

## APPENDIX C: MULTIMODAL FEATURES OF EACH SOCIAL ACTION

**Table 4.2.1: The Multimodal Features in Presenting Brand Name/ Logo (A1)**

Mode/ Feature	Aspect <sup>1</sup>	L'Oréal Paris	L'Oréal Men Expert	
		All	All (except BT & BM1)	BT & BM1
Verbal	Word choice	'PARiS'	'MEN EXPERT' & 'PARiS'	
Visual	Typography	'L'ORÉAL': <i>Smaller than LME; regular (all caps)</i>	'L'ORÉAL' & 'MEN EXPERT': big , bolded & compressed; regular (all caps)	
		'PARiS': not bolded, irregular (all caps, except the letter "i")		
		'PARiS': Small (but noticeable)	'PARiS': extremely small (unnoticeable)	
	Colour	Light gold font	Black font	White font
	Composition	'PARiS' (way smaller) under 'L'ORÉAL'		'MEN EXPERT' (thicker & more compressed) under 'L'Oréal' ( <i>bigger</i> )
'PARiS' (extremely small font) embedded in the letter 'O' of 'L'ORÉAL'				

<sup>1</sup> Comparisons between LP and LME are made based on the same product type, i.e. cleanser, toner and moisturiser. For example, BC1 - 4 will be compared with AC.

**Table 4.2.2: The Multimodal Features in Presenting Brand Image (A2)**

Mode/ Feature	Aspect	L'Oréal Paris					L'Oréal Men Expert						
		AC	AT	AM1	AM2	AM3	BC1	BC2	BC3	BC4	BT	BM1	BM2
Visual  1. Graphic elements  Colours 2	Combination <sup>3</sup> of colour	<b>1. Light, Bright Colours (White &amp; gold)</b>					<b>1. Bright, Neutral Colour (grey/ silver)</b>						
		white with shiny light gold fonts <i>(body of the bottles only, exclude cap)</i>		white with shiny light gold pattern <i>(Top of the cap)</i>			Top & the most: About 1/2			Top: cap		a little	Bottle (not cap)
		<b>2. Pastel, light Colours</b>					<b>2. Bright, light Colours (light blue &amp; white)/ Bright Colour (Orange)</b>						
		Light ultramarine(blue) <i>(All caps, for AMs -- side of the cap)</i>					(below dark neutral & above dark black) <b>bright light blue with white fonts</b>		Orange top		Orange "Cap ring"; big White fonts of "White Activ"		
							(After dark black, near bottom) White (about 1/2 in BC1 & 2) + bright orange cap		-		Above the cap		
						<b>3. Dark<sup>4</sup> (bright) colours</b>							
			white   pastel pink   pastel purple <i>(body of the bottles only)</i>			black: about 1/8		Black (the blackest bottle) 1/2, above cap	Dark bright red (3/8, above cap)	Dark (bright) blue-ultramarine bottle (excluding cap); A little black		a little black	
	<b>Blue</b>		Light ultramarine (All: cap)					Bright light blue (all) & dark yet bright blue-ultramarine (almost full coverage in BT & BM1)					
	<b>Pink</b>		A little (insignificant)			Pastel	A little		-				
	Non-colour Graphic elements	<b>Lines</b>	Lack of straight lines					Many straight lines					
<b>Pattern</b>		Blended or natural					Solid, geometry (squares & rectangles)						
<b>Typography</b>		Smaller, less bolded, black & pastel colours					Large, more bolded fonts (mostly with black & white fonts)						
Overall Graphic elements	<b>Distribution of colours &amp; lines</b>	More Gradual; with light/pastel colours; lack of lines					More abrupt; Mixture of mostly dark, bright colours & a little light colours; many lines						

<sup>2</sup> Kindly note that the colour features, like brightness, lightness, shades (silver, ultramarine), etc., are mainly based on personal perception without proper scientific/standard measurement, although some guides from journals are referred. Moreover, there are no explicit guides on bright-dull colour indication. Hence, further validation is needed.

<sup>3</sup> This includes information about the name of the colours and colour arrangement. For LME, the proportions given are merely rough measurement based on the body of the bottle, excluding the cap.

<sup>4</sup> There are a little dark green in BC4 and bright green in BC2 & BT. However, they are insignificant in overall aesthetic image. Green colour will be analysed in other social actions, in which it is more significant.

