac{\textit{skin texture}}{O}$

b) $\frac{\textit{Matches}}{V} \textit{ your } \frac{\textit{skin tone}}{O}$

In addition, the sentences in the advertisement are in the type of active and passive and the examples are as such:

Active: A super – blendable structure that spreads smoothly onto your skin, covering evenly imperfections for a natural finish.

Passive: Fresh upon application, your skin is enhanced with natural radiance.

Moreover, the sentences in the advertisement also depict positiveness in using the product advertised. The examples of positive statement are stated as below:

a) *Thanks to Opti – Match Technology, A creation of 10 shades that perfectly match Asian skin tones.*

b) *Your complexion is flawless, it is as close to your skin as a make – up can get.*

The modes in this advertisement are mostly declarative. It provides facts regarding the product advertised as well as the benefits of using the product. Apart from this, the word '*your*' which resemble the pronoun '*you*' are used in the advertisement in order to point at the readers or consumers. For example:

Your complexion is flawless, it is as close to **your** skin as a make – up can get.

Besides this, most of the verbs used in the advertisement are in the type of non – modal present tense, for examples: *matches* and *spreads*. Moreover, the simple connective 'and' is used and there is coordination and subordination in a sentence such as in the sentence below:

'A super blendable texture that spreads smoothly onto your skin (**Main clause**), covering evenly imperfections for a natural finish (**Sub**)

The subordination clause in the example above presupposes that, those consumers that used the foundation can have a natural skin. As a whole, for the textual structure part of the text, this advertisement is constructed in a very declarative way. The headline itself 'puzzle solved' clarify the benefits of using this foundation. Besides that, it carries a lot of information regarding the content of the product. Moreover, all the sentences imply a positive effect about the product.

The element of positiveness can be seen in the advertisement (please refer appendix B) through the phrases that show the quality of the product such as in the advertisement's headline '*New Improved*' and in the phrase '*Developed to match all Asian skin tones*'. Both of these two phrases represent the new and improved product that is able to match with all Asian skin tone. This advertisement also contains the declarative form of sentence and it declares the good quality of the product which can be seen through the phrase stated below:

*Unique "shade enhancer" pearl pigments, to match **your** skin tone and texture with even more precision.*

In the phrase above, the pronoun '**you**' can be seen from the word '**your**' and through the usage of this pronoun, the readers or consumers will be interpellated because they will realize that the advertisement is pointing at them. Besides this, all the sentences are in simple form except for the scientific terms that are used to explain on the products content. Furthermore, in the textual structure part, the language features of this advertisement are constructed in a declarative form and this helps to clarify the good quality of this product.

On the other hand, the sentences used in the advertorial are simple and some in declarative modes and some in imperative mode. Both these two types of modes can be seen in the examples as stated below:

Declarative: The truth is, Asian skin tones come in vast array of tones.

Imperative: Drop by at any L'oreal Paris counter to consult our expert Beauty Advisor and find your True Match today!

Some of the sentences start with a **Subject** and some start a **Verb** in front of the sentences and the examples are:

a) It's so easy to and perfectly matches my golden – honey complexion
S A V
naturally.
A

b) I love it
S V O

c) Drop by at any L'oreal Paris counter to consult our expert Beauty
V PP V
Advisor and find your True Match today!
V O

In addition, the sentences in this advertorial are also in active and passive form.

The example of sentence in **active** form is ***I need to look my natural and flawless best every time, everywhere*** whilst the example in **passive** form is ***Finding a foundation that perfectly matches and blends flawlessly can be a puzzling and challenging task.***

Moreover, the sentences in the advertorial also depict positive element on the product advertised and the example of positive sentences are stated as below:

a) With Opti – Match Technology, a palette of 10 shades that match Asian skin tones perfectly.

*b) Fresh upon application, **your** skin's natural radiance is enhanced.*

c) Puzzle solved!

d) I love it!

