

## APPENDIX D: GENDER CONSTRUCTION THROUGH MULTIMODAL FEATURES

**Table 4.3.1: Gender Construction in Presenting Brand Name/Logo (A1)**

Mode/ Feature	Aspect	L'Oréal Paris				L'Oréal Men Expert			
		Signifier	Signified (Order of Signification)			Signifier	Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal	Word choice	PARiS	Capital of Fashion	Sophistication/ Luxury/ aesthetic	F	PARiS	Capital of Fashion	Sophistication/ Luxury/ aesthetic	F
			City of Romance	Love/ seduction ( <i>Emotional Expressiveness</i> )			City of Romance	Love / seduction ( <i>Emotional Expressiveness</i> )	
Visual	Typography <sup>1</sup> (of the whole brand name)	Light colour, smaller, not bolded	Light & not compressed (light font & colour)	Sophistication	F	MEN EXPERT	Expert on men (skin)	Expertise	M
		irregular	Unconventional	Aesthetic		Dark colour (except BT & BM1); big, bolded & compressed	Heavy & compressed ( <i>dense font &amp; colour</i> )	Ruggedness & competence	
		Gold font	Colour of gold	Luxury		Regular (all caps)	Conventional	Non-aesthetic	
	Colour choice	Straight fonts & all caps	Black font (except BT & BM1)	Colour of men business clothing/ fashion items		power, authority, control Sophistication, luxury	M/F		
								PARIS (way smaller) under L'Oréal	L'Oréal as ideal info; Paris as practical info (description) for the brand
	Composition	PARIS (very small font) embedded in the letter 'O' of L'Oréal	PARIS has the least salience & almost unnoticeable	Less sophistication/ aesthetic		Less F			

<sup>1</sup> The typography is analysed in a holistic manner, analysing the whole brand name, "L'ORÉAL PARiS" and "L'ORÉAL MEN EXPERT". The latter does not include the word "PARiS" in the analysis for LME, since it is given the less prominence (less significance), based on the composition of the presented brand name.

**Table 4.3.2: Gender Construction in Presenting Brand Image (A2)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert						
			Signified (Order of Signification)				Signified (Order of Signification)						
			Denotation	Connotation	Myth		Denotation	Connotation	Myth				
1. Graphic Element Colour	Feature of colour	<b>Light, Bright</b> (mostly white)	Not dense colour	Light & less prominent;	<b>F</b>	<b>Neutral (grey)</b> (Top of bottle & The most)	"a neutral tone, intermediate between black & white, that has no hue; reflects & transmits only a little light"	Negotiation between M & F in visuals/skin colour	<b>M / F</b>				
				ideal fair beauty (lighter skin tone)				inexpressive & emotionless	<b>M</b>				
			Not dull colours	expressiveness & excitement				-	<b>Bright</b>	Not dull colours	Expressiveness; excitement	<b>F</b>	
				bright skin complexion							bright skin	-	
			<b>Pastel</b>	Soft colours				Softness/ tenderness	<b>F</b>	<b>Light</b>	Low colour value (Nearer to white)	Euphemism of skin fairness; Not pastel/pale (light) colours with low saturation	<b>Less F</b>
								soft skin					
		Less saturated, light		less prominent		<b>Dark</b>	Dense (saturated) colour	Dark skin					
				light skin tone									

**Table 4.3.2: Gender Construction in Presenting Brand Image (A2) (Cont.1)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert			
			Signified (Order of Signification)				Signified (Order of Signification)			
			Denotation	Connotation	Myth		Denotation	Connotation	Myth	
Visual  1. Graphic Element  Colour  (cont.)	Choice of Colour	<b>White</b> (the most)	Colour of clean paper sheet	Sincerity, Purity, innocence, perfection	<b>F</b>	<b>White</b> (all: fonts; almost 1/2 in BC1 & 2)	Colour of a clean sheet of paper	Purity, innocence, perfection	<b>F</b>	
			Colour of fair skin	Female ideal facial complexion			Colour of fair skin	Female ideal facial complexion		
		<b>Gold</b>	Colour of gold	Luxury		<b>Grey<sup>2</sup></b>	btw black & white colour in men's business attire	Neutral, emotionless, formal, serious, practicality, wisdom; elegance	<b>M</b>	
		<b>Purple</b> (AM3)	Royal colour	Luxury/ Sophistication			<b>Silver</b>	Colour of silver metal	Sophistication; hi tech	<b>F/M</b>
		<b>Pink</b> (AM2)	Colour of girl's stuff	Youth / Femininity (include sweet, nice, playful, cute, romantic)		<b>Black</b>	Colour of men formal/ business clothing/ fashion items	Seriousness, power & authority	<b>M/ F</b>	
		<b>Blue<sup>3</sup></b>	Colour of boy's stuff	Masculinity				<b>M</b>		
		Colour  (cont.)	<b>Pink</b>	<b>Pastel</b>		Soft girlish colour	Femininity, softness	<b>F</b>	<b>Bright, light</b>	bright, light boyish colour
	<b>Blue</b>		<b>Light Ultramarine</b>	Soft boyish colour	Feminine softness + M	<b>More F</b>	Bright, dense boyish expensive colour	Prominence; Masculinity		<b>M / F</b>
				Made of expensive pigments (the past)	Luxury/ sophistication			Expressiveness, Luxury		
							<b>Blue</b>	Colour of boy's stuff	Masculinity	<b>M</b>
						<b>None</b>	-	Anti-femininity	<b>M</b>	

<sup>2</sup>The grey colour of LME can be perceived in two different shades, i.e. light grey or silver.