**Table 4.2.2: The Multimodal Features in Presenting Brand Image (A2) (cont.)**

Mode/ Feature	Aspect	L'Oréal Paris					L'Oréal Men Expert							
		AC	AT	AM1	AM2	AM3	BC1	BC2	BC3	BC4	BT	BM1	BM2	
Visual (cont.)	Shape of the bottle	Straight, less angular, smaller base	Straight, Less angular, <i>curved (oval ends)</i>	Round, curved, spherical			Straight, sharply angular, broader base				Same	Straight & round ends (but shows pump)		
2. Structural elements	Size	Tall, Slim		Shorter, Broad			Slightly Shorter, Significantly Broader (less rounded)				Significantly Shorter	Short (but taller than AMs), slimmer		
(Optical Property)	Material	Plastic		Glass			Plastic							
	Light Transmission	Opaque	Translucent	Transparent/ translucent in 2 layers			Opaque					Opaque body		
			Opaque cap								Transparent cap			
	Light reflection	Glossy/ shiny surface					Glossy/ Shiny surface (except cap)				Glossy/ Shiny surface			
3. Tactile	Surface	Smooth (with less embossed fonts & graphics)					Slightly rougher but insignificant (more embossed fonts & graphics) ( <b>rough caps</b> )				Smooth			
	Hardness	Soft, pliable	Medium	Hard and rigid			Same	Slightly harder & more rigid but insignificant		Same	Same			
	Weight	Same (100 ml)	Heavier (200 ml)	Heavier (glass)			Same (100 ml)	Heavier, but insignificant (100 ml)		Lighter (125 ml)	Lighter (Plastic)			
4. additional features	Olfactory	Sweet	No smell					No smell						
	Product logo (above cap)	-	Rose bud (same colour with backgrd)	Rose bud (in gold)			-				Rose bud (same colour with backgrd)	-		

**Table 4.2.3: The Multimodal Features in Presenting Trademark (A3)**

Mode/ Feature	Aspect	L'Oréal Paris (AC & AT)	L'Oréal Men Expert (BC & BT)
Verbal	Word choice	<i>DERMO-EXPERTISE</i>	<i>ACTIVE DEFENSE SYSTEM</i> (All, except BM2)
			Melanin Block (BM2)
Visual	Symbol	-	'adS' along with 'TM' sign (All, except BM2)
	Typography	Small fonts	'TM' sign (BM2)
	Colour	White fonts; On shiny gold-plated surface	Bigger, bolded font (symbol); Tiny, almost unnoticeable font (words)
			<b>Orange</b> (BC1 & 2)
		<b>Dark green</b> (BC3)	
		<b>White</b> (BC4 & BT)	
		<b>Black</b> (BM2) <i>(but same colour with other surrounding fonts, and thus, insignificant)</i>	
	Composition	(way smaller) under the brand, <i>L'Oréal Paris</i>	At the bottom of the packaging; Symbol is much bigger than words.

**Table 4.2.4: The Multimodal Features in Classifying Product Series (A4)**

Mode/ Feature	Aspect	L'Oréal Paris	L'Oréal Men Expert
Verbal	Word choice	<i>WHITE</i>	<i>WHITE</i>
		<i>PERFECT</i>	<i>ACTIV</i>
Visual	Typography	Medium-sized, narrow	Large, bold
	Colour	black fonts "white" (except AC3 in white) + gold fonts "perfect" in white (BC, BT & BM1) & pastel (BM2 & BM3) background	White fonts in bright light blue "box"
	Composition/ pattern	Natural/ blended (Lack of straight lines)	solid geometry (rectangle)

**Table 4.2.5: The Multimodal Features in Describing Product Type (A5)**

Mode/ Feature	Aspect	L'Oréal Paris <sup>5</sup>					L'Oréal Men Expert						
		AC	AT	AM1	AM2	AM3	BC1	BC2	BC3	BC4	BT	BM1	BM2
Verbal	Word Choice descriptor <sup>6</sup>	Purifies (&) brightens	Whitening (&) Moisturizing	Fairness Control		Fairness Revealing	Brightening	Bright; (+) Oil Control	Anti-Spots (+) Oil Control	Total Skin Renewer	Bright (+) Oil Control		Power (4) Whitening
	Word Choice (base)	Milky Foam	Toner	Moisturizing Watery Cream	Moisturizing Cream	Soothing Cream	Foam	White Foam	Charcoal Foam	Volcano Red Foam	Powered Water	Moisturiser	
Visual	Typo- graphy	Small, narrow					Large, bold						
	Symbol	&					-	+	+	-	+	4	
	Colour (descriptor)	-		Following the colour of other font in the same side of the packaging. (Insignificant)			White						
	Colour (base/ identity)	Blue (Ultramarine)					Bright light Blue	Bright light green	Dull Dark green	Bright Red	Bright light green		Bright light blue
	Colour (b/ground)	White		Pastel colours			Black						
Composit ion/ pattern	Natural/ blended (Lack of straight lines)					solid geometry (fonts on black rectangle) (Except BC3: on black background, not rectangle)							

