## APPENDIX E: SUMMARY OF FINDINGS

### Table 5.1: Summary of Findings

<table>
<thead>
<tr>
<th>Presenting Brand Name/Logo (A1)</th>
<th>RQ 1: What are the social actions presented in the packaging discourse of LME?</th>
<th>RQ 2: What are the multimodal features in the packaging that contribute to the social actions?</th>
<th>RQ 3: How are the multimodal features for each social action strategized</th>
<th>RQ 3 (cont.): for marketing and gendering purposes?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Presenting Brand Name/Logo (A1)</strong></td>
<td>The tiny word “Paris” in the bolded letter “O” of L’Oréal.</td>
<td>1. Hiding the Masculine “Threat” - Paris</td>
<td>1) downplay femininity: - hiding “Paris” - using more masculine sophisticated black than feminine luxurious gold</td>
<td>1) downplay femininity: - hiding “Paris” - using more masculine sophisticated black than feminine luxurious gold</td>
</tr>
<tr>
<td><strong>Presenting Brand Name/Logo (A1)</strong></td>
<td>“men” / “expert”</td>
<td>2) Constructing Masculinity through Word Choice</td>
<td>2) construct masculinity: - replacing the word “Paris” with “Men Expert” - constructing masculine aesthetic image</td>
<td>2) construct masculinity: - replacing the word “Paris” with “Men Expert” - constructing masculine aesthetic image</td>
</tr>
<tr>
<td><strong>Presenting Brand Name/Logo (A1)</strong></td>
<td>‘Men Expert’ (rather than ‘For Men’/Men”)</td>
<td>3) Constructing Masculinity through Typography</td>
<td>3) deny &amp; downplay femininity: - creating one-individual-brand illusion, but L’Oréal remains.</td>
<td>3) deny &amp; downplay femininity: - creating one-individual-brand illusion, but L’Oréal remains.</td>
</tr>
<tr>
<td><strong>Presenting Brand Name/Logo (A1)</strong></td>
<td>Heavy &amp; compressed fonts</td>
<td>4) Negotiating Masculine Sophistication via Colours</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Presenting Brand Name/Logo (A1)</strong></td>
<td>black fonts (instead of gold)</td>
<td>5) Presenting One-Brand Entity via Visual Composition</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Presenting Brand Name/Logo (A1)</strong></td>
<td>“L’Oréal” &amp; “Men Expert”: similar type fonts (e.g. size, thickness, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Overall Goals:

1. Project skincare products as male products
2. Negotiate feminine grooming concept -- luxury, in a masculine version.
3. feminine reduction, masculine construction & less-verbally-marked-yet visually-unmarked LME:
   - “masculinise" the brand, LME & its products
   - “preserve” the feminine brand, L’Oréal Paris
Table 5.1: Summary of Findings (Cont.)