<sup>3</sup>Since both LP and LME use blue and white, there are some factors that are not due to gendering effort. Refer Section 4.3.2 in Chapter 4 for further details.

**Table 4.3.2: Gender Construction in Presenting Brand Image (A2) (Cont.2)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Visual  1. Graphic Element  Non- colour Graphic element	Lines & Pattern	Lack straight lines & Blended/ natural	Lack of mechanical & technological elements	Naturalness, less technological	F	Many Straight lines (angularity)	Element of the mechanical, technological order	Technological skill & expertise; rationality	M
			All elements & info are not separated & not highlighted	Foster connection		Solid, geometry (squares & rectangles)	Separate elements/ info (framing)	Disconnection	
				Establish equality			Prominent (Saliency) (highlight each info)	Exert control & status	
	Typo- graphy	Smaller, less bolded, black & pastel colours	Light & not compressed	Sophistication/ Luxury		Large, bolded fonts (black & white fonts)	Heavy & compressed	Ruggedness & competence	
Overall Graphic element	Distribu- tion of colours & lines	More Gradual	Smooth texture with less relief; low density	Fragile, delicate	More abrupt;	Rough texture more relief; high density	Strength & tough (hard)		
		light/pastel colours			dark, bright & light colours arranged disorderly				
		lacking lines			many lines				

**Table 4.3.2: Gender Construction in Presenting Brand Image (A2) (Cont.3)**

Mode/ Feature	Contrasting Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Visual 2. Structural element	Shape & size of the bottle	Straight, less angular, tall & slim, smaller base (AC)	Less represent technological order	Less rationality	F	Straight, more angular (BCs)	Element of the mechanical, technological order	Technological skill & expertise; rationality	M
			Elongated shape but unstable	Sophistication; expensive		broader base (BCs)	More stable	Stability, strength	
			Like female ideal body	Beauty ideal		Broader body; less rounded (All BCs)	Sturdy, crude, thick & wide	Strength & power	
		tall & slim (AT)	Elongated shape	Sophistication			visually larger	masculine body ideal	
			female ideal body	Beauty ideal		Much shorter (All BCs & BT)	Smaller, size & shape fit palm		
		Round, Shorter with broad base (all AMs)	Spherical shape, curve lines & circles represent natural processes	Naturalness, Softness		taller, round ends (but with transparent cap showing the pump) (all BM)	Visually straight, not round; Straight lines & angularity are technological element	Technological skill & expertise; rationality (less rounded)	
						Visually no difference in size; shape & size fit palm	Practicality/ functionality		
Optical properties	Light transmission + Material	Opaque (AC)	Can't see product	disconnection	M	Opaque (All)	Can't see product	Disconnection	M
		Translucent (AT)	vaguely see product	Foster connection	F				
		Transparent/translucent body with 2 layers + Glass material (all AMs)	Can clearly/ vaguely see the product	Luxury		Cheaper material	Less luxurious		
			Multiple light transmission & reflection, & fragile, like crystal	Fragility, delicate		Glossy/ Shiny surface (except cap) (BC)	Smooth body (Except caps)	Smoothness; sophistication (except caps)	
	Glossy/shiny surface (AC)	Smooth surface & shiny object	Smoothness; sophistication						

**Table 4.3.2: Gender Construction in Presenting Brand Image (A2) (Cont.4)**

Mode/ Feature	Contrasting Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
3.  Tactile	Surface	All products from LP and LME are similarly smooth.							
	Hardness	Same hardness & softness overall, based on product types.							
	Weight	Same weight among cleansers.							
4. additional features	Olfactory (Smell)	Sweet (only AC)	Smell like perfume/ flower	Sophistication/ Luxury/ natural	<b>M</b>	Slightly lighter (BT & all BMs)	Less heavy	Less ruggedness & competence	<b>Less M</b>
	Product logo (above cap)	Rose bud (same colour with backgrd) (AT)	Less noticeable flower	Less feminine	<b>Less F</b>	Rose bud (same colour with backgrd) (BT)	Less noticeable flower	Less feminine	<b>Less F</b>
		Rose bud (in gold) (AMs)	Favourite item in romance; colour of gold metal	romance (emotional); luxury	<b>F</b>	None (BMs)	No flower	Anti-femininity	<b>M</b>

**Table 4.3.3: Gender Construction in Presenting Trademark (A3)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris (AC & AT)			Signifier	L'Oréal Men Expert (BC & BT)		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal	Word choice	<i>Dermo-Expertise</i>	Having skills & knowledge in skin care	Feminine Expertise (Vanity)	F	<i>Active Defense System</i> (all, except BM2)	Active ingredient that helps to reinforce the natural resistance of the skin	Active	M
						<i>Melanin Block (BM2)</i>	Ingredients that block dark pigment, melanin	Independence; Strong/tough Force; power	
Visual	Symbol	-	-	-	F	'adS' (all, except BM2)	Symbolised "Active Defense System", differs from others like professional logo	<b>Competence</b> (competitiveness, professionalism, expertise)	M
						'TM' sign	Registered trademark that distinguish them from other competitors a professional legal procedure		
	Typography	Small, narrow fonts	Light & not compressed fonts	Sophistication		Bigger, bolded (symbol)	Heavy & compressed font.	Ruggedness & (enhanced) competence	-
						Unnoticeable	- (Insignificant)	-	
	Colour	White fonts on shiny gold-plated surface	Words etched on gold metal.	Luxury		<b>Orange</b> (BC1 & 2)	a bright color between yellow & red on the spectrum; colour of kid's stuff	Individuality; Affordable	M
						<b>Dark green</b> (BC3)	Colour of leaf (nature / outdoor)	Ruggedness; Skin freshness	
	Composition	(way smaller) under the brand, <i>L'Oréal Paris</i>	<i>LP</i> as ideal info; <i>DERMO-EXPERTISE</i> as practical info (description) for the brand	<b>Dependence</b> <i>L'Oréal</i> as a brand specialised in skincare that you can rely on.		<b>White</b> (BC4 & BT)	clean sheet of paper Colour of fair skin	Purity, perfection Female ideal beauty	F
						At the bottom packaging (near the cap)	As real/ practical info (like most trademarks)	<b>Functionality</b> expected functional element (providing ADS) in <i>LME</i>	M
				Symbol is much bigger than words	Symbol (similar to logo with registered TM) is more prominent (salience) than words	(Emphasised) Competence			