<sup>5</sup> Unlike other products, Action A5 in LP's moisturizers (all AMs) are presented at the back of the packaging.

<sup>6</sup> The descriptor and base are determined by colour difference during the presentation of this social action (A5) in the packaging discourse. The description is presented in the upper row, whilst base in the lower row of the table.

**Table 4.2.6: The Multimodal Features in Highlighting Key Ingredient(s) (A6)**

Mode/ Feature	Aspect	L'Oréal Paris	L'Oréal Men Expert						
		AC	BC1	BC2	BC3	BC4	BT	BM1	BM2
Verbal	Word Choice	Tourmaline Gemstone	Pro Exfoliatine	-				-	Melanin Block
			Active Defense System				Vitamin C		
Visual	Symbol	-	Small Symbol "adS" and "TM"					+	
	Typography	Small	Bigger; Bolded (except BC1); Unnoticeable " Active Defense System"					Small	
	Colour (type font/ Symbol)	Pink	Black	-	Dark green	White		Black	
			Orange ("adS" and its text)						
Composi-tion	Bottom	Bottom <i>Except "Pro Exfoliatine" in the centre (BM1)</i>				Bottom			

**Table 4.2.7: The Multimodal Features in Highlighting Key Function(s) (A7)**

Mode/ Feature	Aspect	L'Oréal Paris	L'Oréal Men Expert							
		All	BC1	BC2	BC3	BC4	BT	BM1	BM2	
Verbal	<b>Word Choice</b> Key function <sup>7</sup> / intro	Transparent Rosy Whitening	"Pro Exfoliatine"	Purifying Action	Magnetic Action	100 % Men sees results	Visibly Multi-Action		"Melanin Block"	
	(elaboration)	-	Cleanses & Purifies; Visibly brightens skin.	Clears & brightens; Removes dull dead cells	Captures dirt & oil; Fights pimples & blackheads	- Brightening - Oil control - Acne-reducing - Pore-minimizing	Clears & refreshes skin; Removes oil; Tightens pores.	Instant fairness, fights oil-sweats-spots	Fights darkening at 4 levels	
Visual	<b>Symbol</b>	A line with 'spark' end	-	Arrow moving clockwise; in broken line		-	Arrow moving clockwise; in broken line		-	
	<b>Typography</b>	Small	Mostly same (insignificant)							
	<b>Colour (Font)</b>	key func./ intro	Black	Black	White		<b>Red (100 %) &amp; black (others) (intro)</b>	White		Black
		Elaboration	-	Black						
	<b>Colour (B/grd)</b>	key func.	White	White	Bright light blue		Grey	Bright light blue		White (same with LP)
		Elaboration	-	Grey				Grey		
	<b>Colour (symbol)</b>	Pink	-	Green		-	Green		-	
<b>Composition/ pattern</b>	Natural/ blended (Lack of straight lines)	Solid geometry <i>(use rectangles of different colours to separate between key function and its elaboration)</i>			"100%" is the biggest in different colour (sharp red); presented in bullets		Solid geometry <i>(use rectangles of different colours to separate between key function and its elaboration)</i>			

<sup>7</sup> In BC1 and BM2, the key function can also be the created names of the key ingredients that suggest product function. This is further verified by the fact that they are placed above the elaboration, like most key functions (except BC4).



