

APPENDIX E: SUMMARY OF FINDINGS

Table 5.1: Summary of Findings

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?
Presenting Brand Name/ Logo (A1)	The tiny word "Paris" in the bolded letter "O" of <i>L'Oréal</i> .	1. Hiding the Masculine "Threat"- <i>Paris</i>	1) downplay femininity: - hiding "Paris" - using more masculine sophisticated black than feminine luxurious gold 2) construct masculinity: - replacing the word 'Paris' with 'Men Expert' - constructing masculine aesthetic image 3) deny & downplay femininity: - creating one-individual-brand illusion, but <i>L'Oréal</i> remains. 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: - " <i>masculinise</i> " the brand, LME & its products - " <i>preserve</i> " the feminine brand, <i>L'Oréal Paris</i>
	<ul style="list-style-type: none"> • "men" / "expert" • 'Men Expert' (rather than 'For Men'/'Men') 	2. Constructing Masculinity through Word Choice	
	Heavy & compressed fonts	3. Constructing Masculinity through Typography	
	black fonts (instead of gold)	4. Negotiating Masculine Sophistication via Colours	
	"L'Oréal" & "Men Expert": similar type fonts (e.g. size, thickness, etc.)	5. Presenting One-Brand Entity via Visual Composition	

Table 5.1: Summary of Findings (Cont.)

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?
<p align="center">Presenting Brand Image (A2)</p>	<ul style="list-style-type: none"> • black, white & grey colours: mainly grey • Light colours in colour value, instead of colour saturation • Mainly bright colours, regardless of dark/light colours 	<p>1. Gender Negotiation through Colours: Continuum (A) Black-White Continuum (B) Light-Dark Continuum (C) Bright-Dull Continuum</p>	<p>1) Downplay femininity: - negotiating skin-whitening within colour continuums - negotiating metrosexuality (as a whole)</p> <p>2) Construct masculinity: - projecting male practical tool: (<i>stress packaging functionality & technological innovation</i>) - construct masculine aesthetic image</p> <p>3) Avoid femininity: - 'taboo' elements: flower & scent</p> <p>4) overcome gendering constraints: - of semiotic modes, packaging & marketing</p>
	<ul style="list-style-type: none"> • black, grey (or silver) & blue-ultramarine • orange • red (BC4) 	<p>2. Gender Negotiation through Colours: Choice (<i>masculine sophistication, affordable & assertive</i>)</p>	
	<p>Masculine-yet-promoting blue:</p> <ul style="list-style-type: none"> • darker tone & wider coverage • between true blue & ultramarine • darker tone yet brighter shade • bright, light blue: • merge blue with brighter & lighter tone. 	<p>3. Gender Negotiation through Colours: Shades</p>	
	<ul style="list-style-type: none"> • many straight lines • solid geometry 	<p>4. Constructing Masculinity through Non-Colour Graphic Elements</p>	<p>Overall Goals:</p> <p>1. Project skincare products as male practical tools</p> <p>2. Negotiate 'skin-whitening' with the euphemism, "skin-brightening"</p> <p>3. Negotiate metrosexuality from different perspectives: <i>masculine affordable sophistication, sophistication with style & the emancipation of men.</i></p> <p>3. "masculinise" the brand, LME & its products</p> <p>4. preserve other brand ethics: <i>sustainability (eco-friendly packaging material) & trustworthy (blue)</i></p>
	<ul style="list-style-type: none"> • abrupt distribution of colours & lines • jagged lines & variations in colour value • distribution of lines, solid geometry, heavy & compressed fonts, & dark, dense colours 	<p>5. Constructing Masculinity through Visual Texture (<i>rough, heavy, hard/rigid</i>)</p>	
	<ul style="list-style-type: none"> • smaller-but-palm-fitting size & shape • short, wide shape (BCs & BT); sharply angular • taller shape & transparent cap (BMs) 	<p>6. Constructing Masculinity through Structural Elements</p>	
	<ul style="list-style-type: none"> • No scent • No flower pattern, except BT that is less noticeable having the same colour with the background 	<p>7. Negating Femininity in Scent and Flower Pattern</p>	