**Table 4.3.4: Gender Construction in Classifying Product Series (A4)**

Mode/ Feature	Aspect	L'Oréal Paris				L'Oréal Men Expert			
		Signifier	Signified (Order of Signification)			Signifier	Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal	Word choice	WHITE PERFECT	Fair & flawless	Feminine ideal facial complexion	F	WHITE ACTIV	Fair	Feminine ideal facial complexion	F
			Perfect image	Object of contemplation			Doing action (Active lookers)	Object of action	M
Visual	Typo- graphy	Medium- sized, narrow	Light & not compressed fonts	Sophistication	F	Large, bolded,	Heavy & compressed	Ruggedness & Competence	M
	Colour <sup>4</sup>	gold fonts	Colour of gold	Luxury/ sophistication		White fonts	Skin Fairness	Feminine ideal body	
		black fonts	colour of fashionable/ luxury items			Light background	Lighter skin tone	Bright skin	Less F
		White/ pastel background	White skin/ lighter skin tone (fair)	Feminine ideal facial complexion		Bright background	Not dull		
	Compo- sition/ pattern	Natural/ blended	All elements & info are not separated and not highlighted	Foster connection		M	Blue background	Colour of boy's stuff	Masculinity
				Establish equality					
		Lack of straight lines	Lack of mechanical & technological elements	Naturalness, less technological		Saliency (highlight each info)	Exert control & status	Report style	
					straight lines/ rectangle	Element of the mechanical, technological order	Technological skill & expertise; rationality		

<sup>4</sup> Unlike presenting brand image (A2), the colour interpretation for A4 is more specific, as it focuses on how the colour helps to classify the products as whitening products.



**Table 4.3.5: Gender Construction in Describing Product Type (A5)**

Mode/ Feature	Aspect	L'Oréal Paris				L'Oréal Men Expert				
		Signifier	Signified (Order of Signification)			Signifier	Signified (Order of Signification)			
			Denotation	Connotation	Myth		Denotation	Connotation	Myth	
Verbal	Word Choice (descriptor 5/ function)	Fairness (all AMs)/	Skin whitening for feminine fair beauty	Fair beauty/ aesthetic	F	Brightening/Bright (Mostly)	Skin-brightening/ bright skin		Fair beauty (less explicit)	Less F
		Whitening (AT)		Functionality			Whitening (only BM2)	Skin whitening for feminine fair beauty		
		Purifies & brightens (AC)	Other description for fair skin	Fair beauty (less explicit)		(Oil) Control <sup>6</sup> (BC2 &3; BT& BM1)	Takes control (of negative elements)	Performance Power, authority & strength	M	
		(Fairness) Control (AM1 & 2)/ Revealing (AM2)	Types of fair beauty (Control = not too pale.)	Aesthetic/ perfection		Anti-(spot) (BC3)	Fight against... (negative elements)			
		Moisturizing (Only AT)	How the product makes the skin feel. (skin texture)	Sensuality		Power (BM2)	"the ability/right to control people or things" OR "ability to act/ produce an effect"			
		Word Choice (base/ identity)	Foam (AC)	Product function/ identity as cleanser		Instrumentality /Identity	M/-	Total Skin Renewer (BC4)		
	Milky (AC)		Product texture	Sensuality	F	Foam (All BCs)	Product function/ identity as cleanser	Instrumentality /Identity		M/-
						White (BC2)	Foam with whitening effect	Functionality		M
						Charcoal (BC3)	Multi health benefits material			
						Natural products; rough, dirty & black	Ruggedness			
	Volcano Red (BC4)		Dangerous liquid; colour marking "danger"	Courage						
	Volcanic mineral with skincare benefits		Functionality							
	Toner (AT)		Product function/ identity as toner	Instrumentality /Identity	M/-	Powered Water (BT)	Liquid that is charged with power.	Power	M	
	Moisturizing (AM1 & 2)/ Soothing (AM3)	How the product makes the skin feel. (skin texture)	Sensuality	F	Moisturiser (all BMs)	Product function/ identity	Instrumentality /Identity	M/-		
Watery (AM1)/ Cream (All AMs)	Product texture									

<sup>5</sup> The descriptor and base are determined by the difference in colour during the presentation of this social action (A5) in the packaging discourse.

<sup>6</sup> While there are a number of LME products that mention "oil control", it is due to the different nature of men's skin, and thus, not considered a gendering strategy/effort.

