

THE LANGUAGE OF COSMETICS
ADVERTISEMENTS IN WOMEN'S MAGAZINE
U. S. COSMOPOLITAN MAGAZINE



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ABSTRAK

Meitya Wirdasari. 2011. Bahasa Iklan Kosmetik pada Majalah Wanita Majalah Cosmopolitan versi Amerika. Skripsi: Jakarta, Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Tujuan penelitian ini adalah untuk mengetahui bentuk bahasa dan fitur bahasa yang paling sering muncul pada iklan kosmetik di majalah Cosmopolitan versi Amerika dan untuk mengetahui tujuan atau fungsi tertentu di balik pemilihan bentuk dan fitur bahasa tersebut. Bentuk bahasa diklasifikasikan ke dalam kata, frase, klausa, kalimat, dan paragraf sedangkan fitur bahasa dikategorikan dalam tiga jenis yaitu fitur retorik, fitur leksikal, dan fitur sintaksis. Selain itu, tujuan lain dari penelitian ini adalah untuk mengetahui efek psikologis iklan kosmetik terhadap pembaca “bagaimana iklan kosmetik tersebut memengaruhi mereka” dalam memutuskan untuk membeli produk yang diiklankan yang dikategorikan ke dalam tiga jenis yaitu *preservation*, *pride*, dan *pleasure*. Hasil penelitian menunjukkan bahwa bentuk bahasa yang dominan yang sering digunakan dalam iklan kosmetik adalah kalimat. Fitur retorik yang dominan adalah pengulangan. Empat jenis fitur leksikal yang sering muncul adalah penggunaan verba monosilabis, penggunaan kata-kata positif (penggunaan kata sifat dan penggunaan komparatif dan superlatif), penggunaan kata ganti “anda”, dan penggunaan kata-kata *weasel* sedangkan empat fitur sintaksis yang paling sering muncul adalah penggunaan kalimat tanya dan perintah, penggunaan kalimat pendek dan sederhana, penggunaan kalimat yang mengindikasikan waktu sekarang, dan penggunaan kalimat minor. Untuk efek psikologis, 65% responden merasa bangga menggunakan produk yang diiklankan oleh orang terkenal (*pride*), 65% responden setuju bahwa sebagai wanita, mereka tertarik dengan iklan kosmetik yang menawarkan produk baru yang lebih baik atau terbaik (*preservation*), dan 90% wanita menyukai penggunaan bahasa iklan yang menjanjikan (*pleasure*).

Kata kunci:

Bahasa iklan kosmetik, majalah Cosmopolitan versi Amerika, efek psikologis

ABSTRACT

Meitya Wirdasari. 2011. The Language of Cosmetics Advertisements in Women's Magazine U. S. Cosmopolitan Magazine. A Thesis: Jakarta, English Department, Faculty of Languages and Arts, State University of Jakarta.

The importance of this study is to find out the most language forms and language features that frequently emerge in cosmetics advertisements in U. S. Cosmopolitan magazine and to find out the purposes or functions behind certain selection of the language forms and language features. The language forms are classified into word, phrase, clause, sentence, and paragraph while the language features are categorized into three types: rhetorical figures, lexical features, and syntactic features. In addition, the other significant of this study is to find out the psychological effects of cosmetics advertisements towards the readers which mean "how those ads affect them psychologically" in making decision to purchase the advertised products which categorize into preservation, pride, and pleasure. The result of the study shows that the dominant form of language that often used in cosmetics ads is sentence. The dominant rhetorical figure is repetition. The top four lexical features are the the use of monosyllabic verbs, the use of favorable words (adjectives and comparative and superlative degrees), the use of personal pronoun *you*, and the use of weasel words while the top four of syntactic features are the use of interrogative and imperative sentences, the use of short and simple sentences, the use of present tense, and the use of minor sentences. In addition, for the psychological effects issue, 65% respondents feel proud when they used cosmetics products endorsed by famous people, 65% women agree that as a woman, they are interested in cosmetics products which offer new product, better or best product, and 90% women like to be entertained by the use of language that promises indulgences.

Key words:

Language of cosmetics advertisements, U. S. Cosmopolitan magazine, psychological effects

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CHAPTER I

INTRODUCTION

This chapter provides background of the study, research questions, purpose of the study, limitation of the study, significance of the study, and previous related studies.

1.1 Background of The Study

Language is an essential part in human being's life. Through language either spoken or written people can communicate with others. Crystal (1992) defined language as the systematic, conventional use of sounds, signs or written symbols in a human society for communication and self-expression. Language has a great impact towards people and their behavior. This is mainly true in the fields of marketing and advertising. In advertising, language as a tool of communication is used to deliver specific messages with the intention of influencing, convincing, and informing people. These specific messages mostly aim to persuade people to buy certain products or services. Language, in advertising, is very important because it helps people to identify the product and remember it. The language of advertising, according to Crystal (1987), is generally laudatory, positive, unreserved, and emphasizing the uniqueness of a product. Typically, it emphasizes why one product stands out in comparison with another. Advertising language may not always be "correct" language in the normal sense.

Our daily life is surrounded by advertising. In recent society, advertising is everywhere. It appears in various kinds of medium. Advertising which is defined as “any paid form of non-personal communication through the mass media about the product by an identified sponsor” (St. John 1994, p. 2) has become part of our everyday life. The function of advertising can be viewed in two basic ways: as a tool of marketing and as a means of communication (Wright, Winter & Zeigler 1982, p. 8). Thus, advertisements which are the products of advertising are delivered to different kind of societies in order to convey these two basic ways of function.

Basically, there are three general forms of advertising which close to human’s life either in the form that simply use sound (radio advertising), vision (printed advertising), or both sound and vision (television advertising). Printed advertising is interesting to analyze linguistically because of the written language that it usually contains. It contains of many kinds of language features and uses different choice of language forms in order to get people to recognize one product and remember its name.

Advertisers use certain language forms and language features to promote their product. It is important to choose the appropriate language forms either in a form of words, phrases, clauses or even sentences to attract people’s interest toward the ads. It is also essential to the advertisers to choose interesting features which are interpretable and memorable so that people will recognize the ad and remember it. Through the appropriate selection of language forms and language

features, the language of advertisement becomes more powerful and more attractive.