Besides the examples of positive sentences above, the exclamatory sign ‘!’ are also used to show the positive feeling towards the product used. Furthermore, the pronoun ‘you’ can be seen through the word ‘your’ such as stated above and other two examples of sentences that use ‘your’ are stated below:

*a) Fresh upon application, **your** skin's natural radiance is enhanced.*

*b) Also with SPF 17 / PA + + to protect **your** skin from harmful UV rays.*

The verb used in this advertorial are most in non – modal present tense and this can be seen through the use of verb matches, spreads, blends and is. For the textual part of the analysis, it can be seen that the advertorial provides more information regarding the product advertised. It also inserts the positive feedback on the usage of the foundation from the Malaysian model Maya Karin and this might interpellate and attract the Malaysian women consumers to buy the product advertised.

All the advertisements on foundation seem to be interpreted in the same dimension by the consumers. By reading the content of the product advertised, readers or consumers can have the idea of how good the product is and the good effects towards the skin tone and texture. Apart from this, the advertisers also bring signifiers into play in the text. For example, the word '*new*' signifies the word '*improved*' and the word *natural* signifies the word *flawless*

The message of how women can achieve perfections on skins by using this foundation is conveyed through the advertisements and advertorial through the analysis above. It is common for women to have an ideology of having a perfect and flawless skin. Through the used of foundation, the face will look more natural and the imperfections are covered. Beauty and perfections are synonymously related with women and at this part, when the women readers or consumers read the advertisements and advertorial, they will have their own MR or background knowledge on the product advertised.

For the explanation part, the advertisements and advertorial on L'oreal foundation product carries the ideology that imperfections can be covered only by using product such as foundation and there is no need of any surgery to look natural and flawless. Moreover, the images of models in the advertisement circulate around Asian models and this resembles the image or skin tones of the

readers and the consumers. At the same time, this actually helps in interpellating the consumers to buy the product advertised.

Furthermore, the persuasive and promising language used by the advertiser also helps to communicate with the reader even though all the advertisements and advertorials used in this analysis are in monologue type. This still attracts the readers and consumers to buy the product because wearing make up to make someone look prettier is a common ideology in any society.

4.1.2 Mascara

4.1.2.1 Grammar

This advertisement on mascara (please refer to appendix D) uses the headline *'New' Volume Shocking Waterproof* to represent the effectiveness of using the mascara. Moreover, this headline is followed by the phrase *'two-step volume construction mascara* which resembles wearing the mascara is like building beautiful eyes and lashes. Apart from this, through the headline, the consumers will be attracted to buy the product because it is something new and revealing.

Basically, this advertisement does not use much of language to advertise the product but it displays a big image of the model Aishwarya Rai wearing the mascara advertised. The phrases stated in this advertisement also are ideologically contested and persuade the consumers to buy the product. For instance,

“Dare to push the limits of volume up to 12x more volume for your lashes 100% waterproof!”

The second advertisement on mascara (please refer to appendix E) is also a simple advertisement such as the previous advertisement analyzed. It uses only few statements to represent the product advertised. However the headline manages to attract the readers to read more on the advertisement. The headline ***‘Now up to 70% longer, lashes as black as carbon*** shows a comparison with the product advertised previously. What can be seen through this headline is the used of adverb ‘Now’ and the simile ‘as ‘.

The third advertisement on mascara (please refer to appendix F) uses the headline ***‘mind blowing volume with lash-by-lash separation*** indicates on how the mascara manage to separate the eye lashes lash by lash and this can interpellate the readers to buy this product. The word ‘mind – blowing’ shows that this product can trigger the satisfaction among the consumers after using it.

Moreover, this headline is followed by a phrase that challenges the consumers to try on the product *'Dare to do the impossible'*. This phrase signifies that this product has a different result compared to the previous product.

The advertorial on mascara (please refer to appendix G) is an expansion of the advertisement above and it uses the headlines *'dare to do impossible'* which challenge the consumers to try on the product. This is followed by the phrase *2 simple steps to mind – blowing volume and lash by lash separation*. This is the phrase that can attract the readers or consumers into buying the product. It also uses the second headline of *New, Volume Shocking Exact Brush waterproof* such as in the advertisement analyzed previously in order to represent the new product they advertised.

Moreover, this advertorial also has the element of problem – solution where this advertorial provide the common problem but with a solution. The examples can be seen stated below:

Problem: *Think it's impossible to have maximum value and unbelievable lash-by-lash separation at the same time?*

Solution: *With New Volume Shocking Exact Brush you can!*

4.1.2.2 Vocabulary

The first advertisement on mascara (please refer appendix D) is challenging the consumers to try the product advertised is one of the ways to attract them to buy the product.

