

CHAPTER FIVE

CONCLUSION

5.0 Introduction

This chapter discussed the findings of this study which were based on the data collected which comprised of advertisements and advertorials that were taken from Malaysian women's magazines Cleo. This study also examined how the linguistic features displayed in the advertisements were capable of persuading the readers or consumers into buying the products advertised. Fairclough's framework (2001) has been used to analyze the data and the suggestions for future research were also indicated in this chapter.

5.1 Discussion

5.2 1 Research Question 1: What are the linguistic features in the advertisements/advertorials

(L'oreal) published in Malaysian women's magazine (Cleo) that might interpellate Malaysian women?

This analysis only focuses on one research question and the analysis done is mainly based on this question. Drawing from the analysis done on the

advertisements in Chapter 4, it can be said that there is a pattern of linguistic devices used in the advertisements and advertorials. Basically the analysis was done based on the group of products. The first group which was analyzed is foundation, second is mascara, third is lipstick and the last group is eye shadow. All of the advertisements and advertorials were analyzed by using the Fairclough's framework (2001). Moreover, this framework consists of three stages of analysis. The first stage is description, second is interpretation and the last stage is explanation. However, one of the questions (Question 9) in the first stage 'description' is not reliable to be used in the analysis because it deals only with texts taken from conversation. It is not reliable for this analysis because all of the advertisements and advertorials are monologues.

In the analysis all of the advertisements and advertorials have the headlines to function as the eye-catcher. What is interesting regarding headlines is it attracts the consumers to read more on the advertisements and advertorials. Carter & Nash (1990 as cited in Delin 2002) stated that, the headline must be eye-catching and they refer to it as the title of a story which contains some of the characteristics of the advertisement. Among the examples of headlines taken from the analysis are:

- a) *Puzzle Solved*
- b) *'Me & my true match'*
- c) *'New' Volume Shocking Waterproof*
- d) *'Now up to 70% longer, lashes as black as carbon*

What can be seen from the examples above is the headlines that introduce about the product advertised, also attracts or interpellates the consumers towards the product. Moreover, it carries the presupposition underneath the headline. For example, *Puzzle Solved* presupposed that the product can solve the problem faced by consumers. Moreover, the headlines in the advertisement also interact with the image. For instance, the headline *'Me and my true match'* has the image of a lady that is holding the product right beside her face. It is a common culture that women want to be beautiful and perfect in terms of

Apart from this, the advertisements and advertorials analyzed also have the structure of problem – solution. This is related to the product advertised where it usually carry the information on how to solve certain problems. For example, this analysis used adverts and advertorials on make – up products which are suitable for women that wanted to look beautiful in a natural way. Delin (2002) stated that, the consumers might accept some situation in his or her life as the problem and the product advertised is the answer to the problem.

Furthermore, the vocabularies used in the advertisements and advertorials are mostly ideologically contested. Ideologically contested vocabularies can interpellate the consumers because it carries the ideology which is understood by the consumers. In relation to this, when the advertisements and advertorials used

the pronoun 'you', as such the consumers can be interpellated directly towards the product advertised. Moreover, this product created by L'oreal is stated as a product made for Asian skins. One of the examples is 'A creation of 10 shades that perfectly match Asian skin tones'.

In addition, the uses of collocations are also found in the adverts and advertorials where it helps the words to strengthen and relate each other. In other words, the words used have similar conceptual meanings but they might have other differences of meanings (Delin 2002). For examples, the word '**new**' collocates with the word '**improved**' and the word '**natural**' collocates with the word '**flawless**'. These examples are taken from the advertorial on foundation (January 2007).

One way of interpellating the consumers towards the products advertised are through the usage of positive words in the adverts. This can be seen from the examples in advertorial (January 2007) '**Puzzle Solved**' and '**I love it**'. Besides this, the sentences used in the adverts and advertorials are in declarative, imperative and questions forms for examples, **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!

These examples are taken from the advertorial on foundation in January 2007 and this example ‘**Question:** *Think it’s impossible to have maximum volume and unbelievable lash by lash separation at the same time?*’ is taken from the advertisement on mascara (October 2007).

Apart from this, the sentences in the adverts and advertorials analyzed also used both form of sentences ‘**active**’ and ‘**passive**’. Most of the examples show that both active and passive forms of sentences are used in conveying the message on the product advertised (please refer appendix A). For example:

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

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

These are some of the examples of analysis which is based on Fairclough’s framework focusing only on first stage ‘description’. Other examples of analysis are on the used of adverbs, adjectives and verbs which consist of present tense and past tense. The second stage ‘interpretation’ and the last stage of analysis ‘explanation’, are used to analyze the adverts and advertorial based on the group of the products.

Most of the message in adverts and advertorials are talking about how women's problem to have a perfect skin can be solved by using the L'oreal make-up products. The use of foundation for example, can help to make the skin look natural and flawless. The images of the women used in the adverts are also one of the elements that interpellated the consumers towards the product advertised. Apart from this, the language used in the adverts also plays as the medium of communication even though the adverts are in monologue type. The same with other product such as mascara, the consumers can realize the truth that the models in the adverts are wearing an eye lash extension but they might ignore it because they have been interpellated by the product.

Having the 'MR' or what is known as the 'members resources' (Fairclough 2001) is the key answer to the questions how the consumers can be interpellated towards the adverts based on the linguistic devices used in the adverts. Moreover, this enables the consumers to believe on the impact of using the products based on the positive language used in the advertisements.

In addition, the use of models who are well-known actresses in Asian countries strengthen the attractions towards using the products advertised. This is a common culture in every society that every woman wants to look beautiful and gorgeous like what has been depicted by the models in the television.

5.2 LIMITATIONS OF THE STUDY

The limitation of this study is *Cleo* magazine is published for Malaysian readers. Hence the generalizations might not be applicable for women's magazines published elsewhere. This is due to the limitation of using magazines only in Malaysia. Other limitations are on the usage of advertisements which concentrate on the advertisements of L'oreal cosmetic products and the generalization made might not be applicable for other cosmetic products advertisements.

Besides this, some of the elements in the Fairclough's framework might not be applicable to analyze the advertisements due to its condition which only can analyze texts such as speech or conversation that consist of speaker and receiver.

5.3 RECOMMENDATIONS

Future research can be conducted the similar research on other English women magazines in Malaysia and advertisements or advertorials on other make-up products besides L'oreal. Moreover, the analysis can also be done on other type of advertisements such as television advertisements or commercials.

Furthermore, the culture depicted through the advertisements can also be studied through the framework suggested by other critical discourse analysts such as Wodak (2001) or Van Dijk (1999). This is because the advertisements can be regarded as the reflections of a certain culture.

Apart from this, researchers may also look at the analysis of the images depicted in the advertisement. This can be done by using the framework by Kress & Van Leeuwen (2008). A study that combines combined frameworks by Fairclough and Van Leeuwen may produce a larger unit of analysis and results.