Apart from the language forms and the language features of advertising that are chosen by the advertisers to attract people's awareness, the psychological effects of advertising are also important to discuss. According to Yugianingrum (2002), people psychologically influenced by ads which offer preservation things (things related to a better life), pride (things related to the show off success or qualities), and pleasure (things related to enjoyable life). As a result, both language and visual contents of advertisement psychologically affect the readers. They are affected by the smart choice of language chosen by the advertiser as well as the gorgeous visual contents. In addition, David Giles (2003) on his book "Media Psychology" explains that the effects of advertising are likely to fall into two groups of effects produced by ads: perceptual and attitudinal effects.

Nowadays, in the world of business particularly in the advertising business, it cannot be avoided that women have become the most productive and potential buyers for many kinds of product or service. Women tend to be interested in advertisements either in television, radio, magazines, or newspapers. It is obviously clear that women are affected a lot by the ads. This reason makes manufactures who want to promote their products must advertise the products. They realize that women's magazine is a favorite medium for advertised their products because it presents printed advertisements in a very attractive way. Generally, women's magazines are classified into three types based on the readers

aimed at by the publishers: (1) magazines for house wives, (2) magazines for middle-aged women, and (3) magazines for teenagers (Yugianingrum 2002, p. 26).

In this study, the writer uses the second type of women's magazines, which is Cosmopolitan magazine U. S. version. The writer chooses Cosmopolitan magazine because of three reasons. First of all, Cosmopolitan magazine is the most popular magazines among women in world wide. It is not only published in its home country which is America but also other countries such as UK, Australia, and Indonesia. Cosmopolitan magazine has 58 editions, is published in 34 languages and is distributed in over 100 countries (as cited in <http://www.cosmopolitan.com/about/about-us>, retrieved on Tuesday, 16 March 2010 at 08.25 pm). According to a research that held in 2009, Cosmopolitan gained more loyal readers who were likely to see the ads. They gained the first place. This fact drives the writer in choosing Cosmopolitan magazine. It also offers interesting features topics such as make up, hair tips, and the hottest topic which is 'sex'. As well as interesting features, Cosmopolitan offers information about women's health and well-being and entertainment. Last but not least is the slogan of the magazine it self "*Fun Fearless Females*" which give message that women are independent and liberated.

In U. S. Cosmopolitan Magazine, the writer chooses cosmetics advertisements as the main object to research because it provides advertisement language in a very attractive and interesting way. Cosmetics ads in women's

magazines contain of many interesting language features that make people aware about the product that is being advertised. Also, cosmetics advertisements are usually presented in an eye-catching and colorful way to catch the attention of the readers.

1.2 Research Questions

Based on the background above, the problems that are discussed in this study are:

1. How are the language forms and language features of cosmetics advertisements used in U. S. Cosmopolitan Magazine?
2. How do the readers of U. S. Cosmopolitan Magazine perceive to the cosmetics ads in the magazine?

1.3 Purposes of The Study

1. To find out the most language forms and language features that frequently appear in cosmetics ads and to find out the purposes or functions behind certain selection of language forms and language features.
2. To find out the psychological effects of cosmetics advertisements towards the readers meaning how those ads affect them psychologically in making decision to purchase the advertised products.

1.4 Limitation of The Study

The writer analyzes the language of cosmetics advertisements (15 cosmetics ads) in U.S. Cosmopolitan magazine 2009 edition (January – April 2009) which focus

on cosmetics advertisements which divided into three parts: cosmetics for face, cosmetics for body, and cosmetics for hair.

1.5 Significance of The Study

This study is beneficial and useful for those especially ED students who are interested in analyzing the language of printed advertisement and those who are interested in stylistics studies. Also, the writer hopes that this study will enrich the studies in the language of advertisement and stylistics field.

1.6 Previous Related Studies

Previously, there are some related studies that published in English Department of UNJ. For instance, Hayata (2007) analyzed the use of repetition in English advertisements in magazine. In addition, Deni (2009) analyzed rhymes in advertisements' slogans in English and Indonesian magazine. Also, Putri (2010) analyzed figures of speech of English advertisement headlines in women magazines. In this study, the writer discusses the language of cosmetics advertisements in women's magazine especially in U. S. Cosmopolitan magazine because it is an interesting study. The writer not only analyzes the advertisement language in a headline but also in a subhead, a body copy, and a tagline/slogan. This study also discusses the rhetorical figures, lexical features, syntactic features, and the psychological effects of cosmetics ads towards the readers. Those aspects make this study differ from the previous ones.

CHAPTER II

LITERATURE REVIEW

This chapter deals with four areas that related to the study which are studies on advertisement, studies on language of advertisement, psychology of advertising (the effects of advertising towards the readers), and women's magazine. Also, the theoretical framework is described here.

2.1 Studies on Advertisement

Advertising has become a promising business nowadays. It appears everywhere in various forms: printed, radio, or television advertising. Wells, Burnett & Moriarty (2003) defined that advertising is a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. Advertising is complex because there are so many different advertisers try to reach so many different types of audiences. According to Wells, Burnett & Moriarty (2003), there are at least nine major types of advertising: brand advertising, political advertising, directory advertising, direct-response advertising, business-to-business advertising, institutional advertising, public service advertising, and interactive advertising.

Advertising is a powerful communications force and a vital marketing tool. The function of advertising can be viewed in two basic ways: as a tool of marketing and as a means of communication (Wright, Winter & Zeigler 1982, p.

8). It means that the role of advertising is not only to communicate the message to the reader (communication) but also to sell the product (marketing tool). Advertising is a form of mass communication that informs, persuades, or influences people to buy goods or services. In marketing field, the role of advertising is to carry persuasive messages to actual and potential customers. Thus, it is important to know the target market of an ad in order to know the marketing techniques to sell the product.