<table>
<thead>
<tr>
<th>RQ 1: What are the social actions presented in the packaging discourse of LME?</th>
<th>RQ 2: What are the multimodal features in the packaging that contribute to the social actions?</th>
<th>RQ 3: How are the multimodal features for each social action strategized for marketing and gendering purposes?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Brand Image (A2)</td>
<td>- black, white &amp; grey colours: mainly grey - Light colours in colour value, instead of colour saturation - Mainly bright colours, regardless of dark/light colours</td>
<td>1. Gender Negotiation through Colours: Continuum (A) Black-White Continuum (B) Light-Dark Continuum (C) Bright-Dull Continuum 1) Downplay femininity: - negotiating skin-whitening within colour continuums - negotiating metrosexuality (as a whole) 2) Construct masculinity: - projecting male practical tool: (stress packaging functionality &amp; technological innovation) - construct masculine aesthetic image 3) Avoid femininity: - 'taboo' elements: flower &amp; scent 4) overcome gendering constraints: - of semiotic modes, packaging &amp; marketing</td>
</tr>
<tr>
<td></td>
<td>- black, grey (or silver) &amp; blue-ultramarine - orange - red (BC4)</td>
<td>2. Gender Negotiation through Colours: Choice (masculine sophistication, affordable &amp; assertive)</td>
</tr>
<tr>
<td></td>
<td>Masculine-yet-promoting blue: - darker tone &amp; wider coverage - between true blue &amp; ultramarine - darker tone yet brighter shade - bright, light blue: - merge blue with brighter &amp; lighter tone.</td>
<td>3. Gender Negotiation through Colours: Shades</td>
</tr>
<tr>
<td></td>
<td>- many straight lines - solid geometry</td>
<td>4. Constructing Masculinity through Non-Colour Graphic Elements</td>
</tr>
<tr>
<td></td>
<td>- abrupt distribution of colours &amp; lines - jagged lines &amp; variations in colour value - distribution of lines, solid geometry, heavy &amp; compressed fonts, &amp; dark, dense colours</td>
<td>5. Constructing Masculinity through Visual Texture (rough, heavy, hard/ rigid)</td>
</tr>
<tr>
<td></td>
<td>- smaller-but-palm-fitting size &amp; shape - short, wide shape (BCs &amp; BT); sharply angular - taller shape &amp; transparent cap (BMs)</td>
<td>6. Constructing Masculinity through Structural Elements</td>
</tr>
<tr>
<td></td>
<td>- No scent - No flower pattern, except BT that is less noticeable having the same colour with the background</td>
<td>7. Negating Femininity in Scent and Flower Pattern</td>
</tr>
</tbody>
</table>
Table 5.1: Summary of Findings (Cont.2)

<table>
<thead>
<tr>
<th>RQ1: What are the social actions presented in the packaging discourse of LME?</th>
<th>RQ 2: What are the multimodal features in the packaging that contribute to the social actions?</th>
<th>RQ 3: How are the multimodal features for each social action strategized</th>
<th>RQ 3 (cont.): for marketing and gendering purposes?</th>
</tr>
</thead>
</table>
| **Presenting Trademark (A3)** | • “Active Defense System”
  • "Melanin Block" (BM2)
  • “active”, “defense”, “block” | 1. Empowering Men through Word Choice | Construct Masculinity
- masculinise and empower men & product
- emphasising functionality of ingredients |
|  | • ‘adS’ symbol
  • in heavy & compressed font.
  • ‘TM” sign | 2. Empowering Products through Word Choice | Overall Goals:
1. skincare products as male practical tools
2. skincare products as affordable
3. skincare products will not emasculate men (i.e. metrosexuality is not emasculated masculinity)
4. "masculinise" the product (brand)
5. a highly competent (expertise) product & brand
6. a powerful pragmatic products "worth-buying" "because it's worth it". |
|  | Non-gold (orange; dark green; white) | 3. Projecting Masculine Sense of Competence through Symbol/Typography |  |
| **Classifying Product Series (A4)** | • bright, light blue background
  • white font colour | 4. Negotiating Grooming Rationale through Colours and Composition |  |
|  | • Heavy & compressed fonts
  • straight lines
  • solid geometry | 1. Challenging Passive Role in Grooming with Activ | 1) Juxtapose Masculinity & Femininity/ Challenge Femininity
- feminine “white” with masculine “activ”
2) Downplay Femininity (in skin-whitening)
- bright, light blue vs. white/pastel (in LP)
3) Construct masculinity: masculine aesthetic image |
|  |  | 2. Projecting Ideal Masculine Image through Colours | Overall Goals:
1. conceptual euphemisms:
   - negotiate ‘male grooming’ (active subject) over ‘female beauty’ (passive image)
   - negotiate bright skin as a new masculine ideal over feminine fair beauty ideal |
|  |  | Others (repeated):
  Constructing Masculine Image through typography & visual composition/pattern | 2. LME = a skin-whitening product for men
("white” & white fonts: gendering constraint due to marketing ethics in providing accurate info) |
<table>
<thead>
<tr>
<th>RQ1: What are the social actions presented in the packaging discourse of LME?</th>
<th>RQ 2: What are the multimodal features in the packaging that contribute to the social actions?</th>
<th>RQ 3: How are the multimodal features for each social action strategized?</th>
<th>RQ 3 (cont.): for marketing and gendering purposes?</th>
</tr>
</thead>
</table>
| Describing Product Type (A5) | • No “fairness”, mainly “brightening” / “bright”  
• limited “whitening”  
• bright colours, mostly light in colour value. | 1. Negotiating Feminine Fair Beauty via Word-Colour Euphemisms | 1) downplay femininity:  
- negotiating skin-whitening with word-colour euphemisms -- ‘bright’ |
| | maximally dark black background & descriptors in maximally light white font |  | 2) challenge femininity  
- juxtapose feminine skin-whitening (maximally light white) with masculine dark skin (maximally dark black ) |
| | ‘control’, ‘anti-’, ‘power’, ‘total skin renewer’  
(LP: (fairness) revealing / control & moisturizing) | 2. Challenging Skin Fairness with Black-White Juxtaposition | 3) construct masculinity  
- masculinise functionality based on powerful performance, replacing feminine functionality (sensuality & aesthetic).  
- construct masculine aesthetic image. |
| | • “white”, “charcoal”, “volcano”, “powered”  
• green, red, blue | 3. MasculinisingFunctionality with Masculine Performance | |
| | “+” instead of “&” (LP) | 4 Expressing Masculine Instrumentality | |
| | • Heavy & compressed fonts  
• straight lines  
• solid geometry | 5 Constructing Masculinity through Mathematical Symbols | Overall Goals:  
1. negotiate skincare products as male practical tools, instead of female beauty products  
2. negotiate bright skin as a new masculine ideal  
3. demand fair skin as a male attractive ideal, not only for females  
4. LME = “worth-buying” ”because it’s worth it” |