“Dare to push the limits of volume up to 12x more volume for your lashes 100% waterproof!”

Moreover, this advertisement provides the consumers with steps on how to wear the mascara. It uses simple sentences to advertise the product and some of the vocabularies used collocate with each other. For example, the word *extremely* collocates with *spectacular* and *explosive*. All of these words represent this volume shocking mascara.

In addition, (please refer appendix E) from the word black, reader can interpret the image of black lashes and in this phrase it collocates with the word carbon. This shows that the advertiser stress more on the impact of the mascara color on the eye lashes. Besides this, the scientific based terms are also used in this advertisement when the products steps are mentioned. This can be seen in the example stated below:

a) *With 2x more **Ceramide R. Fibres** act like extensions to lengthen lashes.*

b) *Intense **Carbon Black pigment** with 100% pure black color.*

The feedback given by the model 'My mascara takes seduction to new lengths' connotes the idea that wearing mascara is something related to seducing because people can be seduced through looking at the eyes. That is why this phrase is symbolic because it shows that the mascara can seduce to new length when this product is created in order to lengthen up the lashes.

Another headline of this advertisement is 'New Mascara Double Extension Carbon Black waterproof' and by looking at this headline consumers will directly know what the product is all about. The word 'New' can attract the reader or consumers into buying this product because people tend to try on new products which have quality. Moreover, the phrase 'Double Extension Carbon Black Waterproof' signifies that this mascara can double lengthen the eye lashes and it is waterproof. Usually, women who wear mascara will have interest on buying the waterproof mascara. This is based on the ideology that, wearing waterproof mascara will not make someone's eye lashes smudge.

Other than this, (please refer appendix F) the phrase *New, Volume Shocking Exact Brush waterproof* also signifies that this product is a new and developed product advertised for the consumers. This advertisement includes the '*2 step defined volume mascara*' and the explanation on how to use this mascara are well explained. The content of the mascara are included in the steps and this helps to make the consumers confident to buy this product. The example can be seen below:

Step 1: *Volumising base coat, enriched with pro-vitamin B5, stronger, more voluminous lashes.*

Step 2: *Exact brush + conditioning formula, enriched with Expansium. Exact lash definition, sculpted with precision without the clumps.*

In addition, by adding pro-vitamin B5 into the product, consumers will feel confident to use this product and the word ‘**stronger**’ depict the effectiveness of using the mascara. The word **stronger** also collocates with other words such ‘**enriched**’ and ‘**more**’. Besides this, the word **volumising** is a word that derived from the word volume. The advertiser has the creativity to make the original word ‘volume’ to become the verb by adding the ing after the word volume. Apart from this, the word volume has been used as the adjective in representing the lashes ‘**voluminous lashes**’.

Furthermore, the words used in the advertorial (please refer appendix G) also collocates with each other. Among the examples are: the word **latest** collocates with the word **new** which signifies something new and the word **lash by lash** collocates with word **strand by strand** because it signifies that the eyelashes are being separated one by one. Other than this, there is also the use of synonym in the vocabulary used in this advertisement. This can be seen through these two words, ‘**Extreme**’ and ‘**Dramatic**’. The word extreme means something great and the word dramatic means something remarkable or striking.

This shows that that these two words are used by the advertiser in order to represent the mascara as an attractive product.

Most of the words used in this advertorial are in informal context besides the scientific terms used on explaining the contents of the mascara. Basically they are all ideologically contested where mascara is known as one of the important element in make – up products and the ideology of wearing mascara is for lengthening the eye lashes and for women, those who have long eye lashes will look more prettier.