**Table 4.3.5: Gender Construction in Describing Product Type (A5) (cont.)**

Mode/ Feature	Aspect	L'Oréal Paris				L'Oréal Men Expert			
		Signifier	Signified (Order of Signification)			Signifier	Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Visual	<b>Typo- graphy</b>	Small, narrow	Light & not compressed fonts	Sophistication	<b>F</b>	Large, bolded,	Heavy & compressed	Ruggedness & Competence	<b>M</b>
	<b>Symbol (descriptor)</b>	&	And; curved symbol	Naturalness	<b>F</b>	+ / 4	Symbol of mathematics.	Rationality; problem-solving	
	<b>Colour<sup>7</sup> (descriptor)</b>	Insigni- ficant	-	-	-	White fonts	Skin Fairness	Feminine ideal fair beauty	<b>F</b>
	<b>Colour (base)</b>	Blue  (Ultramarine ) (AC & AT)	Colour of boy's stuff	Masculine colour	<b>M</b>	Bright (except BC3)	Brighter skin	Skin fairness	<b>Less F</b>
			Made of expensive pigments (in the past)	Luxury/ sophistication	<b>F</b>	Light (except BC3&4)	lighter skin	Feminine fair beauty	
		Green (BC2; BT; BM1)	Colour of leaf (nature)/ outdoor	Ruggedness; Skin freshness	<b>M</b>	Blue (BC1 & BM2)	Colour of boy's stuff	Masculine colour	<b>M</b>
			Colour of blood & fire	courage, assertive		Dark Red (BC4)	Colour of leaf (nature)/ outdoor	Ruggedness; Skin freshness	
	<b>Colour (b/ground)</b>	White/ pastel	White skin/ lighter skin tone (fair)	Feminine ideal fair beauty	<b>F</b>	Black	Opposite of white; maximally dark colour	Darker skin tone	<b>M</b>
	<b>Compo- sition/ pattern</b>	Natural/ blended	All elements & info are not separated; and not significantly highlighted	Foster connection	<b>F</b>	solid geometry (Except BC3)	Separate elements/ info (framing)	Disconnection	<b>M</b>
				Establish equality			Prominent (Salience) (highlight each info)	Exert control & status	
Lack of straight lines		Lack of mechanical & technological elements	Naturalness, less technological	straight lines/ rectangle			Element of the mechanical, technological order	Technological skill & expertise; rationality	

<sup>7</sup> Unlike presenting brand image (A2), the colour interpretation for A5 is more specific, as it focuses on how the colour helps to describe the product type in whitening series.

**Table 4.3.6: Gender Construction in Highlighting Key Ingredient(s) (A6)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris (AC)			Signifier	L'Oréal Men Expert		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal	Word choice	Tourmaline Gemstone	An ingredient, <i>Tourmaline</i> (without 'gemstone') in the ingredient list.	Luxury	F	Pro Exfoliatine (BC1)	A scientific term that is not in the ingredient list	Masculine field; Expertise	M
							"A powerful peeling agent"	Functionality	
							"Pro": the short form for "professional".	Competence	
						Active Defense System ( <i>all, not BM2</i> )	Active ingredient that helps to reinforce the natural resistance of the skin	Functionality Active; Strong/tough	
							"System", popular term in science & tech: e.g. ecological system, computer system	Masculine field; Expertise	
							Melanin: scientific term of dark pigment	Masculine field; Expertise	
	Ingredients blocking dark pigment	Functionality, force							
	Vitamin C ( <i>BM2</i> )	Substance to enhance immune system.	Functionality						
Visual	Symbol		-	-		'adS' ( <i>all, except BM2</i> )	Symbolised "adS" differs from others like professional logo	Individuality	
						'TM' sign	Registered trademark that distinguish them from other competitors		
	Typography	Small, narrow fonts	Light & not compressed fonts	Sophistication		Bigger fonts (BC1)	More salient	Prominence	
						Bigger, bolded (symbol)	Heavy & compressed font.	Ruggedness & (enhanced) competence	
						Unnoticeable ( <i>all, not BM2</i> )	- (Insignificant)	-	
						Non-Pink colours	Does not have the popular colour of girlish stuff	Anti-femininity	
Colour	Pink	Popular colour of girlish stuff	Feminine						

**Table 4.3.7: Gender Construction in Highlighting Key Function(s) (A7)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal	Word choice	Transparent Rosy	Translucent, rosy type of fairness	<b>Aesthetic</b>	F	<b>Action</b> (except BC1 & 4; BM2)	Do something, especially to achieve an aim.	Take action (agent)	<b>M</b>
			Not only fair	<b>Perfection</b>		<b>Exfoliatine</b> (BC1); <b>Purifying</b> (BC2); <b>Magnetic</b> (BC3); <b>Multi-action</b> (BT & BM1)	Non-whitening function; multi-functional	Not for fair beauty ideal/ functionality	
		Whitening	White skin (fair)	Fair beauty ideal		<b>Melanin Block</b> (BM2)	Block dark pigment, Melanin.	Avoid darkening for fair beauty	<b>Less F</b>
			The function of whitening skin			<b>Visibly</b> (BT&BM1)	Perceivable results	(Visible) Efficiency	<b>F</b>
	Elabo- ration					<b>100% men sees results</b> (BC4) (intro)	Proven Perceivable results	(Proven) Efficiency	
						<b>'Brighten'</b> (BC1, 2 & 4)	Skin-brightening (function)	Euphemism of fair beauty	<b>M/F</b>
						<b>Dull</b> (cell)(BC2)	Dull skin complexion (problem)		
						<b>Fairness</b> (BM1)	Lighten skin tone (effect)	Aesthetic/ fair beauty	<b>F</b>
						<b>Darkening</b> (BM2)	Darker skin (problem); dark in colour value/saturation	Euphemism/ Fair beauty ideal	<b>M/F</b>
						<b>Captures</b> (BC3)	Action involves force and aggression	Power	<b>M</b>
						<b>Fights</b> (BC3, BM1&2)			
						Dull dead cell; oil; dirt; pimple; blackheads.....	Problems that need to be solved	Solve problem	
						Oil control; Acne-reducing; Pore-minimizing (BC4)	Problem-solving		
						<b>Visibly</b> (BC1)	Perceivable results	Efficiency	
						<b>Instant</b> (BM1)	Quick results		