Others (repeated):  
Constructing Masculine Image through typography & visual composition/ pattern
RQ1: What are the social actions presented in the packaging discourse of LME?

RQ 2: What are the multimodal features in the packaging that contribute to the social actions?

RQ 3: How are the multimodal features for each social action strategized

RQ 3 (cont.): for marketing and gendering purposes?

<table>
<thead>
<tr>
<th>Highlighting Key Ingredient(s) (A6)</th>
<th>RQ 2</th>
<th>RQ 3</th>
<th>RQ 3 (cont.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro Exfoliater; Melanin Block; Active Defense System (LP: Gemstone)</td>
<td>1) Constructing Masculinity through Scientific Terms</td>
<td>1) Construct Masculinity</td>
<td>1) masculine aesthetic image</td>
</tr>
<tr>
<td>&quot;adS&quot; &amp; &quot;TM&quot; symbols</td>
<td>2) Projecting Individuality through Trademark Symbols</td>
<td>- with scientific language</td>
<td></td>
</tr>
<tr>
<td>Non-pink colours</td>
<td>Others (repeated): Constructing Masculine Image through colours &amp; typography</td>
<td>- trademarks signalling masculine individuality &amp; competence</td>
<td></td>
</tr>
<tr>
<td>heavy &amp; compressed font symbol</td>
<td></td>
<td>2) Overcome gendering constraints:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall Goals:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. negotiate skincare products as male scientific tools, instead of female luxury products</td>
</tr>
<tr>
<td>2. LME brand: Ruggedness &amp; competence (exclusive expertise):</td>
</tr>
<tr>
<td>- Contain powerful pragmatic elements that only produced by LME's scientific expertise.</td>
</tr>
<tr>
<td>- LME as the hero in a science fiction</td>
</tr>
<tr>
<td>3. LME = &quot;worth-buying&quot; &quot;because it's worth it&quot;</td>
</tr>
</tbody>
</table>