Table 5.1: Summary of Findings (Cont.2)

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?
<p>Presenting Trademark (A3)</p>	<ul style="list-style-type: none"> • "Active Defense System" • "Melanin Block" (BM2) 	<p>1. Empowering Men through Word Choice</p>	<p>Construct Masculinity</p> <ul style="list-style-type: none"> - masculinise and empower men & product - emphasising functionality of ingredients
	<p>"active"; "defense", "block"</p>	<p>2. Empowering Products through Word Choice</p>	<p>Overall Goals:</p> <ol style="list-style-type: none"> 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".
	<ul style="list-style-type: none"> • 'adS' symbol • in heavy & compressed font. • 'TM' sign 	<p>3. Projecting Masculine Sense of Competence through Symbol/Typography</p>	
	<p>Non-gold (orange; dark green; white)</p>	<p>4. Negotiating Grooming Rationale through Colours and Composition</p>	
<p>Classifying Product Series (A4)</p>	<p>"White" & "Activ"</p>	<p>1. Challenging Passive Role in Grooming with <i>Activ</i></p>	
	<ul style="list-style-type: none"> • bright, light blue background • white font colour 	<p>2. Projecting Ideal Masculine Image through Colours</p>	
	<ul style="list-style-type: none"> • Heavy & compressed fonts • straight lines • solid geometry 	<p><u>Others (repeated):</u></p> <p>Constructing Masculine Image through typography & visual composition/pattern</p>	<p>Overall Goals:</p> <ol style="list-style-type: none"> 1. conceptual euphemisms: <ul style="list-style-type: none"> - negotiate 'male grooming' (active subject) over 'female beauty' (passive image) - negotiate bright skin as a new masculine ideal over feminine fair beauty ideal 2. LME = a skin-whitening product for men ("white" & white fonts: <i>gendering constraint due to marketing ethics in providing accurate info</i>)

Table 5.1: Summary of Findings (Cont.3)

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?
<p>Describing Product Type (A5)</p>	<ul style="list-style-type: none"> No "fairness", mainly "brightening" /"bright" limited "whitening" bright colours, mostly light in colour value. 	<p>1. Negotiating Feminine Fair Beauty via Word-Colour Euphemisms</p>	<p>1) downplay femininity: - negotiating skin-whitening with word-colour euphemisms -- 'bright'</p>
	<p>maximally dark black background & descriptors in maximally light white font</p>	<p>2. Challenging Skin Fairness with Black-White Juxtaposition</p>	<p>2) challenge femininity - juxtapose feminine skin-whitening (maximally light white) with masculine dark skin (maximally dark black)</p>
	<p>'control', 'anti-', 'power', 'total skin renewer' (LP: <i>(fairness) revealing /control & moisturizing</i>)</p>	<p>3. Masculinising Functionality with Masculine Performance</p>	<p>3) construct masculinity - masculinise functionality based on powerful performance, replacing feminine functionality (sensuality & aesthetic). - construct masculine aesthetic image.</p>
	<ul style="list-style-type: none"> "white", "charcoal", "volcano", "powered" green, red, blue 	<p>4 Expressing Masculine Instrumentality</p>	
	<p>"+" instead of "&" (LP)</p>	<p>5 Constructing Masculinity through Mathematical Symbols</p>	<p>Overall Goals:</p> <p>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"</p>
	<ul style="list-style-type: none"> Heavy & compressed fonts straight lines solid geometry 	<p>Others (repeated): Constructing Masculine Image through typography & visual composition/ pattern</p>	

Table 5.1: Summary of Findings (Cont.4)