A successful advertisement, according to Vestergaard & Shrodder (1985), is expected to accomplish five functions: (1) attracting attention; (2) commanding interest; (3) creating desire; (4) inspiring conviction; and (5) provoking action. All these five functions are related each other and serve to promote the selling power of the advertised product.

2.1.1 The Five Players of Advertising

Advertising is occupied by creative persons such as advertiser. However, advertiser does not work alone. There are other important players that play an important role as well as the advertiser: the advertising agency, the media, the vendor, last but not least is the audience as the reader of an ad.

Wells, Burnett & Moriarty (2003) introduces these five players of advertising.

2.1.1.1 The advertiser

Advertiser is the first person or organization who begins the advertising process. The advertisers need to get out a message that they want to deliver

to the target audience. They also makes the final decisions about the target audience, the media as the medium of advertising, the budget or cost of advertising, and the length of the campaign. At the end, the advertisers pay the bills.

2.1.1.2 The advertising agency

Advertising agency is the second player in the advertising business world. Advertisers hire independent agencies to plan and implement part or all of their advertising efforts. An advertiser chooses an agency and then uses its service because advertiser believes that the agency will be more effective and efficient in making an individual commercial or complete campaign.

2.1.1.3 The media

The media becomes the third player of advertising world. The media is composed of the channels of communication that carry message from the advertiser to the audience. A media representative meets the advertiser or the advertiser's representative (it could be an agency) and tries to convince that the medium is a good choice to deliver the advertiser's message.

2.1.1.4 The vendor

The fourth player is vendor; the group of service organizations that help advertisers, advertising agencies, and the media. The selection of vendor reflects the variety of tasks that it takes to put together an ad. For instance,

include freelance copywriters, photographers, market researchers, public relation consultants, and so on.

2.1.1.5 The audience

Finally, the last player in the advertising world is the target audience. In marketing strategy, the term target market denotes the customer, the person who purchases the product. The target audience has a direct bearing on the overall advertising strategy, especially the creative strategy and the media strategy.

2.1.2 Structure of An Advertisement

2.1.2.1 Headlines

Headline is the most important of an ad. It is the very first thing read and should arouse the interest of consumer. Headline usually appears in the top of an ad and printed in the bold types of different sizes.

There are several factors that could be considered in evaluating an effective headline: (Russell & Lane 1990, p. 438)

- a. It should use short, simple words, usually no more than ten,
- b. They should include an invitation to the prospect, primary product benefits, name of the brand, and an interest-provoking idea to gain readership of the rest of the ad.
- c. The words should be selective, appealing only to prime prospects.
- d. They should contain an action verb.

- e. They should give enough information so that the consumer who reads only the headline learns something about the product and its benefit.

2.1.2.2 Overline and Underline (Subheads)

Both overline and underline also known as subheads are phrases or sentences that either lead into the headline or follow up on the thought in the headline. They are usually set in smaller type than the headline. The purpose of the overline is to set the stage, and the purpose of underline is to elaborate on the idea in the headline and serve as a transition to the body copy.

2.1.2.3 Body Copy (Text)

Body copy is the text of the ad. It includes the main part of the advertising message. It is usually smaller-sized type and written in paragraph or multiple lines. Its purpose is to explain the idea or selling point. Body copy is a logical continuation of the headline.

2.1.2.4 Slogans (Themelines or Taglines)

Derived from the Gaelic *slaugh-ghairm*, meaning “battle cry,” the word slogan has an appropriate origin. A slogan sums up the theme for a product’s benefits to deliver an easily remembered message in few words. In printed advertisement, slogan usually appears beneath or beside the brand name or logo. According to Arens & Weigold (2008), slogans have two basic purposes: to provide continuity to a series of ads in a campaign

and to reduce an advertising message strategy to a brief, repeatable, and memorable positioning statement.

2.1.2.5 Seals , Logos, and Signatures (Signature Lines)

A seal is awarded only when a product meets standards established by a particular organization. Meanwhile, logo types and signature cuts are special designs of the advertiser's company or product name (Arens & Weigold 2008, p.422).

2.1.3 The Functions of Advertisement

Wells, Burnett & Moriarty (2003, p .15) classified the three basic functions of advertising.

a. Provides product and brand information

Although many ads aims to persuade and influence people to purchase a product, giving information to the consumer that will help decision making is still the main function of advertising.

b. Provides incentive to take action

It leads the customer to take an action or purchase a product. It canchange customer's decision in choosing a brand or switching to the other brand.

c. Provides reminders and reinforcement

Much advertising is directed at keeping current consumers. Advertising must constantly remind the consumer about the brand name, its benefits, its value, and so on. It also helps reinforce the customer's decision.

2.1.4 CosmeticsAdvertisement

“In our factory, we make lipstick; in our advertising, we sell hope.”

Charles Revson (a pioneering cosmetics industry executive who created and managed Revlon Cosmetics)

Cosmetics advertisement typically promotes products that can cause women to look more beautiful, younger, and better. Cosmetics are substances used to enhance the appearance or odor of the human body. Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toenail polish, eye and facial makeup, hair colors, hairsprays and gels, deodorants, hand sanitizer, bubble baths, and many other types of product (as cited in <http://en.wikipedia.org/wiki/Cosmetics>, retrieved on Thursday, 4 November 2010, 12.50 pm). In addition, The U. S. Food and Drug Administration (FDA) defines cosmetics as “intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions.”

The advertising campaigns are usually aimed at women wishing to improve their appearance, commonly to increase physical attractiveness and reduce the signs of ageing (as cited in

http://en.wikipedia.org/wiki/Cosmetic_advertising, retrieved on Thursday, 4 November 2010, 12.50 pm). Therefore, the language of cosmetics advertisements is commonly produced in an attractive and interesting way. No wonder, the beautiful language of cosmetics advertisements is intentionally made in such a way to captivate women's interest in order to achieve the goal of advertising "to sell products." Vance Packard (1960) memorably said: "The cosmetic manufacturers are not selling lanolin, they are selling hope ... we no longer buy oranges, we buy vitality. We do not just buy an auto, we buy prestige."