## From the Back Bottle

**Table 4.2.8: The Multimodal Features Contributed in Introducing Product (A8)**

Mode/ Feature	Aspect		L'Oréal Paris		L'Oréal Men Expert			
			AC & AT		BC1	BC2	BC3	BT
Verbal	1. Word choice	A) Noun phrase Front elements	Daily whitening routine	Complete whitening care range	Sun rays	<b>Urban jungle</b> ; stress; pollution; sweat; dirt	Oily skin; Sun rays, stress; pollution..... (*)	Sun rays, stress; pollution..... (*)
		Last element	"Product name"		Result	Consequences	Results	"What does it do?" <sup>8</sup>
		Skin Elements	Skin	-	Skin; dark spots	Skin	Skin; sebum; (pores, impurities, oil**)	Skin; Sweat; sebum
		B) Adjectives (the skin)	Perfectly cleansed	-	dull; uneven	Shiny; unclean; dull	Oily; Shiny; dull; spots appear	Dull; shiny Excess (sebum)
		(Others)	Daily whitening	Complete whitening	(sun rays) invisible; aggressive; serious; dark (spots)	-	Excess (sebum)	-
		c) (subject) & Verb	(LP) Presents		(Skin) Darkens; looks; (dark spot) appear	(urban jungle) brings; (skin) looks	(*) Trigger; (**)accumulate; (dark spot) appear; (skin) turn	(*)Trigger; (sebum) oxidise & darken
					(viewer) Take action		-	
	2. Linguistic style	A) Mood structure	Declarative		<b>Exclamation</b> (Warning!); <b>Declarative</b> ; <b>Exclamation &amp; imperative</b> (Take action!)	<b>Declarative</b> ; <b>Exclamation &amp; imperative</b> (Take action!)	<b>Interrogative</b> (Oily skin?); <b>declarative</b>	<b>Declarative</b> (with small captions in <b>Interrogatives</b> : "Who is it for?" & "What does it do?"
		B) Possible Genre	Formal Introduction in grand events ... L'Oréal Paris presents: (full name of product)		<b>Awareness talk</b> (create awareness about problems & urge audience for actions)			

<sup>8</sup> Since this study uses a holistic approach to generalise the gendering strategies of LME, any unique differences of a specific member will not be taken into account, unless it could be related to other members.

**Table 4.2.9: The Multimodal Features Contributed in Describing Functions (A9)**

Mode/ Feature	Aspect	L'Oréal Paris		L'Oréal Men Expert								
		AC	AT	BC1	BC2	BC3	BC4	BT	BM1	BM2		
Complete Verbal Feature  + symbol (BMs)	Subheating 1	Action		Action 1	Bright + Oil Control Purifying Action	Experience the Power of Charcoal for Visible Multi-Action	The Power of Volcano for a New-Skin Effect	Visible Multi- Action: Bright + Oil Control	Bright + Oil Control in 1 Gesture			
	Subheating 2	- Cleanses skin perfectly from impurities:	Refreshes and tonifies the skin instantly:	Gently cleanses and instantly brightens skin							Anti-Shine	Anti-Shine
		- Prepares for the Whitening care:	Brightens and clarifies the complexion day after day:	Enlightens the complexion day after day							Anti-Dullness	Anti-Dullness
		- Purifies and brightens the complexion day after day:	-	Reinforces the skin's natural resistance	Anti-Impurities	Anti-Spots						
	Elaboration	<b>WHITE PERFECT Milky Foam</b> cleanses skin thoroughly from all sorts of impurities: make-up, excess sebum, dirt due to pollution for an impeccably clean skin.  (24 words)	Thanks to its pleasant and extra-light aqua texture, the new <b>WHITE PERFECT Toner</b> invigorates skin and provides it with an instant moisture balance.  (23 words)	Cleanses thoroughly and evens out skin tone.  (7 words)	Traps and washes off oil and sweat. Skin is neat: fresh and matte.  (13 words)	Like a magnet the formula captures and washes off oil and dirt for fresher and matte skin for long.  (19 words)	The red cleanser that foams into white on your skin combines volcanic mineral & anti-bacterial active to: - <b>brighten skin</b> by rubbing out dead cells. - <b>mattifying skin</b> by removing excess sebum & sweat. - <b>reduce acne and prevent breakouts</b> . - <b>deeply purge &amp; tighten pores</b> to reduce their visibly.  (50 words)	Fueled with Algae Extract, the formula purifies skin from oil.  (10 words)	<b>For visible multi- action against:</b>  - shine - darkening - spots - dilated pores		<b>Fights darkening at 4 levels:</b> - Reduces dark spots - Evens out skin tone - Brightens up skin look - prevents long term darkening.  (24 words)	
		Improving skin fairness starts with a well cleansed skin: enriched with powerful <b>Tourmaline Gemstone and Vitamin C</b> , which has a proven action on melanin synthesis, <b>WHITE PERFECT Milky Foam</b> makes your skin prepared for the Whitening care.  (37 words)	Enriched with <b>Pro- Exfoliatine</b> , a powerful peeling agent which smoothes irregularities in skin surface and helps <b>stimulate natural desquamation</b> , White Perfect Toner clarifies the skin.  (24 words)	Enriched with <b>Pro- Exfoliatine</b> , a powerful peeling agent which smoothes irregularities on skin surface and helps stimulate natural desquamation, White Activ Cleansing Foam clarifies the skin.  (25 words)	Charged with Vitamin C, the formula removes dull dead cells and reveals a bright and healthy look.  (17 words)	It purifies skin from impurities and dull dead cells for bright and healthy look.  (14 words)	Approved by Asian men: 100 % see results!  (8 words)	Enriched with Salicylic Acid, the formula removes impurities for a healthier looking skin.  (13 words)			<b>(Symbol B)</b> SPF 20 PA +++  (3 words)	
		<b>WHITE PERFECT Milky Foam</b> purifies skin, even the pores are cleaned. It brightens skin complexion by removing excess dead cells at the surface.  (23 words)	-	<b>ADS™ Active Defense System</b> , a powerful soothing active ingredient that helps to reinforce the skin's natural resistance against daily aggressions.  (20 words)	Loaded with Salicylic Acid, known for its antibacterial action, the formula frees skin from impurities and reduces blackheads.(18 words)	The formula fights pimples, reduces blackheads and dilated pores.	The formula tighten pores, smoothes skin and refines skin texture.  (10 words)		<b>(Symbol A)</b> 24 Hr Hydrating (3 words)			
									fresh gel cream engineered for men  (6 words)		Hydrates skin for 24 H, non greasy, non sticky  (9 words)	