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?
Highlighting Key Ingredient(s) (A6)	<i>Pro Exfoliatine; Melanin Block; Active Defense System (LP: Gemstone)</i>	1) Constructing Masculinity through Scientific Terms	1) Construct Masculinity - masculine aesthetic image - with scientific language - trademarks signalling masculine individuality & competence 2) Overcome gendering constraints: - scientific language appropriated to overcome gendering constraints of scientific term in marketing skincare products
	"adS" & "TM" symbols	2) Projecting Individuality through Trademark Symbols	
	<ul style="list-style-type: none"> Non-pink colours heavy & compressed font symbol 	Others (repeated): Constructing Masculine Image through colours & typography	Overall Goals: 1. negotiate skincare products as male scientific tools, instead of female luxury products 2. LME brand: Ruggedness & competence (exclusive expertise): - <i>Contain powerful pragmatic elements that only produced by LME's scientific expertise.</i> - <i>LME as the hero in a science fiction</i> 3. LME = "worth-buying" "because it's worth it"
A6 promotes masculinity: encourages scientific language -- All LME (except BM1) perform A6, but only AC in LP			
Highlighting Key Functions (A7)	stresses the word 'action'	1) Projecting "Product in Action"	1) Construct Masculinity - masculine image - replacing feminine functionality (of whitening series) with non-whitening functions (of product type) as key functions - Enhancing functionality through masculine performance
	<ul style="list-style-type: none"> 'Exfoliatine', 'purifying' 'magnetic' "skin-refreshing" symbol, etc. 	2) Negotiation between Whitening & Non-Whitening Functionality <ul style="list-style-type: none"> emphasis of non-whitening functions functions of product type (e.g. cleansers), instead of product series as whitening products 	

Table 5.1: Summary of Findings (Cont.5)

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?
<p>Highlighting</p> <p>Key Functions</p> <p>(A7)</p> <p>(cont.)</p>	<ul style="list-style-type: none"> • non-whitening functions • 'multi-action' (BT & BM1) • 'visibly'; '100 % Men sees results' • 'capture and fight', etc. <p>(LP: "transparent" & "rosy")</p>	<p>3) Enhancing Functionality the "Masculine Way"</p> <ul style="list-style-type: none"> • multi-action • effectiveness/ efficiency • power-oriented • problem-solving 	<p>2) Avoid Femininity : aesthetic (appearance)</p> <p>3) Downplay femininity (in skin-fairness)</p> <ul style="list-style-type: none"> - word-colour euphemisms - as a new masculine ideal (bright light blue) - through skin tone tensions (<i>black-white continuum</i>) <p>masculine dark (black), neutral grey & feminine fair (white)</p>
	<ul style="list-style-type: none"> • mainly "brighten" & "dull" • mostly bright, light blue <p>(background colour of key function)</p>	<p>4) Negotiating Skin Fairness through Word & Colour Euphemisms</p>	<p>Overall Goals:</p> <ol style="list-style-type: none"> 1. project skincare products as male practical tools (<i>not feminine vanity products for aesthetic purpose</i>) 2. negotiate skin-whitening in less feminine & direct ways (euphemism) 4. LME = "worth-buying" "because it's worth it"
	<ul style="list-style-type: none"> • black, grey & white 	<p>5) Negotiating Skin Fairness via Black-White Continuum</p>	
	<p>green clockwise arrow in broken line</p>	<p>6) Constructing Masculinity through Symbol</p>	
	<ul style="list-style-type: none"> • Heavy & compressed fonts • straight lines • solid geometry 	<p>Others (repeated): Constructing Masculine Image through typography & visual composition/ pattern</p>	
<p>A7 promotes masculinity: encourages functionality (utilitarian) connoting masculinity in grooming.</p> <p>- More emphasis, i.e. effort & elaboration, in LME.</p>			

Table 5.1: Summary of Findings (Cont. 6)