2.2 Studies on Language of Advertisement

Language has a great effect over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is really important. Visual content and design in advertising have a very powerful impact on the consumer, but it is language that helps people to identify a product and remember it. The language used in advertisements is very carefully chosen to have special effects (St. John 1994, p. 43). The words will produce images and provide information and often there will be more than one meaning to some expressions. The function of language in advertising business is as a tool of communication which is used to convey specific messages with the intention of influencing, convincing, and informing people. However, advertising language is mostly aimed at persuade people to purchase a product which is advertised. Therefore, it is important for the advertisers to choose proper language forms and

select interesting language features to deliver the message that they actually want to deliver to the readers.

According to Leech (1966), the language of advertising is characterized by a number of preferred linguistic patterns and techniques: (1) Unorthodoxies of spelling and syntax, and semantic oddities are common to attract attention. (2) Simple, personal, and colloquial style and a familiar vocabulary are employed to sustain attention. (3) Phonological devices of rhyme and alliteration and sheer repetition are utilized to enhance memorability and amusement. (4) An intimate, interactive addressing of the audience and a conversational mode is employed. (5) Abundant use is made of superlatives and hyperbole in characterizing the product, with often indirect reference to rival products.

In addition, Crystal in *The Cambridge Encyclopedia of Language* defines the language used in advertisements as follows:

Most obviously, the language is generally laudatory, positive, unreserved, and emphasizing the uniqueness of a product. The vocabulary tends to be vivid and concrete. Figurative expressions are. Rhythm, rhyme, and other phonetic effects are noticeable. There may be deviant spellings, especially in the brand names. And considerable use is made of inexplicit grammatical constructions, which lend an air of vagueness – and thus safety – to the claims for the product.
(Crystal 1987, p.390)

The language used in ads is, of course, typically very positive and emphasizes why one product stands out in comparison with another. Advertisement language may not always be “correct” language in the normal sense. For example, comparatives are often used when no real comparison is

made. An advertisement for a detergent may claim ‘It gets clothes whiter’, but we may ask ‘whiter than what?’

As mentioned before that language used in ads is carefully selected to have special effects, thus, the choice of language forms (linguistic units) and the choice of language features (linguistic features) are two essential parts to achieve the purpose of advertising which tend to persuade and influence people to purchase the product.

2.2.1 Language Forms

The language forms that are commonly used in ads can be classified into four kinds: word, phrase, clause, as well as paragraph. The use of different language forms in ads depends on the advertised product. For instance, there are some advertisements that present a full-page picture with only one single word (especially the brand name) or expression. In some case, pictures are dominant than words.

2.2.1.1 Word

Word is a small unit of language. In an advertisement, word is the smallest form which exists differently in various ads. Commonly, word used to accompany a picture. Another way of presenting ads that use only words (but non-phrase) is by putting words that give information about the product such as the place of the product is available.

2.2.1.2 Phrase

Phrase is a group of words that can form a constituent of a clause. A phrase or phrases may accompany a brand and/or picture of the advertised product. Some ads use an eye-catching phrase beside a picture. It accompanies the picture.

2.2.1.3 Clause

Clause is a group of words that includes a subject and a verb, and forms of sentence or part of a sentence. The clauses in ads frequently exist as unfinished sentences printed in different designs to accompany a picture of the advertised product.

2.2.1.4 Sentence

Sentence is a set of words expressing a statement, a question, or an order, usually containing a subject and a verb. In advertisements, sentence is the language form that is mostly used. Generally, it has different structures: affirmative, negative, interrogative, and imperative.

2.2.1.5 Paragraph

Paragraph is a section of a piece of writing. It usually consists of several sentences. Paragraphs do not occur as often as other language forms in ads. Advertisers use paragraph to advertise certain products such as banking services, books, or other things that need more information.

2.2.2 Language Features

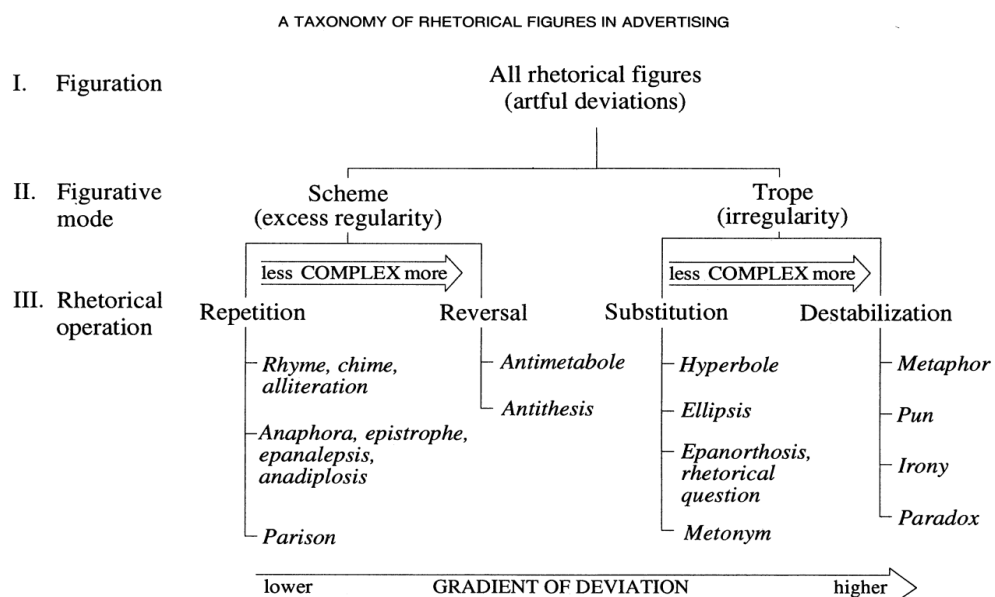
The features of language in advertising commonly show the uniqueness, perfection, newness, praise, promise, encouragement, or a combination of two or more features. The use of these features is meant to puff the products. The term “puff” is derived from puffing as described in the following quotation:

What is “puffing” “Puffing” is an exaggeration about the product that is so obvious just about anyone is capable of recognizing the claim as an exaggeration. The most common examples of “puffing” involve the use of such words as “exiting”, “glamorous”, “lavish”, and “perfect”. However, when an advertising claim can be scientifically tested or analyzed, it is no longer “puffing”. (Lutz 1990, p. 83)

2.2.2.1 Rhetorical Figures in Advertising

A rhetorical figure has traditionally been defined as an artful deviation (Corbett 1990). Rhetorical figures were used by the rhetoricians, classifying the way words could be arranged in order to achieve special stylistics effects.