**Table 4.3.7: Gender Construction in Highlighting Key Function(s) (A7) (cont.)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Visual	Symbol	A straight line with 'spark' end	transparent bright fairness	Aesthetic/perfection	F	Arrow (clockwise)	24-hours result	(Lasting) performance	F
						Broken line	Not a curved line	Not natural process	
						Image of gear	Technological skill		
	Colour (font)	Black <sup>8</sup>	Writing convention	-	-	Mostly White (key function)	White skin (fairness)	Fair beauty ideal	F
						Black (elaboration)	Whitening Function	Functionality	-
							Writing convention	-	-
	B/grd of key func.	White	White skin (fairness)	Fair beauty ideal	F	Bright light blue (most)	Brighter & lighter skin	Euphemism of fair beauty	M/F
						White (BC1; BM2)	Colour of boy's stuff	Masculine colour	
	B/grd of elaboration	-	-	-	-	Grey (all)	White skin (fairness)	Fair beauty ideal	F
							Between black & white	Negotiation between fair & dark skin	M/F
	symbol	Pink	Rosy fairness	Aesthetic/perfection	F	Green	Colour of leaf (nature)	Skin freshness (not whitening)	-
	Composition/pattern	Lack of straight lines	Natural process	Naturalness		straight lines/rectangle	Element of the mechanical, technological order	Technological skill & expertise; rationality	M
						solid geometry	Separate elements/ info (framing)	Disconnection	
							Saliency (highlight each info)	Exert control & status	
	Natural/blended	All elements are not separated; & not highlighted	Foster connection	Presented in bullets	Info presented in point form	Report style			
		Establish equality				Report style			

<sup>8</sup> Black fonts in LME are not considered gendering effort because they are merely writing convention. This is verified by LP -- the detector of extraneous factor, which uses black font colour.

### From the Back Package (Bottle)

**Table 4.3.8: Gender Construction in Introducing Product (A8)**

Mode/ Feature + aspect	Sub-Aspect	Signifier	L'Oréal Paris (AC & AT)			Signifier	L'Oréal Men Expert (BC1 - 3; BT)		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal  1. Word choice	A) Noun phrase Front focus	whitening routine	A product for daily practice/care of skin-whitening	Vanity	F	(Sun rays; stress; pollution *); urban jungle; sweat; dirt.....	Daily problems faced by those who often go out & work; Harmful elements to the skin	<b>Masculine problems</b> (Athlete; working man; outdoor)	<b>M</b>
		whitening care range		Feminine Fair beauty					
	End focus	"Product name"	skincare product	Vanity		Consequences	<b>Negative:</b> Bad happenings need to be solved	Problem-solving	
	Skin focus	Skin	Face/ Appearance			Skin	Face/ Appearance	Vanity	<b>F</b>
	B) Adjectives (the skin) (Others)	Perfectly cleansed	<b>Positive:</b> Perfect image	attractiveness/ perfection		dull; uneven; shiny; unclean; oily	<b>Negative:</b> Problematic skin need to be solved;	Unattractiveness; Problem-solving	<b>M</b>
		Daily/ complete whitening	Whitening is an essential practice	Vanity/ Fair beauty		(sun rays) invisible; aggressive; serious; dark (spots); Excess (sebum)	<b>Negative:</b> Serious problems to the skin (need to solve)		
	(subject) & Verb	(LP) Presents	<b>Subject:</b> LP (a skincare brand)	Vanity		(*)Trigger... (**) accumulate... (Skin) Darkens...	<b>Subject (Negative):</b> problematic element/skin (need to solve)	Problem-solving (calling for active viewer)	
			<b>present tense:</b> actively doing sth	Active vanity (passive viewer)				<b>present tense:</b> actively doing sth	Active problems (passive victim)
							(viewer) Take action	<b>Subject:</b> Viewer	active viewer (Taking action)
							<b>Imperative:</b> being told to do sth		

**Table 4.3.8: Gender Construction in Introducing Product (A8) (cont.)**

Mode/ Feature + aspect	Sub-Aspect	Signifier	L'Oréal Paris (AC & AT)			Signifier	L'Oréal Men Expert (BC1 - 3; BT)		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal 2. Linguistic Style	a) Mood structure	Declarative	Giving info (common practice of packaging description)	-	-	<b>Declarative</b> (all)	Giving info	-	-
						<b>Exclamation</b> (BC1) (warning!)	Demand attention; Highlight urgency	Direct (Assertive/ authoritative);	M
						<b>Exclamation &amp; imperative</b> (BC1 & 2) (Take action!)	Demand action; Highlight urgency	Exert control & status;	
						<b>Interrogative</b> (BC3 & BT) 'oily skin?/ who is it for?..'	Rhetorical questions to demand thoughts of the viewer, while the speaker has the answers.	Task-oriented; to prove oneself & negotiate prestige	
b) Possible Genre	Formal Introduction in grand event ... LP presents:	'Grand opening'	Process-oriented	F	<b>Awareness talk</b>	Create awareness to the audience (viewer) about current problems/ issues, making them to join in the effort of solving the problems.	Task oriented	M	
							Problem-solving; taking action		
			Sophistication; luxury/ glamour				Own problem		narcissism