There are also the use of adverbs in this advertorial such as the word flawlessly, evenly and carefully. All of these adverbs are used in clarifying on how the mascara works. These can be seen in the examples below:

- a) If it's a high definition volume boast with flawlessly separated....*
- b) How do I get volume and evenly defined lashes at the same time?*
- c) ...and apply the black top to the underside of your lashes carefully drawing out the color.*

4.1.2.3 Textual structures

Besides this, the sentences in the first advertisement (please refer appendix D) are all in declarative mode because it represents the quality of the product advertised. Apart from this, some of the sentences also start with no **Subject** and the examples are stated below:

a) *Two step volume construction mascara*

b) *Dare to push the limits of volume for your lashes 100% waterproof!*

In addition, sentences in this advertisement are also in passive form and some of it is constructed in a simple way and the sentence is connected by using symbol (+). The example is stated below:

Revolutionary reservoir comb + Expansium top coat for explosive volume

The sentence in this advertisement also depict positive element when it challenges the consumers to buy the product '*Dare to push the limits of volume for your lashes 100% waterproof!*' Besides this, the pronoun **you** can be seen through the word '**your**' and this is referring directly to the readers and this can be seen in this phrase

*Dare to push the limits of volume for **your** lashes 100% waterproof!*

For the structural part, this advertisement can be regarded as a simple advertisement because it focuses more on the displayed images of the model wearing the mascara and the image of the product itself which is in the shape on an eye. This is considered more appealing to the consumers and it might be one of the reasons why only simple sentences are used.

For the textual part of analysis in the second advertisement of mascara, (please refer appendix E) this advertisement is created in a simple manner but it conveyed the message to the readers through the usage of model images in two dimensions. One is wearing the mascara by following the first step and the other image shows what is the effect of wearing this mascara by following the second step. By providing the steps on how to wear the mascara, consumers will feel more confident to buy the product advertised. In addition, every element in this advertisement clarifies the quality of the product advertised.

The sentences in this advertisement are constructed in a simple manner and it also uses the sign (+) to show an addition between the contents of the mascara. This can be seen in the step 2 explanation:

Step 2: *Exact brush + conditioning formula, enriched with Expansium. Exact lash definition, sculpted with precision without the clumps.*

In addition, this advertisement carries the positive element of using the mascara and there is also sentence that does not require a subject in front and at the same time it becomes the passive form of sentence. The example can be seen through this phrase:

Dare to do the impossible
V PP V Det C

Besides this, the phrase above indicates the imperative mode because the advertiser is challenging the consumers to try on the product. This is the only phrase that uses the imperative mode and other phrases in this advertisement display the declarative mode. The declarative mode helps to provide explanations on the product advertised. One of the examples is: *Volumising base coat, enriched with pro-vitamin B5, stronger, more voluminous lashes.*

Furthermore, on the textual analysis part (please refer appendix F) this advertisement can be considered as the simple advertisement because it relies more on the images depicted. At this point, maybe the advertiser feels that it is more sensible if the image of the mascara brush is created in a big sizes because it helps the consumers to have some imagination on how this mascara can lengthen up their lashes.

Whilst some of the sentences in the advertorial (please refer appendix G) are in the declarative modes, imperative mode as well as the grammatical question mode and these examples are stated below:

Declarative: *L'oreal Paris brings you the latest breakthrough in lash make-up with New Volume Shocking Exact Brush, ...*

Imperative: *Dare to do the impossible*

Question: *Think it's impossible to have maximum volume and unbelievable lash by lash separation at the same time?*

All of the examples above can also be the example which show whether the sentence starts with a Subject or the agency is unclear and the sentence starts with verbs (Fairclough 2001). The examples above are analyzed in terms of its process below:

a) L'oreal Paris brings you *the latest breakthrough in lash make-up with New*

Volume Shocking Exact Brush

b) Dare to do the impossible

V PP V C

c) Think it's *impossible to have maximum volume and unbelievable lash by*

V S/V

Lash separation at the same time?

This advertorial contain the positive element in explaining on the product to the consumers and this can be seen through the used of pronoun you and it which refers to the mascara in this advertorial. This can be seen in the examples below:

- a) *With a new volume shocking Exact Brush you can!*
- b) *...the mascara with 2 complementary brushes to help **you** achieve the impossible for **your** lashes*
- c) *it it's a high definition volume boost with flawlessly separated and sculpted lashes **you** want, get it....if **you** dare!*

Apart from this, the past tense is used in this advertorial to explain on the effects of the mascara. This can be seen through the phrases such as; *separated and sculpted lashes, plumped up effect, defined lashes* and *every eye lash is coated.....*

For the textual structure part, this advertorial can be considered as a good advertorial because it manages to interpellate the consumers through its usage of attracting headline, good contents of product and it is user friendly because it provides the consumers with steps on how to use the mascara. Besides this, the tips by the expert are also included at the end of this advertorial.