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?
<p>Introducing Product (A8)</p>	<ul style="list-style-type: none"> • 'sun rays', 'stress', 'pollution', 'dirt'... • consequences • spots; sebum; pores; impurities; oil; • dull; uneven; shiny; unclean; oily • "problems" as subjects, etc. 	<p>1) Shadowing Vanity behind 'Problem' Words</p> <p>- <i>stress words with negative connotation</i></p>	<p>1) Overshadow Femininity</p> <ul style="list-style-type: none"> - over-highlight the 'problematic' side of vanity & narcissism, but shadowing the two <p>2) Downplay Femininity</p> <ul style="list-style-type: none"> - project vanity as a negative problems that need to be solved <p>3) Construct Masculinity</p> <ul style="list-style-type: none"> - urge men to be the 'object of action' for problem-solving - portray packaging like a man through conversational style
	<ul style="list-style-type: none"> • (problems) + present tense • imperative verb: "Take (action)" 	<p>2) Reversing Masculine Role from Passive Victim to Active Agent</p>	
	<ul style="list-style-type: none"> • (Besides declaratives): + exclamation, imperatives & rhetorical interrogative • Similar genre: Awareness talk 	<p>3) Speaking Like a Man through Linguistic Style</p>	<p>Overall Goals:</p> <ol style="list-style-type: none"> 1. vanity for men (metrosexuality) = negative problems that need to be solved (utilitarian), <i>not a perfect (positive) image that wish to be constructed (appearance)</i> 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)

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?
<p>Describing Functions (A9)</p>	<ul style="list-style-type: none"> Words refer to functionality as Subheading 1 Ingredients as key subject <i>power; multi-action; in 1 gesture; charcoal; visibly...</i> 	<p>1) Highlighting Functionality through Word Positioning & Choice</p>	<p>1) Construct Masculinity</p> <ul style="list-style-type: none"> - maximising functionality - masculinising functionality <i>(based on problem-solving & scientific expertise/technical skills, instead of aesthetic construction)</i> - constructing masculine image through verbal & visual 'conversation' <p>2) Downplay femininity</p> <ul style="list-style-type: none"> - through euphemisms & "masculine vanity"
	<ul style="list-style-type: none"> <i>(Anti-) + (shine, dullness, spots...)</i> <i>traps/ captures and washes off, rubbing out; removes mattifying</i> impurities; blackheads; dead cells; pores; acne.. <i>dull (dead cells);dilated (pores); long term (darkening)</i> 	<p>2) Masculinising Functionality with Negative Words</p>	
	<ul style="list-style-type: none"> "the formula" (= ingredients) symbols (resemble technical symbols) 	<p>3) Masculinising Functionality with Science and Technical Features</p>	<p>Overall Goals:</p> <p>1. skincare products = male powerful pragmatic tools (for scientific/ technical use) for problem-solving</p> <p>2. vanity for men (metrosexuality) = negative problems that need to be solved (utilitarian), <i>not a perfect (positive) image that wish to be constructed (appearance)</i></p> <p>3. downplaying femininity with euphemisms, which with quantity & frequency will eventually construct masculine space in grooming, e.g. 'handsome' & 'grooming'</p>
	<ul style="list-style-type: none"> "prepositional" adverbs: <i>(evens) out, (washes) off, (rubbing) out ; (brightens) up</i> Verb choice: <i>reinforce, traps, captures, protects, fights</i> 	<p>4) Masculinising Functionality by 'Masculinising' Verbs</p>	
	<ul style="list-style-type: none"> oil (mostly) & shine (BM1) = sebum (BC4) (LP) <i>charged, fuelled & loaded = enriched</i> (some in LME) (all LP) <i>neat, fresh & matte = clean/cleansed</i> (LP) <i>bright & healthy (look) = fairness/ whitening</i> (LP) <i>Traps/captures & washes off; rubbing out; removes; purge; frees; mattifying = cleanses, purifies & clarifies</i> (LME & LP) 	<p>5) Downplaying Femininity with Verbal Euphemisms</p>	
	<ul style="list-style-type: none"> did not mention products (unlike LP) more concise 	<p>6) Speaking like a Man through Verbal Communication</p>	
	<ul style="list-style-type: none"> Subheadings in different coloured boxes/ elaboration in bullets solid geometry use symbols (representing words) 	<p>7) 'Speaking' like a Man through Visual Communication</p>	

Table 5.1: Summary of Findings (Cont. 8)