**Table 4.3.9: Gender Construction in Describing Functions (A9)**

Mode/ Feature + Aspect	Sub-Aspect	Signifier	L'Oréal Paris (AC & AT)			Signifier	L'Oréal Men Expert (all)		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal  1. Word Choice	Naming A9 (Sub-heading 1)	Action (AC & AT)	The action of the products/ viewers	Active products/ consumers	M/F	Action (only BC1)	The action of the product/ viewers	Active product/ consumers	M/F
						Bright + Oil Control (BC2; BT; BM1)	Function of the products	Functionality/ A9	M/ -
						Power (BC3 & 4); Multi-Action (BC3 & BT); in 1 Gesture (BM2)	Practicality of the products		
						Visible Multi-Action (BC3 & BT)	Visible effectiveness and practicality of the products		
						Charcoal (BC3); Volcano (BC4)	Materials with skincare function		
	Key points (Sub-heading 2)	cleanses; refreshes; tonifies, brightens, ... (all)	present tense = Active products	Passive viewers	F	Anti-; shine, dullness, spots...(problems)  (Mostly: BC2 &3; BT)	Anti- = Negative-connoted; against negative skin condition	Problem-solving/ unattractiveness	M
			positive verb: promote (construct) positive skin condition	attractiveness/ vanity			Negative-connoted 'shine, spots, dullness.." = <b>problems</b>		
			Elabo- ration  (Noun)	Subject			Key subject: 'product name'	skincare product	vanity
	Connection btw products & consumers	Foster connection rapport			do not show connection btw products & consumers	connection is embedded report		M	
			Key ingredients	elements that provide skincare functions	functionality/ A9	less M / -	Key subject: Key ingredients	elements that provide skincare functions	More emphasised on functionality/ A9



**Table 4.3.9: Gender Construction in Describing Functions (A9) (Cont.1)**

Mode/ Feature + Aspect	Sub-Aspect		Signifier	L'Oréal Paris (AC & AT)			Signifier	L'Oréal Men Expert (all)				
				Signified (Order of Signification)				Signified (Order of Signification)				
				Denotation	Connotation	Myth		Denotation	Connotation	Myth		
Verbal  1. Word Choice	Elaboration  (Noun)	Object	skin/ complexion	appearance	vanity	F	skin/ complexion	appearance	vanity	F		
			<b>less problems per product</b> impurities (make-up, dirt, sebum); dead cells...	less problems that need to be solved	Less problem-solving	<b>less M</b>	<b>More problems per product</b> (impurities; blackheads; dead cells; pores; acne..)	Negative-connoted: more unwanted elements/ problems that need to be solved	more problem-solving	<b>M</b>		
			sebum	an oily secretion of the sebaceous glands in the skin.	Vanity (skin-related)	F	oil (mostly)	A viscous liquid, e.g. cooking oil	not skin-related	-		
							shine (BM1)	glossy surface	appearance/aesthetic <b>(not skin related)</b>	<b>less F</b>		
			make-up	cosmetic products	Vanity		sebum (BC4)	an oily secretion of the sebaceous glands <b>in the skin.</b>	Vanity (skin-related)	F		
	Elaboration  (Description)	Subject (content / Ingredient)	a powerful peeling agent	effective elements	Functionality/A9	<b>M/ -</b>	the formula (all, except BC1)	chemical compound	scientific expertise			
			enriched	rich of...	luxury	F	enriched	rich of...	luxury	F		
		Object (skin)	impeccably clean; well cleansed;	stressed (adverb) positive skin description	enhanced attractiveness			charged	powered/ energized (electricity)	Power & strength + masculine discourse	<b>M</b>	
								fuelled	powered up by fuel (petrol)			
								loaded	carrying a heavy load.			
			prepared for the Whitening care.; fairness	skin-whitening for fair beauty	feminine fair beauty ideal				neat; fresh	positive skin description (without adverbs: not stressed)	attractiveness	<b>less F</b>
									neat	(rare description on skin)	Non-vanity (not skin-related)	<b>M</b>
									matte	Negative: dull, non-shiny	unattractiveness	
		bright and healthy look/ healthier looking skin							Bright skin= euphemism for fair	skin fairness (indirect)	<b>less F</b>	
								Healthy = good physical condition	strong (healthy)	<b>M</b>		