A6 promotes masculinity: encourages scientific language -- All LME (except BM1) perform A6, but only AC in LP

Highlighting Key Functions (A7)

<table>
<thead>
<tr>
<th>RQ 1: stresses the word 'action'</th>
<th>1) Projecting &quot;Product in Action&quot;</th>
<th>1) Construct Masculinity</th>
</tr>
</thead>
<tbody>
<tr>
<td>'Exfoliater', 'purifying', 'magnetic', &quot;skin-refreshing&quot; symbol, etc.</td>
<td>2) Negotiation between Whitening &amp; Non-Whitening Functionality</td>
<td>- masculine image</td>
</tr>
<tr>
<td></td>
<td>- emphasis of non-whitening functions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- functions of product type (e.g. cleansers), instead of product series as whitening products</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Enhancing functionality through masculine performance</td>
<td></td>
</tr>
</tbody>
</table>

Table 5.1: Summary of Findings (Cont.4)
Table 5.1: Summary of Findings (Cont.5)

<table>
<thead>
<tr>
<th>RQ1: What are the social actions presented in the packaging discourse of LME?</th>
<th>RQ 2: What are the multimodal features in the packaging that contribute to the social actions?</th>
<th>RQ 3: How are the multimodal features for each social action strategized</th>
<th>RQ 3 (cont.): for marketing and gendering purposes?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Highlighting Key Functions (A7)</strong> (cont.)</td>
<td>• non-whitening functions • 'multi-action' (BT &amp; BM1) • 'visibly'; '100 % Men sees results' • 'capture and fight', etc. <em>(LP: &quot;transparent&quot; &amp; &quot;rosy&quot;)</em></td>
<td>3) Enhancing Functionality the &quot;Masculine Way&quot; • multi-action • effectiveness/efficiency • power-oriented • problem-solving</td>
<td>2) Avoid Femininity: aesthetic (appearance)</td>
</tr>
<tr>
<td></td>
<td>• mainly &quot;brighten&quot; &amp; &quot;dull&quot; • mostly bright, light blue <em>(background colour of key function)</em></td>
<td>4) Negotiating Skin Fairness through Word &amp; Colour Euphemisms</td>
<td>3) Downplay femininity (in skin-fairness)</td>
</tr>
<tr>
<td></td>
<td>• black, grey &amp; white</td>
<td></td>
<td>- word-colour euphemisms</td>
</tr>
<tr>
<td></td>
<td>green clockwise arrow in broken line</td>
<td>5) Negotiating Skin Fairness via Black-White Continuum</td>
<td>- as a new masculine ideal (bright light blue)</td>
</tr>
<tr>
<td></td>
<td>• Heavy &amp; compressed fonts • straight lines • solid geometry</td>
<td>6) Constructing Masculinity through Symbol</td>
<td>- through skin tone tensions <em>(black-white continuum)</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Others (repeated):</strong> Constructing Masculine Image through typography &amp; visual composition/pattern</td>
<td>masculine dark (black), neutral grey &amp; feminine fair (white)</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>A7 promotes masculinity:</strong> encourages functionality (utilitarian) connoting masculinity in grooming.</td>
<td>Overall Goals:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1. project skincare products as male practical tools <em>(not feminine vanity products for aesthetic purpose)</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. negotiate skin-whitening in less feminine &amp; direct ways (euphemism)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4. LME = &quot;worth-buying&quot; &quot;because it's worth it&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3. project skincare products as male practical tools <em>(not feminine vanity products for aesthetic purpose)</em></td>
</tr>
</tbody>
</table>

More emphasis, i.e. effort & elaboration, in LME.
Table 5.1: Summary of Findings (Cont. 6)