In terms of interpretation stage, all of the advertisements on mascara including the previous analysis show that, all of them manage to mediate and negotiate meanings. Moreover, all of them manage to convey the message on the effectiveness of using mascara can lengthen the eyelashes. However, the readers and consumers who are interpellated towards the adverts and advertorial might not realize that the models might use an extension on their eye lashes in order to

make it look longer naturally. On the other hand, even if the consumers manage to discover the truth, they might neglect it because they are more interested to try on the product and look at the effects themselves.

By having the interpretation stage in analyzing the adverts and advertorial, the last stage, explanation clarify why consumers are attracted to buy the product even they have discovered the truth. This might be due to the ideology that having long and pumped up eye lashes will make women look prettier and this signifies that the ideology is a strong element in interpellating the consumers to buy a product advertised.

4.1.3 Lipstick

4.1.3.1 Grammar

This first advertisement on lipstick (please refer to appendix H) uses the headline ‘incredible fusion’ which indicates something grand that resembles a marvelous blend of color. Through this headline, the consumers can predict that the color is fused in a magnificent way by looking at the word ‘incredible’. Moreover, this headline is followed by the phrase ‘For the 1st time moisture and lustrous color melt into your lips’. What is noticed from this phrase is that the word 1st time can attract the consumer to try on the lipstick advertised because it has the quality of being the first as if it has not been tried yet.

The second advertisement on lipstick (please refer appendix I) uses the headline 'New Color Riche, Made for me naturals' collocates with the phrase 'Natural nude colors made for you!'. What can be seen from this advertisement is the product contains the natural color that best suits Asian lip-color. Moreover, the pronoun 'you' can be seen directly in the phrase stated above as a mechanism to interpellate the consumers.

For the first advertorial on lipstick (please refer to appendix J) it starts with an imperative headline 'Go nude, Go natural' and this can be considered as a catchy headline because it is like talking to the consumers and persuade them to try on the product. Moreover, the collocation between the word 'nude' and 'natural' can be seen directly because both resembles the color of skin and what the message here is even when people wears the lipstick, it is still look natural and it is like they are not wearing anything or in other words, bare,

The second headline in the advertorial 'New Color Riche Made for Me Naturals' is followed by the phrase 'the 1st lip color tailor-made to match Asian skin tones. This phrase signifies how the lipstick is designed such as making a cloth which can match Asian skin color. This is one way of how the advertiser plays with language and this can interpellate the consumers towards the product advertised.

The second advertorial on lipstick product (please refer to appendix L) uses the headline ‘Have a crush on the New Color Riche Fusion’ which shows the method of attracting the readers by using the word ‘new’. Moreover, the headline is followed by the phrase ‘L’oreal Paris brings to you Color Riche Fusion-a remarkable fusion of moisture and lustrous colors that melt into your lips’.

This phrase can also be considered as a catchy phrase because it signifies how the color of the lipstick can attract the consumers into buying the product. Moreover, the phrase ‘have a crush’ is like calling the consumers to fall in love with this new product advertised. Besides that, the phrase ‘melt into your lips’ indicates a way of promising the customers that this product is suitable for them because when you wear it, the color will melt into your lips like a chocolate.

4.1.3.2 Vocabulary

Besides this, in the first lipstick’s advertisement (please refer appendix H) the advertiser also plays along with the language by indicating the fusion of color in the lipstick through the used of words such as ‘moisture’ and ‘lustrous’. Usually, the word moisture is related with something soft such as cakes or marshmallow. Through the word ‘moisture’ it shows that the lipstick is soft and people who used it is able to seduce those who sees them.

This advertisement is also a simple advert because it focuses more on the images of the model wearing the lipstick and the image of the product itself. The sentences are also direct and in declarative form. The examples are stated below:

a) Moist Emulsion Lipstick melting texture & lustrous color

b) A unique color emulsion

In the second advertisement (please refer appendix I) the adjectives are used in illustrating the lipstick's color for example: porcelain, golden fair, rose and golden tan. This advertisement can be considered as a simple advertisement because it only uses two main sentences:

a) Natural nude colors made for you

b) Made for Me Naturals

In addition, the first sentence is a positive sentence but the second sentence is a negative sentence.

a) Natural nude colors made for you
Adj Adj N V C Pro

b) Made for Me Naturals
V P Pro Adj

What can be seen from the two sentences above are the collocations between the word natural and nude and the word you and me. The word natural itself resembles the nude color lipstick which suits with Asian women skins.