**Table 4.3.9: Gender Construction in Describing Functions (A9) (Cont.2)**

Mode/ Feature + Aspect	Sub-Aspect		Signifier	L'Oréal Paris (AC & AT)			Signifier	L'Oréal Men Expert (all)		
				Signified (Order of Signification)				Signified (Order of Signification)		
				Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal 1. Word Choice	Elabo- ration Description	Object (problem)	all sorts of (impurities)	remove all unwanted elements	Perfection	F	dull (dead cells); dilated (pores)	Negative description on problematic elements = more serious	Enhanced Functionality (tougher problem-solving)	M
				long term (darkening)	problems that has stayed/ grew in a considerable time					
		Verbs (in general)	cleanses; purifies; brightens; makes.....	verbs in present tense = product/ ingredient's action/ function	passive consumers	M/ -	clarifies; cleanses; brighten...	verbs in present tense = product/ ingredient's action/ function	passive consumers	F
				Functionality	evens out; washes off; rubbing out; brightens up		(Verb + adverb):enhanced product/ ingredient's action/ function	Enhanced Functionality (taking action)	M	
				reinforce; traps; captures; protects; fights	actions involving power, strength &/ violence	Enhanced Functionality (power-oriented)				
	(How "clean- sing" is express- ed)	cleanses; purifies; clarifies	cleanse/ purify/ clarify skin	Vanity (skin-related)	F	cleanses; purifies; clarifies	cleanse/ purify/ clarify skin	Vanity/ purity/ attractiveness	F	
			cleanliness	Purity		[Traps/captures & washes off; rubbing out; removes]	Negative verbs: [...] impurities/ dead cells; get rid of problematic elements	problem-solving	M	
			Positive verbs: construct attractiveness	Attractiveness		purge; frees	less frequent verbs in skincare	less skin-related (less vanity)		
						matifying	producing dull surface (remove oil that makes skin shiny)	unattractiveness (Dull)		
	2. Lingu- istic Style	Key points Subheading 2	Less concise	less direct (descriptive/ expressive)	rapport/ indirect	F	concise (All, except BC1)	Direct; less descriptive/ expressive	report/ direct	
Elaboration		More lengthy/ wordy				Less lengthy/ wordy than LP (overall)				

**Table 4.3.9: Gender Construction in Describing Functions (A9) (Cont.3)**

Mode/ Feature + Aspect	Sub-Aspect	Signifier	L'Oréal Paris (AC & AT)			Signifier	L'Oréal Men Expert (all)		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Visual	symbol	-	-	-	-	include symbol (BM1 & 2)	like standardised technical symbol	Technological skills	M
							concise (1 pic 'speaks' more than words)	direct	
	Composition	Subheading <sup>1</sup> underlined; Subheadings in different colour	less framing & salience; harder to identify details than LME & less prominent.	Less direct & assertive;  establish equality	F	Subheadings in different coloured boxes (most BCs & BT)	More framing & salience; easier to identify details than LP & more prominent.	More direct & assertive	
								Exert control and status	
					elaboration presented in distinct bullets & arranged in order (BMs)	More framing: easier to identify details than LP	More direct		
	Pattern	Natural/ blended	info connects to each other (less framing)	foster connection	F	solid geometry (box) (mostly)	disconnect from others (more framing)	disconnection	M

**Table 4.3.10: Gender Construction in Promising Expected Results (A10)**

Mode/ Feature	Aspect		Signifier	L'Oréal Paris (AC & AT)			Signifier	L'Oréal Men Expert (BC1 only)		
				Signified (Order of Signification)				Signified (Order of Signification)		
				Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal	Word Choice	Description (skin)	All Adjectives (see Table 4.2.10)	skin image / texture	<b>vanity (aesthetic)/ sensuality</b>	F	less irritation; less tightness; more comfort	only describe skin texture, not image	<b>sensuality/ non-vanity</b>	<b>less F</b>
				positive descriptions	attractiveness/ tenderness			not soft texture	Non-tenderness/ different skin needs	<b>M / -</b>
		Comparative adjectives		more; -er	positive comparatives			less positive connotation	less positive sensuality (unattractiveness)	<b>less F</b>
	Linguistic Style		Wordy	descriptive & expressive language	<b>Feminine conversational style</b>  expressiveness/ indirect/ rapport	less (2) ; more (1)	more negative comparatives	concise	straight to the point	<b>Masculine conversational style</b>  inexpressiveness/ direct/ assertive/ report style
Visual	Composition		<b>subheading:</b> underlined & in different font colour	More salience (prominence)	enhanced vanity/ sensuality	No lines/ shapes (but embedded in A9)	Less salience, to the extent of hiding.	<b>anti-femininity</b> (hidden sensuality)		
			<b>Description:</b> bolded key points							

#### **4.3.11 Describing Texture (A11)**

This social action is not analysed as it is largely affected by the different skin condition between men and women, i.e. non-gendering factor ('extraneous factor'). Moreover, this social action is insignificant in LME, as it is only presented in BT. With reference to Table 4.2.11, the gendering efforts in LME are also difficult to detect, as the differences between both products are insignificant, other than the description of texture that may caused by the different skin conditions between both sexes.

**Table 4.3.12 Gender Construction in Giving Instructions (A12)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert			
			Signified (Order of Signification)				Signified (Order of Signification)			
			Denotation	Connotation	Myth		Denotation	Connotation	Myth	
Verbal	Word Choice (Sub-heading)	Ultra-soft texture (AC)	gentle to the skin/ for A11	Sensuality/ Tenderness	F	Recommendation for use/ How to use	subheading in manual (technical document)	Technical skills; Handy man	M	
	1. Word Choice (instruc- tions)	A) Noun (phrase) Body <sup>9</sup>	Skin (all, except AT)	Skin complexion; the concern of skincare product		vanity	palm; hand (BCs & BT)	manual	handy man	M/F
							face (all)	body part/ skin complexion	non-vanity/ vanity	
							forehead; nose; chin (BCs)	Parts of the face		
							Skin (1 sentence in BMs)	Skin complexion.	Vanity	
		Additional element	Whitening care (AC)	Skin-whitening for fair beauty		feminine practice/vanity	Shaving; razor burn (BMs)	Shaving facial hair that only men have to look good.	Masculine practice/ vanity	M/F
		B) pronoun	Your (skin)	connection btw product & skin		vanity (skin)	your (hand)	connection btw product & hand (manual)	Handy man	M
		B) Adjectives (skin/face)	perfectly cleansed	perfect (positive) image		attractiveness/p erfection	cleansed	clean	unattractiveness	
			Refreshed; well prepared	positive image		attractiveness	wet	negative image		
	(other)	soft; milk	soft texture	Sensuality/ Tenderness		Suitable (for) daily usage	can use it every day (as skincare routine)	autonomy (in vanity)	M/F	
	C) Verbs	lathers; rinses; leaves (AC)	present tense: active AC	passive viewers		most verbs (lather; apply..)	imperative verbs	active viewer	M	
						massage; rub; pat	manual actions	Handy man		
		avoid (AT); use (AMs)	imperative verbs non-manual	active viewer not handy man		M	soothes (1 sentence in BMs)	present tense: active AC	passive viewers	F

<sup>9</sup> Eyes are not included in the analysis, as they are presented in both LP and LME, and thus, not meant for gendering.