Figure 2.1 The Taxonomy of Rhetorical Figures in Advertising Leech (1969)
(McQuarrie & Mick 1996, p. 426 – 433)



As Figure 2.1 shown, there are two modes of figuration (scheme and trope) and there are four fundamental rhetorical operations (repetition, reversal, substitution, and destabilization).

1. Figurative Modes

Scheme is an effect such as rhyme which changes the structure of language without affecting its meaning. On the other hand, one which affects the meaning such as metaphor is called trope (Crystal 1992, p. 135).

2. Rhetorical Operations

a. Repetition

Rhetorical operation of repetition combines multiple instances of some element of expression without changing the meaning of that element. In advertising, we find repetition applied to sounds, words, and phrase structure. The purpose of repetition is to make a deeper impression on the audience. According to businessknowledgesource.com, the importance of repetition in advertising is huge because through repetition a company establishes its credibility, establishes brand familiarity, becomes the first thought when a need for your type of product.

1. Rhyme

Rhyme is repetition of identical or similar sounds, usually at the end of words. The vowel sound of two words is the same, but the

initial consonant sound is different. The importance of rhyme partly seems to be enjoyed simply as a repeating pattern that is pleasant to hear. It also serves as a powerful mnemonic device, facilitating memorization (as cited in <http://en.wikipedia.org/wiki/Rhyme#Etymology>. retrieved on Thursday, December 23, 2010, 8.37 pm).

2. Chime

Chime is key words in a phrase begin with the identical sounds or letters.

3. Alliteration

Alliteration primarily involves the repetition of the same consonantal sounds at the beginning of words. Usually they are pleasing to ears because of the clever choice of the word by the advertiser. In addition, the repetition of the beginning sound emphasizes the meaning the advertisement wants to express and aids the memorability.

4. Assonance

Assonance is the term traditionally reserved for patterns of repetition between vowel sounds. Assonance takes the middle territory.

5. Anaphora

Anaphora is the repetition of words at the beginning of phrases.

Anaphora can be effectively deployed to underline descriptive and emotional effects (Wales 2001, p.19).

6. Epistrophe

Epistrophe is the repetition of words at the end of phrases.

7. Epanalepsis

Epanalepsis is the repetition of a word toward the beginning and end of phrases.

8. Anadiplosis

Anadiplosis is the repetition of a word toward the end of one phrase and the beginning of the next.

9. Parison

Parison is parallelism between successive phrases. It often involves the use one or more embedded repeated words.

b. Reversal

The rhetorical operation of reversal combines element that are mirror images of one another in an expression. A characteristic of mirror image is that it repeats the original, but in reverse. For instance, “It says what it does. It does what it says.” (A headline of Listerine mouthwash ad).

1. Antimetabole

Antimetabole is the repetition of a pair of words in a phrase in reverse order.

2. Antithesis

Antithesis is the juxtaposition of contrasting ideas, phrases, or words so as to produce an effect to balance (as cited in <http://dictionary.reference.com/browse/antithesis>, retrieved on Thursday, December 23, 2010, 8.20 pm).

c. Substitution

The rhetorical operation of substitution selects an expression that requires an adjustment by the message recipient in order to grasp intended content.

1. Hyperbole

Hyperbole is a claim that strictly speaking is impossible. Hyperbole often uses adjectives and adverbs for emphasis.

2. Rhetorical question

Rhetorical question marks with asking a question so as to make an assertion. According to Wales (2001), rhetorical questions were useful as persuasive device to appeal to listener's reason or as emotive device to suggest the speaker's outburst of natural feeling.

3. Epanorthosis

Epanorthosis is making an assertion so as to call it into question.

4. Ellipsis

Ellipsis is a gap or omission for an explicit or complete statement.

5. Metonym

A metonym makes use of the fact that objects and events in the world are represented mentally as complex schemata built up from molecular concepts.

d. Destabilization

The rhetorical operation of destabilization selects an expression selects an expression such that the initial context renders its meaning indeterminate. It means that there are multiple coexisting meanings which are made available, no one which offers a final resolution. Destabilization may make use of relationships involving either opposition or similarity.

1. Metaphor

Metaphor compares two different things by speaking of one in terms of the other. It is usually more often used in advertising. Metaphors are generally not meant literally, and may have little connotative similarity to the concepts they are meant to portray. Metaphor commonly used to suggest resemblance of something that is considered to have similar characteristics.

2. Pun

Pun is an amusing use of a word or phrase that has two meanings which is called polysemy or of words with the same sound but different meanings which is called homonymy.

3. Antanaclassis

Antanaclassis repeats a word in two senses.

4. Syllepsis

A verb takes on a different sense as clauses it modifies unfold is called syllepsis.

5. Resonance

A phrase is given a different meaning by its juxtaposition with a picture called resonance.

6. Paradox

Paradox is a self-contradictory, false, and impossible statement.

7. Irony

Irony is a statement that means the opposite of what is said.

8. Personification

Personification metaphorically represents an animal or inanimate object as having human attributes – attributes of form, character, feelings, behavior, and so on. Ideas and abstractions can also be personified. While personification functions primarily as a device of art, it can often serve to make an abstraction clearer and more real to the reader by defining or explaining the concept in terms of everyday human action. Ideas can be brought to life through personification and objects can be given greater interest.

9. Simile

Simile is a comparison between two different things that resemble each other in at least one way. In advertising the simile is a device

both of art and explanation, comparing an unfamiliar thing to some familiar thing (an object, event, process, etc.) known to the reader.

10. Euphemism

A euphemism is a word or expression which is neutral or positive and which is used in place of a negative word or expression. Euphemism literally means sounding good.