<table>
<thead>
<tr>
<th>RQ 1: What are the social actions presented in the packaging discourse of LME?</th>
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<th>RQ 3: How are the multimodal features for each social action strategized</th>
<th>RQ 3 (cont.): for marketing and gendering purposes?</th>
</tr>
</thead>
</table>
| **Introducing Product (A8)** | • 'sun rays', 'stress', 'pollution', 'dirt'...  
• consequences  
• spots; sebum; pores; impurities; oil;  
• dull; uneven; shiny; unclean; oily  
• "problems" as subjects, etc. | 1) Shadowing Vanity behind ‘Problem’  
Words  
- stress words with negative connotation | 1) Overshadow Femininity  
- over-highlight the 'problematic' side of vanity & narcissism, but shadowing the two |
|  | • (problems) + present tense  
• imperative verb: "Take (action)" | 2) Reversing Masculine Role from Passive Victim to Active Agent | 2) Downplay Femininity  
- project vanity as a negative problems that need to be solved |
|  | • (Besides declaratives):  
+ exclamation, imperatives & rhetorical interrogative  
• **Similar genre**: Awareness talk | 3) Speaking Like a Man through Linguistic Style | 3) Construct Masculinity  
- urge men to be the ‘object of action’ for problem-solving  
- portray packaging like a man through conversational style |
|  | Overall Goals:  
1. vanity for men (metrosexuality)  
= negative problems that need to be solved (utilitarian),  
*not a perfect (positive) image that wish to be constructed (appearance)*  
2. Metrosexuals = skin problem-solvers  
3. Metrosexuality = active grooming, not passive beauty  
4. Skincare products = a necessary tool to solve problems  
(not unnecessary/ luxurious products for vanity) |
Table 5.1: Summary of Findings (Cont. 7)

<table>
<thead>
<tr>
<th>RQ1: What are the social actions presented in the packaging discourse of LME?</th>
<th>RQ 2: What are the multimodal features in the packaging that contribute to the social actions?</th>
<th>RQ 3: How are the multimodal features for each social action strategized</th>
<th>RQ 3 (cont.): for marketing and gendering purposes?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Describing Functions (A9)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
- Words refer to functionality as Subheading 1
- Ingredients as key subject
- power; multi-action; in 1 gesture; charcoal; visibly...
- (Anti-) + (shine, dullness, spots...)
- traps/ captures and washes off, rubbing out; removes
- mattifying
- impurities; blackheads; dead cells; pores; acne..
- dull (dead cells); dilated (pores); long term (darkening)
- "the formula" (= ingredients)
- symbols (resemble technical symbols)
- "prepositional" adverbs:
  (evens) out, (washes) off, (rubbing) out; (brightens) up
- Verb choice: reinforce, traps, captures, protects, fights
- oil (mostly) & shine (BM1) = sebum (BC4) (LP)
- charged, fuelled & loaded = enriched (some in LME) (all LP)
- neat, fresh & matte = clean/cleansed (LP)
- bright & healthy [look] = fairness/ whitening (LP)
- Traps/captures & washes off; rubbing out; removes; purge;
  frees; mattifying = cleanses, purifies & clarifies (LME & LP)
- did not mention products (unlike LP)
- more concise
- Subheadings in different coloured boxes/ elaboration in bullets
  solid geometry
  use symbols (representing words) | 1) Highlighting Functionality through Word Positioning & Choice
2) Masculinising Functionality with Negative Words
3) Masculinising Functionality with Science and Technical Features
4) Masculinising Functionality by 'Masculinising' Verbs
5) Downplaying Femininity with Verbal Euphemisms
6) Speaking like a Man through Verbal Communication
7) 'Speaking' like a Man through Visual Communication | 1) Construct Masculinity
- maximising functionality
- masculinising functionality
  (based on problem-solving & scientific expertise/technical skills, instead of aesthetic construction)
- constructing masculine image through verbal & visual 'conversation'
2) Downplay femininity
- through euphemisms & "masculine vanity"

**Overall Goals:**

1. **skincare products**
   = male powerful pragmatic tools (for scientific/technical use) for problem-solving

2. **vanity for men (metrosexuality)**
   = negative problems that need to be solved (utilitarian), not a perfect (positive) image that wish to be constructed (appearance)