Whilst, the word you that is referring to the readers can interpellate them into buying the lipsticks advertised.

Furthermore, the phrase ‘Made for Me Naturals’ is an eye-catching phrase because it attracts readers or customers that these lipsticks advertised are made for women who like to look natural even if they are only wearing a lipstick.

Besides this, the adjectives in the first advertorial (please refer appendix J) are also used in the advertorial in order to represent the attractive color of the lipsticks advertised. Among the examples of color adjectives used are stated below:

- a) ***Porcelain** Skintone with a light of warm **peach***
- b) ***Rose** Skintone with the perfect harmony of lusty **pink***
- c) ***Golden Fair** Skintone with a dash of coral **glow***
- d) ***Golden Tan** Skintone with a hint of deep **rosewood***

The examples above indicate the play of the language by connecting the adjectives with the colors. Each adjective collocates with the color for example; the word warm is connected with ‘peach’ and this resembles the porcelain skin tone. Other than this, the color pink resembles lusty and rose skin tone whilst,

the coral resembles the golden fair skin tone and a bit darker skin tone ‘golden tan’ is connected with the deep rosewood.

The collocation of words can also be seen from phrases in the second advertorial (please refer appendix K). For example, the word *fusion* collocates with the words *emulsion* and these two words indicate the color of the lipstick. Besides this, the word *gliding* collocates with *nourishing* and *melting* and these three words indicate the texture of the lipstick. Other than this, the lipstick’s color is also indicated as a brilliant shade of color and it radiates with a mesmerizing glow. This can be seen in the sentence below:

*Just one smooth glide reveals a **brilliant shade** of color. With Color Riche Fusion, you’ll feel beautiful inside and out, and **radiate with a mesmerizing glow**-just like a woman having a crush.*

The adjectives are also used in this advertorial in order to indicate the color of the lipstick:

a) Ravishing in Red

b) Pretty in Pink

c) Beautiful in Brown

d) Mysterious in Mauve

The examples above illustrate how the adjective is connected with the color and this can attract the customers to buy the product. For example, the

word *ravish* is related with *red* color and the word *pretty* is related with *pink* whilst, the word *beautiful* is related with *brown* and the word *mysterious* is related with *mauve*.

The phrases in this advertorial are also simple and is written in imperative form. The simple sentences are used to explain on how to choose a suitable lipstick and this can be seen in the phrases below:

- a) *If you have porcelain fair skin like Michael's here are the suitable shades for you.*
- b) *For fair to medium skin like Penelope's try these colors*
- c) *Glide on these gorgeous shades that complement Maya's medium to tan skin*
- d) *If you have tan skin like Aishwarya's get luscious looking lips with these colors.*

Among these four sentences, there is only one sentence that is in active form, 'Glide on these gorgeous shades that complement Maya's medium to tan skin' and the other three sentences are in passive form.

- a) *If you have porcelain fair skin like Michael's here are the suitable shades for you.*
- b) *For fair to medium skin like Penelope's try these colors*
- c) *If you have tan skin like Aishwarya's get luscious looking lips with these colors.*

The pronoun 'you' and 'your' which directly address the readers and the consumers are used many times in this advertorial :

- a) *L'oreal Paris brings to you Color Riche Fusion-a remarkable fusion of moisture and lustrous colors that melt into **your** lips.*
- b) *These celebrities have discovered their crush on the New Color Fusion, what about **you**?*
- c) *It's **your** choice*
- d) *Color Riche **your** life today!*
- e) *If **you** have tan skin like Aishwarya's get luscious looking lips with these colors.*

4.1.3.3 Textual structures

For the textual structures, most of the sentences in the first lipstick's advertisement (please refer appendix H) are in passive voice and it does not started with a Subject in front of the sentence. The examples are stated below:

- a) *For a perfectly balanced mix*
- b) *Gliding nourishing oils*
- c) *Soft melting natural waxes + true color pigments*

Furthermore, there are also some collocations between the words in this advertisement. For example, the word '**fusion**' collocates with the word '**emulsion**' and this signifies the uniqueness of this product. Besides this, the

word *soft* collocates with the word *melting* and this signifies the structure of the product. Another example of collocation is between the words *balanced* and *nourished* which indicate on the content of the product.