2.2.2.2 Lexical Features in Advertising

Advertising English has a rich and colorful vocabulary. Its most important lexical features are the use of monosyllabic verbs, weasel words, favorable words, personal pronouns, compounds, neologisms, etc. (Linghong 2006, p. 73).

2.2.2.2.1 The Use of Monosyllabic Verbs

Advertisers usually use simple words, particularly monosyllabic verbs in order to make the advertised information easily understood and remembered. Such verbs as “make, get, try, give, look, see, need, serve, come, go are often found in English ads such as in cosmetics ads. The high occurrence of monosyllabic verbs in ads also helps to make the ads more persuasive.

2.2.2.2.2 The Use of Weasel Words

Weasel words are used to evade or retreat from a direct or forthright statement or position (Linghong 2006, p. 73). Though, the ultimate objective of advertising is to persuade people to buy certain product, the word “buy” is

rarely used. It is because “buy” contains meaning ‘to get something by paying money for it’ which makes people relate their unwilling outgoings. Therefore, a wide range of verbs with the connotation of “buy” is used. For instance, bring, give, help, offer, plus, prevent, save, solve, etc.

2.2.2.2.3 The Use of Favorable Words

Since the purpose of advertising is to introduce and to describe the qualities and the performance of the products, positive modifiers especially favorable adjectives are often employed to illustrate the function and nature of the advertised item.

a. Adjectives

Positive adjectives such as emotive and evaluative adjectives are often used in the creation of advertising. As Leech (1966) observed, “Advertising is marked by a wealth of adjective vocabulary.”

According to the research of choice of words in advertising by linguist G. N. Leech, the most frequently used 20 words are: *new, good/best, free, fresh, delicious, full, sure, clean, wonderful, special, crisp, fine, big, great, real, easy, bright, extra, safe, and rich.*

b. The Use of Comparative and Superlative Degrees

As well as favorable adjectives, advertisers tend to use comparative and superlative degrees to show the outstanding quality of their product or service. However, since the advertisers are forbidden to

discredit or unfairly attack other products or ads, they do not mention the specific comparisons between their product and others' by naming or referring to their competitors. For instance, a clothes softener manufacturer would be simply say "A softens softer," instead of saying "A softens softer than B." In advertising texts, such comparatives are mostly used to show the products' distinctive qualities, in other words "to show superiority."

2.2.2.2.4 The Use of Personal Pronouns

The use of personal pronouns such as "you" and "we" is enormously common. It is used to cut the distance between the advertiser and the audience. Such pronouns sound warm and friendly and make the ads more appealing.

2.2.2.2.5 The Use of Compounds

Compound words can be seen almost anywhere in advertisement. A compound word can be composed of all parts of speech and the arranging of words is very flexible, therefore admen can fully take the advantage of it and make the ad copy more creative. English compound words are easy to form and their forms are many and varied.

2.2.2.2.6 The Use of Neologisms

Neologisms are new invented words. It may have novelty impact. Commonly, neologisms can be categorized as coinage, anagrammatic spelling, and borrowed words.

a. Coinage

The inventing of new words or phrases in a language is known as coinage also coined words. Coined words are kind of smart words that have special meaning in the specified context. They can arouse the interests of the ad receivers so that the receivers can recognize the brand. In English, affixes are frequently used to coin new words. The most commonly affixes that used in ads include *super-*, *ex-*, *ultra-*, *auto-*, and *-aid*.

b. Anagrammatic spelling

The use of unexpected letters is one of the simplest ways to call readers' attention. Anagrammatic spelling used to make the advertising copy text unusual and memorable. This can be accomplished by using uncommonly encountered letters such as -q, x, or -z or by intentionally changing the spelling of words.

c. Borrowed words

Since many products are imported from foreign countries, the advertisers sometimes intentionally put some foreign words into the advertising text to make the product appear exotic and also more interesting.

2.2.2.2.7 The Use of Inclusive Words

The inclusive words such as *all*, *every*, *always*, etc. are used to indicate that the reference is universal (as cited in <http://www.ccpcc.com/jjxj/km1/020664.htm>, retrieved on Tuesday, October 05, 2010, 04.45 pm).

2.2.2.2.8 The Use of Negative Words

Advertisers often use negative words such as *no*, *none*, *nothing*, *never*, etc. to show the uniqueness and unparalleled quality of the product (as cited in <http://www.ccpcc.com/jjxj/km1/020664.htm>, retrieved on Tuesday, October 05, 2010, 04.45 pm).

2.2.2.2.9 The Use of Scientific Sounding Words

In some ads, sometimes advertisers use scientific sounding words which help to leave an impression of professional and advanced in the scientific field(as cited in <http://www.ccpcc.com/jjxj/km1/020664.htm>, retrieved on Tuesday, October 05, 2010, 04.45 pm).

2.2.2.3 Syntactic Features in Advertising

Linghong (2006) introduced the major language features of advertising language at the syntactic level will be considered from the aspect of sentence types. They are declarative, interrogative, imperative, or exclamatory sentences; simple or multiple sentences; major or minor sentences; and short or long sentences.

2.2.2.3.1 The Use of Imperative and Interrogative Sentences

Sentence is the most language form used in ads. Interrogative and imperative sentences are often used in ads to catch the interest of the audience and to add variety to copy writing. Imperative sentences concerned on give a command or a request and they are usually short and powerful sentences. In contrast with interrogative sentences, Linguist G.N. Leech (1997) discusses two main functions of interrogative sentences. Viewed from the angle of psychology, interrogative sentences divided the process of information receiving into two phases by first raising a question and then answering it. Thus it turns the passive receiving into active understanding. From the linguistic angle, interrogative sentences decrease the grammatical difficulty, because they are usually short in advertisements. However, in the advertising, interrogatives are mainly used as a rhetoric device that does not expect any answer.

2.2.2.3.2 The Use of Short Sentences

Sentence length us an important criteria of the readability of a text. According to the research done by United Press International (UPI), a text with an average sentence length of eight words is regarded as “very easy to read,” while one averaging 29 or more words would be considered “very difficult to read.” And the standard or ideal average is 17 words. Short and simple sentences are preferred in advertising writing.