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?
<p>Promising Expected Results (A10)</p>	<ul style="list-style-type: none"> • description on texture, not complexion: <i>irritation, tightness, comfort</i> • more negative descriptions: <i>irritation, tightness</i> • more negative comparatives: more 'less' than 'more' 	<p>1) Overcoming Feminine Descriptions on the Skin via Word Choice & Negativity</p>	<p>Ultimate gendering strategies</p> <p>1) Avoid Femininity</p> <ul style="list-style-type: none"> - All, except BC1: not having A10 that poses masculine threat -- vanity <p>2) Downplay femininity</p> <ul style="list-style-type: none"> - Hiding A10 that only presented in 1 LME product -- BC1, through visual composition.
	<ul style="list-style-type: none"> • No lines/ shapes (but embedded in A9) 	<p>2) Hiding Feminine Descriptions via Visual Composition</p>	<p>Overall Goals:</p> <p>1. skincare products/ LME: not vanity products</p> <p>2. metrosexuality: not for vanity (not feminine)</p>
	<ul style="list-style-type: none"> • Concise 	<p>3) Speaking Like a Man through Concise Language</p>	
	<p>A10 poses masculine threat -- vanity. Thus, only 1 LME product -- BC1 has A10, but hidden in A9.</p>		
<p>4.3.11 Describing Texture (A11)</p>	<p>Not analysed, because:</p> <ul style="list-style-type: none"> • 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: <i>the differences between both products are insignificant, other than texture description that may caused by different skin conditions.</i> 		<p>Ultimate gendering strategies</p> <p>1) Avoid Femininity</p> <ul style="list-style-type: none"> - All, except BT: not having A11 that poses masculine threat -- sensuality
	<p>Overall Goals:</p> <p>1. skincare products/ LME: not products for body pampering.</p> <p>2. metrosexuality: not feminized form of leisure</p>		
<p>A11 poses masculine threat -- sensuality. Thus, only 1 LME product -- BT has A10.</p>			

Table 5.1: Summary of Findings (Cont. 9)

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?
<p>Giving Instructions (A12)</p>	<ul style="list-style-type: none"> • 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' 	1) Constructing Masculinity through Manual-Related Words and Style	<p>1) Downplay femininity (vanity)</p> <ul style="list-style-type: none"> - 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
	<ul style="list-style-type: none"> • "face"/ facial parts (LP: skin) • non-positive descriptions: <i>cleansed</i> & <i>wet</i> (LP: positive) • 'shaving' & 'razor burns' 	2) Overcoming Feminine Vanity through Word Choice	<p>2) Compromising Femininity:</p> <ul style="list-style-type: none"> - adding autonomy in femininity/ adding femininity in masculinity
	<ul style="list-style-type: none"> • "suitable for daily usage" • adverbs of manner referring to gentleness in action: gently (massage), lightly (rub) & (pat) gently. 	3) Compromising between Femininity and Masculinity	<p>3) Constructing Masculinity: masculine image</p>
	<ul style="list-style-type: none"> • mostly imperative verbs & sentences 	4) Maximising Masculine Active Role through Imperatives	<p>Overall Goals:</p>
	<ul style="list-style-type: none"> • concise language & visual framings 	5) Speaking Like a Man via Direct Verbal and Visual	<p>1. skincare products/ LME: technical products operated by handy men.</p>
	<p>A12 is more masculine driven, i.e. posing masculine activeness with imperatives. Thus, more emphasised in LME.</p>		
<p>Listing Ingredients (A13)</p>	<ul style="list-style-type: none"> • <i>Patented Formula</i> (only BC1) <p>Since only one product (i.e. BC1, among LP & LME analysed) depicts gendering, the overall gendering effort of LME in A13 is considerably insignificant.</p>	1) Constructing Masculinity with Scientific Language	-
<p>Giving Assurance (A14)</p>	<ul style="list-style-type: none"> • "tested under dermatological control" (LP: "dermatologically tested") • "Asian men" (LP: "Asian skin") 	1) Constructing Masculine Assurance through Word Choice	<p>1) Construct Masculinity</p> <ul style="list-style-type: none"> - implying products for 'handy men' & 'macho men' <p>Overall Goals:</p> <p>1) LME products = technical tools & male products. 2) Metrosexual(ity) = masculine</p>

ⁱ The summaries of RQ2 & RQ3 focus on findings in LME, derived from its comparison with LP. However, due to limited space, elements from LP would only be mentioned when necessary.