**Table 4.2.9: The Multimodal Features Contributed in Describing Functions (A9) (Cont.1)**

Mode/ Feature + (Aspect)	Sub-Aspect	L'Oréal Paris		L'Oréal Men Expert							
		AC	AT	BC1	BC2	BC3	BC4	BT	BM1	BM2	
Verbal  1. Word Choice	<b>Naming A9</b> (Subheading 1)	Action		Action	Bright + Oil Control	Power; Charcoal; Visible Multi- Action	Power; Volcano	Bright + Oil Control ;Visible Multi-Action	Bright + Oil Control; in 1 Gesture		
	<b>Key points</b> (Sub- heading 2)	General Functions	Cleanses; prepares; Purifies: brightens	Refreshes; tonifies; Brightens; clarifies	cleanses; brightens; reinforces; enlightens	Anti-;  shine, dullness, spots...(problems)	Innovation	Anti-; shine, Impurities & pores (problems)	-		
		Function on complexion	Purifies: brightens (complexion)	Brightens; clarifies (complexion)	Enlightens (complexion)						
	<b>Elabo- ration</b>  (Noun)	<b>Subject</b>	<b>Key subject:</b> 'product name'		The product is one of the subjects, but not mentioned. (ellipsed) (except BC4)						
			Tourmaline Gemstone; Vitamin C	Pro-Exfoliatine	Pro-Exfoliatine; Active Defense System	Vitamin C; Salicylic Acid	-	volcanic mineral; anti-bacterial active	Algae Extract; Salicylic Acid	-	
		<b>Object</b>	skin/ complexion		skin/ complexion (except BM1)						
			impurities (make-up, dirt, sebum); dead cells	irregularities	irregularities	oil; sweat; impurities; blackheads; dead cells	oil; dirt; impurities; pimples; blackheads pores; dead cells	sebum & sweat; pores; acne; breakouts; dead cells	oil; impurities	shine; darkening; spots; pores	dark spots; darkening
	<b>Elabo- - ration</b>  (Descr ip- tion)	<b>Subject</b> (Ingredient)	-	a powerful peeling agent	a powerful peeling agent; a powerful soothing active ingredient	the formula	The formula	-	The formula	-	
			enriched		enriched	charged; loaded	-	-	Fueled; Enriched		
		<b>Object</b> (skin)	impeccably clean; well cleansed; prepared for the Whitening care.; fairness	-	-	neat; fresh; matte;	fresher; matte	-	-	-	-
				bright and healthy look.			healthier looking skin.				
<b>Object</b> (problems)	all sorts of (impurities) excess (sebum; dead cells)	-	-	dull (dead cells)	dilated (pores); dull (dead cells)	excess (sebum & sweat)	-	dilated (pores)	long term (darkening)		