**Table 4.3.12: Gender Construction in Giving Instructions (A12) (Cont.1)**

Mode/ Feature	Aspect		Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert			
				Signified (Order of Signification)				Signified (Order of Signification)			
				Denotation	Connotation	Myth		Denotation	Connotation	Myth	
Verbal	1. Word Choice (instructions)	D) (verb) + adverb	(lathers) abundantly	<b>adverb of manner</b> (LP: skincare product)	Quality Vanity	F	gently (massage); lightly (rub); (pat) gently	<b>adverb of manner</b> (consumers: how to use)	handy man	M	
			abundant = a lot	luxury	gentle: remind rough men			gentleness/ rough	M/F		
			(rinses) off easily	<b>adverb of manner</b> (LP: skincare product)	Quality Vanity			(rinse) immediately	<b>adverb of manner</b> (consumers: how to use)	handy man	M
			easy to use	unskilful	quick action			physical performance			
	(Use) daily	<b>adverb of frequency; command to use as skincare routine</b>	(demanded) vanity	(Use) all over the face	<b>ADV of manner /place</b> (consumers: how/where to use)	handy man					
	2. Linguistic Style	A) Mood structure	<b>Imperatives</b> (AT & AMs)	demanding actions from viewers	active viewer	M	<b>Imperatives</b> (all)	demanding actions from viewers	active viewer	M	
			<b>Declaratives</b> (AC)	giving info; not demanding action	does not connote active viewer	-	<b>Declaratives</b> (only 1 sentence in BMs)	giving info; not demanding action	does not connote active viewer	-	
		B) writing style	wordy (AC)	descriptive; indirect	F. conversational style	F	Concise	direct; report style	masculine conversational style	M	
			slightly wordy (AMs)	between descriptive & report; direct & indirect	between M & F conversational style	M/F					
			Concise (AT)	direct; report style	M. conversational style	M					
C) steps elaboration		brief	doesn't look like a manual (technical document)	Non-technical	F	wordy	many steps, e.g. step-by-step guide (manual)	technical skills/ handy man	M		
	users may know how to use; common practice		common practice of feminine vanity	brief (all AMs)		insignificant (due to limited space)	-	-			

**Table 4.3.12: Gender Construction in Giving Instructions (A12) (Cont.2)**

Mode/ Feature	Aspect	Signifier	L'Oréal Paris			Signifier	L'Oréal Men Expert		
			Signified (Order of Signification)				Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Visual	Composition	subheading underlined & different font colour <b>(only AC)</b>	Salient subheading (ultra-soft texture)	enhanced sensuality & tenderness	F	subheading: white box & different box colour	Salient subheading (Recommendation for use/ How to use)	Enhanced Technical skills; Handy man	M
			less framing & salience than shape.	less direct & assertive than LME	less M		frame shape: more salience & framing than a line; point out A12	more direct & assertive than LP	
		No subheading/ framing (others)	not highlighted/ framed; do not point out A12	Indirect & unassertive	F				
	pattern	Natural/blended	info connects to each other (less framing)	foster connection		solid geometry (box)	disconnect from others (more framing)	disconnection	



**Table 4.3.13: Gender Construction in Listing Ingredients (A13)**

Mode/ Feature	Aspect	L'Oréal Paris (AC & AT)				L'Oréal Men Expert (BC & BT)			
		Signifier	Signified (Order of Signification)			Signifier	Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal	Word Choice	Ingredients	elements that form the product	-	-	Ingredients (all)	elements that form the product	-	-
						Patented (BC1)	A grant given on an innovation, usually science & technology	Expertise/ Competitive	M
						Formula (BC1)	An established method of doing/ producing something	Problem-solving/ instrumental	
Visual	Colour	Insignificant	-	-	-	Bright orange (b/grd colour of "patented formula")	bright color btw yellow & red	Individuality	-
	Composition/ pattern	Lack of straight lines; Natural/ blended	All elements & info are not separated and not highlighted	No prominence element	-	straight lines/ rectangle ("patented formula")	Saliency	Prominence enhance masculine connotation of "patented formula"	

**Table 4.3.14: Gender Construction in Giving Assurance (A14)**

Mode/ Feature	Aspect	L'Oréal Paris (AC & AT)				L'Oréal Men Expert (BC1 - 4; BT)			
		Signifier	Signified (Order of Signification)			Signifier	Signified (Order of Signification)		
			Denotation	Connotation	Myth		Denotation	Connotation	Myth
Verbal	Word Choice	Dermatologically tested	Safe to use	Insecurity  (of female consumers)	F	Tested under dermatological control	Everything is under control.	Take control  (power & authority of male consumers)	M
		Asian skin	Appearance	Vanity		Asian men	Male, not female	Exclusively for men  (Masculine; antifemininity)	