2.2.2.3.3 The Use of Simple Sentences

A simple sentence consists of a single independent clause, while a multiple sentence consists of more than one clause. The frequent use of simple sentences can help to reduce the difficulty of the text. Moreover, a succession of simple sentences can make the paragraph more powerful (Linghong 2006, p. 77).

2.2.2.3.4 The Use of Minor Sentences

A Minor Sentence is one that does not necessarily have a main verb in it, but which can be understood as a complete unit of meaning. The absent part of a minor sentence might be the subject, predicate, or other parts (as cited in <http://www.ccpcc.com/jjxj/km1/020664.htm>, retrieved on Tuesday, October 05, 2010, 04.45 pm).

2.2.2.3.5 The Use of Active Voice

Passive voice is usually avoided because it gives the audience an indirect and unnatural feeling. In daily communication, passive voice is rarely used as well as in ads. Thus, ads are frequently used active voice (as cited in <http://www.ccpcc.com/jjxj/km1/020664.htm>, retrieved on Tuesday, October 05, 2010, 04.45 pm).

2.2.2.3.6 The Use of Present Tense

Present tense is the most commonly used because it implies a universal timelessness. On the some occasions where the present tense is used, it stresses

the long traditions associated with a product or emphasizes their reliability or makes an appeal to authority (as cited in <http://www.ccpcc.com/jjxj/km1/020664.htm>, retrieved on Tuesday, October 05, 2010, 04.45 pm).

2.2.2.4 Other Important Features

In addition, there are several features that pretty often used in advertising copy.

1. The endorsement or testimonial

A celebrity or authority appears in an ad to lend his or her stellar qualities to the product. Celebrity endorsement plays an important role in luring consumers to purchase products. Advertisers have attempted to quantify and qualify the use of celebrities in their marketing campaigns by evaluating their awareness, appeal, and relevance to a brand's image and the celebrity's influence on consumer buying behavior (as cited in <http://en.wikipedia.org/wiki/Testimonial>, retrieved on Thursday, December 23, 2010, 9.51 pm). In addition, experts also appear to give a testimonial or personal comment to convince the readers.

Celebrity endorsements are impelled by virtue of the following motives (as cited in <http://www.chillibreeze.com/articles/Celebrity-endorsement.asp>., retrieved on Thursday, December 23, 2010, 9.57 pm):

a. Instant brand awareness and recall.

- b. Celebrity values define, and refresh the brand image.
- c. Celebrities add new dimensions to the brand image.
- d. Instant credibility or aspiration PR coverage.
- e. Lack of ideas.
- f. Convincing clients.

2. The “Compliment The Consumer” Claim

This kind of claim butters up the consumer by some form of flattery (as cited in home.olemiss.edu/~egjbp/comp/ad-claims.html, retrieved on Tuesday, March 16, 2010 at 08.25 pm).

2.3 Psychological Effects of Advertising towards Readers

As well as the use of language forms and language features of advertising, it is also important to discuss the psychological effects. People especially women psychologically affected by advertising. Yugianingrum (2002) classified the psychological effects of advertising into three kinds:

a. Preservation

People in common are always interested in things that may cause them to look better than before. This is the area of preservation, which is very frequently used by the advertisers to encourage people to use the advertised products. In women’s magazines, preservation is mostly engaged to advertise skin care products. For instance, women in middle-

aged tend to be worry because of wrinkles that they have in face. Thus, they need a complete skin care with anti-aging formula to overcome the problem and to make them look better and look younger.

b. Pride

People have tendency to show off their achievement and their excellent qualities. This is a good reason for advertisers to evoke their pride with certain expressions which mostly show that the products are endorsed by famous stars. For instance, people tend to be proud when they use product that is also used by celebrities or famous people. They feel like they are one of the elite when they use products that are endorsed by famous people or celebrities.

c. Pleasure

Basically, people like to be spoiled. So this area of pleasure deals with people's desire to enjoy the fruits of their labor, to be entertained, to eat and drink well, and to relax in comfortable surroundings. As people like to be entertained, advertisers lavishly use language that promises indulgences in their ads. For instance, *Florida Vacation Guide – The sun surrounded my senses and a soft breeze blew me away* (Good Housekeeping March 1991, p. 111). In this example, the psychological effect of pleasure is caused by the words sun and soft breeze.

Moreover, Giles (2003) noted that effects of advertising tend to fall into two groups of effects produced by ads: *perceptual effects* and *attitudinal effects*. Perceptual/cognitive effects (mostly used for television advertising), such

as low camera angle to make the speaker seem authoritative; deal with the participants' memory for commercials or awareness of specific features. Condry (1989) argued that attention is the key issue for television advertising. Advertising messages can be injected into the memory through exposing audiences to brief snatches of persuasive text in the middle of television or cinema programming. On the other hand, attitudinal/behavioral effects examine the short-and long-term impact of an ad on the consumer's impression of the brand and product. It concerns with the consumers' interest for commercials. They like the product that is offer on the advertisement and the advertisement itself.

Synder & Bono (1985) found that the hard sell and soft sell tactics in selling product had different effects on different people (Giles 2003, p. 115). Consumers who scored highly on a test of "self-monitoring"—in the other words, those who are socially more self-conscious and likely to adapt their behavior according to the situation—had more favorable attitudes toward soft-sell ads. This happens because such consumers are more image conscious and respond better to advertising which eliciting moods and associations rather than to hard-sell advertising with more factual information about a product. On the other hand, consumers who had low score on a test prefer hard-sell ads which describe the benefits of the product; such consumers take a more pragmatic approach to life and less concerned with image.

Therefore, rather than measuring the participants' memory for commercials or awareness of specific features, attitudinal studies depend on measures of liking for ads, liking for products, how much money participants

might be willing to spend on the advertised product, or how likely they think the ad might affect their consumer behavior.