**Table 4.2.9: The Multimodal Features Contributed in Describing Functions (A9) (Cont.2)**

Mode/ Feature + (Aspect)	Sub-Aspect		L'Oréal Paris		L'Oréal Men Expert						
			AC	AT	BC1	BC2	BC3	BC4	BT	BM1	BM2
<b>Verbal</b>  1. Word Choice	<b>Elabo- ration</b>	<b>Verbs</b>	cleanses; purifies; brightens; makes	invigorates; provides; smoothes; helps stimulate; clarifies	smoothes; helps stimulate; clarifies; cleanses; evens out; reinforce	Traps & washes off; removes; reveals; frees; reduces	captures & washes off; purifies; fights; reduces	brighten; rubbing out; mattifying; removing; reduce; prevent; purge; tighten	purifies; removes; tighten; smoothes; refines		Reduces; Evens out; Brightens up; prevents; Protects; hydrates
<b>Verba l</b>  2. Lingu- istic Style	<b>Key points</b> Subheading 2 <sup>9</sup>		Less concise		less concise	Concise					Concise
	<b>Elaboration</b>		<b>More lengthy/ wordy</b> (more descriptive & expressive) <i>E.g. (AT): Thanks to its pleasant and extra- light aqua texture.....</i>		<b>Less lengthy/wordy than LP (overall)</b>						
<b>Vis- ual</b>	<b>symbol</b>		-		-				include symbols		
	<b>Composition</b>		Subheading1 underlined; Subheadings in blue font colour; description in conventional black fonts		Subheadings in different coloured boxes.  description in conventional black fonts				description presented in distinct bullets & arranged in order		
			Natural/ blended		solid geometry						Natural/ blended

<sup>9</sup> The comparison of linguistic style concerns on how packaging designers express A9. Thus, Subheading 1 is not included as it is meant to construct impression on the product (via A9) through word choice. In terms of comparison in linguistic style, Subheading 2 (as key points) compares the conciseness of language, whilst Description (as elaboration for key points) compares the wordiness of language.

**Table 4.2.10: The Multimodal Features Contributed in Promising Expected Results (A10)**

Mode/ Feature	Aspect		L'Oréal Paris		L'Oréal Men Expert
			AC	AT	BC1
Complete Verbal Feature	Subheading		Results		Results
	Description		<p>- Instantly cleaned from impurities, your skin is refreshed and well prepared for the Whitening care.</p> <p>- Day after day, like freed from dullness, <b>your skin looks brightened and more transparent with a healthy glow.</b></p>	<p>- <b>Immediately</b>, skin is invigorated and well hydrated all day long. It looks more illuminated and feels smoother and more supple.</p> <p>- <b>Day after day</b>, the complexion is brightened, more even and more transparent with a healthy glow.</p>	less irritation, less tightness and more comfort
Verbal	Word Choice	Description (skin)	Instantly cleaned; refreshed; well prepared; <b>brightened; more transparent with a healthy glow.</b>	invigorated; well hydrated; more illuminated; smoother; more supple; brightened; more even; more transparent with a healthy glow	less irritation; less tightness; more comfort
		Comparative adjectives	more	more; -er	less; more
	Linguistic Style		wordy (descriptive)		Concise
Visual	Composition		<p><b>subheading:</b> underlined &amp; in different font colour</p> <p><b>Description:</b> bolded key points</p>		No lines/ shapes (but embedded in A9)

**Table 4.2.11: The Multimodal Features Contributed in Describing Texture (A11)**

Mode/ Feature	Aspect		L'Oréal Paris		L'Oréal Men Expert
			AC	AT	BT
Complete Verbal Feature	Subheading		Ultra-soft texture	Texture	Texture: No stickiness, no greasiness, ultra freshness!
	Description		This innovative soft and milk texture lathers abundantly in contact with water, rinses off easily, and leaves your skin refreshed and well prepared for the Whitening care	Soft and fresh, this toner is instantly absorbed and gives an immediate sensation of comfort.	The water-like texture is specially designed for men: quickly absorbed. It leaves skin refreshed neither sticky nor shiny, oil-free finish.
Verbal	word choice	product texture	ultra-soft; soft; milk texture	soft; fresh	<b>Subheading:</b> No stickiness, no greasiness, water-like texture; specially designed for men
		texture functionality	lathers abundantly; rinses off easily	instantly absorbed	quickly absorbed
		Skin texture	refreshed; well prepared for the Whitening care	immediate sensation of comfort.	<b>Subheading:</b> ultra freshness refreshed; neither sticky nor shiny, oil-free finish.
	linguistic style		wordy (descriptive)		concise + wordy
	Visual	Composition		<b>subheading:</b> underlined & in different font colour	
Pattern		Natural & blended		solid geometry	