In addition, for the textual part of analysis, this advertisement can be regarded as a simple advertisement because it uses less on language but focuses more on the images. The image is also displayed in an attracting manner because the color of the lipstick displayed manages to convey the message of the color fusions. Furthermore, the images of lipsticks in 12 lustrous shades are appealing and this is one way of how the readers or consumers are interpellated towards the advertisement even there is no used of pronoun ‘you’.

Most of the sentences in the second advertisement (please refer to appendix J) are in the declarative mode and directly explaining on the product advertised. Apart from this the sentences also depict positiveness of the product advertised. For example:

- a) *It's the only lipstick tailor-made to suit Asian skintones!*
- b) *So simple, so perfectly made for you.*

The pronoun ‘you’ which directly address to the readers or consumers are also used many times in this advertorial. For example:

- a) *Natural nude colors made for you!*
- b) *...and you'd have found your perfect Nude shade.*

c) *So simple, so perfectly made for you.*

Furthermore, there are also question mode of sentences in this advertorial and it also requires no **Subject** in front but the sentence starts with an **adverb** and **verb**.

a) Ever had to look through rows and rows of lip color before finding the
A V P V Conj
perfect shade to suit your skintone?
Adj P V P

b) Looking for an easier way to pick your Color Riche Nude shade?
V P P V P

For the textual part of analysis, the advertisement focuses more on the image displayed and use less linguistic device. It also directly interpellate the consumers by using the pronoun 'you'. However, the advertorial uses both images and linguistic devices such as adverb, pronoun, adjectives and collocations in order to represent the product advertised.

In this analysis it can be seen that all of advertisements and advertorial on L'oreal lipstick used al lot of adjectives to represent the color of the product. The advertisements on lipstick are more appealing in the sense that it shows the true images of models wearing the lipstick and this can interpellate consumers. Moreover, the questions used in the advert and advertorial are like communicating with the consumers and persuade them to buy the product.

Furthermore, the adverts and advertorial on lipstick carries the ideology that luscious lips with attractive color are important for those who want to look prettier. Moreover, all the models have the Asian skin colors and this actually trigger the process of interpellation because the consumers will directly be attracted towards the product advertised.

Besides this, the persuasive language used by the advertiser in constructing the text might also interpellate the consumers or readers to believe the impact of using the product. In addition, lipstick is regarded as a must wear make up among women. It is not resemble beauty but it also resembles perfection and confidence.

The phrases in the second advertorial (please refer appendix K) are also simple and in imperative form. These simple sentences are used to explain on how to choose a suitable lipstick and this can be seen in the phrases below:

- a) If you have porcelain fair skin like Michael's here are the suitable shades for you.*
- b) For fair to medium skin like Penelope's try these colors.*
- c) Glide on these gorgeous shades that complement Maya's medium to tan skin*
- d) If you have tan skin like Aishwarya's get luscious looking lips with these colors.*

Among these four sentences, there is only one sentence that is in active form, 'Glide on these gorgeous shades that complement Maya's medium to tan skin' and the other three sentences are in passive form.

a) If you have porcelain fair skin like Michael's here are the suitable shades for you.

b) For fair to medium skin like Penelope's try these colors

c) If you have tan skin like Aishwarya's get luscious looking lips with these colors.

The pronoun 'you' and 'your' which directly addresses the readers and the consumers are used many times in this advertorial :

*a) L'oreal Paris brings to you Color Riche Fusion-a remarkable fusion of moisture and lustrous colors that melt into **your** lips.*

*b) These celebrities have discovered their crush on the New Color Fusion, what about **you**?*

*c) It's **your** choice*

*d) Color Riche **your** life today!*

*e) If **you** have tan skin like Aishwarya's get luscious looking lips with these colors*

4.1.4 Eye shadow

4.1.4.1 Grammar

. The advertisement on eyes shadow (please refer appendix L) used only one image of the model wearing the product and another image on the product itself. The headline of the advertisement is *'The 1st make-up look that enhances the character of your eyes.* Again the word *first* (please refer appendix L) is used in this advert and this is one way of how the advertiser competes with other advertisers in selling their products.