3. downplaying femininity with euphemisms, which with quantity & frequency will eventually construct masculine space in grooming, e.g. 'handsome' & 'grooming'
### Table 5.1: Summary of Findings (Cont. 8)

<table>
<thead>
<tr>
<th>RQ 1: What are the social actions presented in the packaging discourse of LME?</th>
<th>RQ 2: What are the multimodal features in the packaging that contribute to the social actions?</th>
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<th>RQ 3 (cont.): for marketing and gendering purposes?</th>
</tr>
</thead>
</table>
| **Promising Expected Results (A10)** | • description on texture, not complexion: irritation, tightness, comfort  
• more negative descriptions: irritation, tightness  
• more negative comparatives: more 'less' than 'more'  
• No lines/ shapes (but embedded in A9)  
• Concise | 1) Overcoming Feminine Descriptions on the Skin via Word Choice & Negativity  
2) Hiding Feminine Descriptions via Visual Composition  
3) Speaking Like a Man through Concise Language | Ultimate gendering strategies  
1) Avoid Femininity  
- All, except BC1: not having A10 that poses masculine threat -- vanity  
2) Downplay femininity  
- Hiding A10 that only presented in 1 LME product -- BC1, through visual composition. |

A10 poses masculine threat -- vanity. Thus, only 1 LME product -- BC1 has A10, but hidden in A9.

| 4.3.11 Describing Texture (A11) | Not analysed, because:  
- largely affected by different skin condition between men & women, i.e. non-gendering factor ('extraneous factor').  
- insignificant in LME -- only in BT.  
- the gendering efforts in LME are difficult to detect: the differences between both products are insignificant, other than texture description that may caused by different skin conditions. | A11 poses masculine threat -- sensuality. Thus, only 1 LME product -- BT has A10. | Ultimate gendering strategies  
1) Avoid Femininity  
- All, except BT: not having A11 that poses masculine threat -- sensuality  
Overall Goals:  
1. skincare products/ LME: not products for body pampering.  
2. metrosexuality: not feminized form of leisure |
Table 5.1: Summary of Findings (Cont. 9)

<table>
<thead>
<tr>
<th>RQ1: What are the social actions presented in the packaging discourse of LME?</th>
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<th>RQ 3 (cont.): for marketing and gendering purposes?</th>
</tr>
</thead>
</table>
| Giving Instructions (A12) | - Words in Manual: "recommendation for use" & "how to use"  
- Like a manual: systematic steps & imperatives  
- manual body parts -- "palm" & "hand"  
- possessive pronoun -- 'your', on 'hand' (LP: skin)  
- manual imperative verbs + adverbs, i.e. 'massage', 'rub' & 'pat'  
- "face"/facial parts (LP: skin)  
- non-positive descriptions: cleansed & wet (LP: positive)  
- 'shaving' & 'razor burns'  
- "suitable for daily usage"  
- adverbs of manner referring to gentleness in action: gently (massage), lightly (rub) & (pat) gently.  
- mostly imperative verbs & sentences  
- concise language & visual framings | 1) Constructing Masculinity through Manual-Related Words and Style  
2) Overcoming Feminine Vanity through Word Choice  
3) Compromising between Femininity and Masculinity  
4) Maximising Masculine Active Role through Imperatives  
5) Speaking Like a Man via Direct Verbal and Visual | 1) Downplay femininity (vanity)  
- diverting the attention on skin vanity to 'hand'  
- using the 'euphemism' for skin -- 'face'  
- via unattractiveness (non-positive description)  
- negotiating vanity's 'gender' through traditional masculine grooming practice  
2) Compromising Femininity:  
- adding autonomy in femininity/ adding femininity in masculinity  
3) Constructing Masculinity: masculine image  
Overall Goals:  
1) skincare products/ LME: technical products operated by handy men.  
2) Metrosexual(ity) = masculine |