**Table 4.2.12: The Multimodal Features Contributed in Giving Instructions (A12)**

Mode/ Feature	Aspect	L'Oréal Paris			L'Oréal Men Expert			
		AC	AT	AM1-3	BC1 - 4	BT	BM1 & BM2	
Complete Verbal Feature	Subheading	Ultra-soft texture	-	-	Recommendation for use		How to use	
	Direction <sup>10</sup>	This innovative soft and milk texture lathers abundantly in contact with water, rinses off easily, and leaves your skin refreshed and well prepared for the Whitening care	Avoid eye contour	Use daily in the morning (AM3: Use in the evening) on a perfectly cleansed skin. Avoid contact with eyes.	- Lather in the palm of your hand. - Apply on wet face and gently massage, concentrating on forehead, nose and chin. - Avoid eye contour, in case of contact with eyes, rinse immediately. - Suitable for daily usage.	Pour the liquid into the palm of your hand, lightly rub hands together and pat gently on cleansed face.	Use all over the face in the morning (and /or evening) on cleansed skin. When applied after shaving, WHITE ACTIV soothes razor burn.	
Verbal	1. Word choice	A) Noun (phrase) Body elements	skin	eyes	Skin; eyes	palm; hand; face; forehead; nose; chin; eyes	palm; hands; face	Face; skin
		Additional element	Whitening care	-	-	-	-	Shaving; razor burn;
		B) pronoun	Your (skin)	-	-	Your (hand)	Your (hand)	-
		B) Adjectives (skin/face)	Refreshed; well prepared	-	perfectly cleansed	Wet	Cleansed	Cleansed
		(other)	soft; milk (texture)	-	-	Suitable (for) daily usage	-	-
		C) Verbs	lathers; rinses; leaves	Avoid	Use	lather; apply; avoid; massage; rinse	pour; rub; pat	Use; soothes
		D) Verb + adverb	lathers abundantly; rinses off easily	-	Use daily	gently massage; rinse immediately	lightly rub; pat gently	Use all over the face
	2. Lingui- stic Style	A) Mood structure	Declaratives	Imperatives		Imperatives		Imperatives; declaratives
		B) writing style	wordy (descriptive)	Concise	slightly wordy	Concise		
		C) steps elaboration	brief steps			elaborated steps		brief steps
Visual	Composition	subheading: underlined & in different font colour	No subheading		subheading in a white box (box colour different from the background)			
	Pattern	Natural & blended			solid geometry			

<sup>10</sup> The directions presented in the table for BC1 - 4 are the common directions identified in the 4 packaging, although there may be some insignificant differences among them.

**Table 4.2.13: The Multimodal Features Contributed in Listing Ingredients (A13)**

Mode/ Feature	Aspect	L'Oréal Paris		L'Oréal Men Expert	
		AC & AT		BC1	BC2 - BC4 & BT
Verbal	Word Choice	Ingredients		Patented Formula (heading); Ingredients	
Visual	Colour	Insignificant (same font colour with the ingredients)		"Patented formula" in bright orange box; "Ingredients" (Insignificant: same font colour with the ingredients)	
	Composition/ pattern	Natural/ blended; no lines		Rectangle (straight lines)	

**Table 4.2.14: The Multimodal Features Contributed in Giving Assurance (A14)**

Mode/ Feature	Aspect	L'Oréal Paris		L'Oréal Men Expert				
		AC	AT	BC1	BC2	BC3	BC4	BT
Complete Verbal Feature		Dermatologically tested; Tested on Asian skin		Tested under dermatological control	Tested on Asian men and under dermatological control		Tested on Asian Men	Tested under dermatological control
Verbal	Word Choice	Dermatologically tested		Tested under dermatological control				
		Asian skin		Asian Men				