However in the advertorial, (please refer to appendix M) the images are added more along with the addition of more phrases to indicate about the product advertised. The headline starts with a phrase *'dazzle with star studded looks'* which persuade the consumers to buy the products advertised. Moreover, the headline is followed by the brand's second headline 'color appeal, star secrets' which also can attract the readers or consumers to buy the product. This is because women like to have a face that looks like a star. By using the phrase 'star secrets' it is like offering an answer to a secret and the secret to become pretty like the stars are by wearing the eye shadow advertised.

4.1.4.2 Vocabulary

Furthermore, there is also a statement made by the model ‘Datuk Michelle Yeoh’ regarding the product *“Color Appeal pinks and violet deliciously highlight my eyes with passion”*. (Please refer appendix L) What can be seen from this phrase is *pink* and *violet* are the adjectives that connote something sweet and delicious like a candy. In other words, the product advertised has a color that looks sweet like a candy. Apart from this, the adjectives pink and violet are connected with the adverb ‘deliciously’ which means ‘lusciously’.

There are also collocations between the words in this advertorial for examples the word ‘star’ collocates with the word ‘dazzle’ and the word ‘beauty’ collocates with the word ‘gorgeous’. All of these words represent the eye shadow characteristics. Besides collocations the eye-catching verbs and adjectives are also used in representing the stars unique personal styles. The examples are stated below:

- a) *Turn heads with Penelope’s smoldering look*
- b) *Captivate with Michelle’s passionate charm*
- c) *Steal Ayako’s mesmerizing gaze*
- d) *Radiate with Michele’s magical aura*
- e) *Allure with Gong Li’s mysterious persona*

4.1.4.3 Textual structures

The phrase in this advertisement (please refer appendix L) carries the positive element and the sentence start with a subject but it is not followed by verb. The example is stated below:

Color Appeal's pinks and violet deliciously highlight my eyes with
S Adj P Adj A V O P
passion
U

Apart from this, both of the sentences in this advertisement are in active form of sentence. The examples are stated below:

- a) *The 1st make-up look that enhances the character of your eyes*
- b) *Color Appeal's pinks and violet deliciously highlight my eyes with passion.*

Whilst in the advertorial (please refer appendix M), In addition, the sentences are all in declarative mode and the examples are stated below:

The colors are carefully chosen to represent the stars unique
S V A V P V O Adj
personal style
C

However, there is also sentence that started with no Subject and the example is stated below:

Encased in sleek individual cases emblazoned with their signatures in
V *P* *Adj* *O* *V* *P* *O* *P*
Gold
Adj

The pronoun ‘you’ is used in this advertorial to directly interpellate the consumers towards the product and the verbs used are in non-modal present tense as well as past tense. The examples can be seen below:

Present tense: brings, enhance, represent, select

Past tense: created, emblazoned, encased, chosen

For the textual analysis part, this advertorial can be considered as an appealing advertorial because it manages to convey the message to the reader. Moreover, the collocations between the words help to make the readers and the consumers gain information regarding the product advertised. Besides this, the declarative form of sentences is also able to clarify the uniqueness of the product and the sentences also carry the positive element.

In the interpretation stage, all of the advertisements and the advertorial also managed to provide meanings and information to the consumers. Moreover, the consumers can be interpellated by the used of creative language such as in the advertorial. The adjectives which are connected with the persuasive verbs can attract the reader to read more on the advertorial. Apart from this, they realized that, the one who wears the mascara are stars and

compared to them, they are no one but because of the ideology that fans among the consumers will do anything that are alike.

Based on 'explanation' stage, in Fairclough's framework the advertisements and advertorials analyzed shows that, persuasive language is a dominant feature that can attract the consumers into buying the product. The persuasive language will also make them feel confident to buy the product by looking at the images in the advertisement along with the effects of using the product and the information on the content of the product. In addition the ideology of to look like stars may also attribute to the process of interpellation.