2.4 Women's Magazine

Magazine is one of form of mass communication that is widely used all over the world. In the world of business, magazine has become one of strong medium to deliver many kinds of information. There are many types of magazine either for man, woman, businessman, traveler, politician, or teenager. Magazines are a valuable medium for reaching many demographic groups. By their nature, magazines must fill a niche with unique editorial contents to satisfy specific groups or readers (Wells, Burnett & Moriarty 2003, p. 250).

Magazine is also one favorite medium for manufactures to advertise their products. Advertising in magazine is usually attractive and designed to attract people. One kind of magazine which presents advertising in a very eye-catching way is women's magazines. Women's magazines have become favorite medium to advertised products. Since women have become the most potential and consumptive buyers, many manufactures that must advertise their products choose women's magazines as a medium to promote their products.

Women's magazines are classified into three categories based on the readers aimed at by the publishers (Yugianingrum 2002, p. 26). The first is the magazines for house wives. These magazines contain articles about marriage, family problems, housekeeping, cooking, and other things. Good Housekeeping

and Family Circle are examples of this kind of magazines. The second category of women's magazines is magazines for mature women. It contains articles about fashion, beauty, health, entertainment, life matters, and the most popular topic "sex." *Cosmopolitan*, *Vogue*, *Female*, *Glamour*, and *Cleo* are examples of this magazine. The last type is for teenagers. It frequently presents topics on fashion, beauty, life style, and entertainment. The examples of this magazine are *Teen* and *Seventeen*.

2.4.1 Company profile U. S. Cosmopolitan magazine

Cosmopolitan is an international magazine for women. It was first published in 1886 in the United States as a family magazine, was later transformed into a literary magazine and eventually became a women's magazine in the late 1960s. Also known as *Cosmo*, its current content includes articles on relationships and sex, health, careers, self-improvement, celebrities, as well as fashion and beauty. Published by Hearst Magazines, *Cosmopolitan* has 58 international editions, is printed in 34 languages and is distributed in more than 100 countries (as cited in <http://www.cosmopolitan.com>, retrieved on Tuesday, 16 March 2010 at 08.25 pm).

In recent years the magazine and in particular its cover stories have become more sexually explicit in tone as well as covers with models wearing revealing clothes. *Cosmopolitan* has since the sixties been a women's magazine discussing such topics as sex, health, fitness and fashion. Recently

attempts to attract male readers have been made: “Cosmo for your guy” is featured in every issue with exclusive advice for the men.

2.5 Theoretical Framework

Based on the literature review above, it can be concluded that advertising language should be attractive, interesting, and persuasive. Advertising is a powerful communication force and a marketing tool. It is true that advertising tries to influence and convince people in order to buy the advertised products. Advertising offers visual content and design which have a very powerful impact on the consumers, but it is language that helps people to identify a product and remember it. Hence, no wonder that language can affect people psychologically. Advertiser as a person who delivers message to the audience through advertisements has to choose interesting features and choose right language forms to attract people’s interest.

With reference to the study’s topic which mainly focuses on the language of advertising, the writer used theories from McQuarrie and Mick (1996) and Linghong (2006) regarding the language features of advertising. The writer also used other theories from St. John, Lutz, Crystal, Leech, etc. to support the theories on language of advertisement. On the other hand, to answer the research question regarding the psychological effects issue towards the readers, the writer used Yugianingrum’s theory and Giles’ theory to support the questionnaire result.

CHAPTER III

RESEARCH METHODOLOGY

This chapter aimed at discussing research methodology used to carry on the study which includes research method, the data source, the data, data collecting procedures, and data analysis techniques.

3.1. Research Method

This study used descriptive analytical interpretative as the research method. According to Withney (1960), descriptive analytical interpretative is used to explore the fact with appropriate interpretation. This research tries to describe the linguistic phenomenon in printed advertisement particularly in cosmetics advertisement involving on how the language forms and language features of advertisement are used. Also, this method is used since the writer is interested in studying how things occur, meaning how cosmetics ads in U. S. Cosmopolitan affect readers psychologically.

3.2. Source of The Data

1. The first data source are taken from U. S. Cosmopolitan Magazine 2009 edition start from January 2009 to April 2009, 15 printed advertisements which focus on cosmetics advertisements. Those 15 ads are divided into

three major parts: five ads of cosmetics for face, five ads of cosmetics for body, and five ads of cosmetics for hair.

2. The second data source is a set of questionnaire which given to 20 women, the readers of U. S. Cosmopolitan Magazine, in order to analyze the psychological effects of cosmetics advertisements that affect women. The respondents are from Wall Street Institute La Piazza, Jakarta, the teachers, personal tutors, and officers who are able in writing and speaking English and they are the readers of U. S. Cosmopolitan magazine. The questionnaire consists of two parts. First part is in a form of *likert* scale which consists of 20 statements and the second part is in a form of open question which consists of 8 questions related to cosmetics advertisements in U. S. Cosmopolitan magazine.

3.3.The Data

The data are:

1. The language forms and language features of fifteen cosmetics advertisements
2. Readers' perception towards cosmetics advertisements in U. S. Cosmopolitan Magazine that taken from the questionnaire result

3.4.Data Collecting Procedures

- 1.a.Finding the U. S. Cosmopolitan Magazine from January to April 2009

1.b.Choosing the 15 printed advertisements which focus on cosmetics advertisements and then classifying them into three parts: cosmetics for face (five ads), cosmetics for body (five ads), and cosmetics for hair (five ads)

1.c.Reading the whole text of each ad and dividing the parts of advertisement in each ad: headline, subhead, body copy, and slogan

1.d.Finding the language forms and language features that used in headline, subhead (overline or underline), body copy or text, and slogan of each ad

1.e.Putting the language forms and language features that used in headline, subhead (overline or underline), body copy or text, and slogan of each ad into the tables to analyze

2.a.Making a set of questionnaire that consists of two parts. The first part is in a form of *likert* scale while the second part of questionnaire is in a form open question

2.b.Conducting a pilot study

2.c.Distributing a set of questionnaire to 20 women especially to the readers of U. S. Cosmopolitan Magazine regarding the psychological effects that affect them

3.5 Data Analysis Techniques

1.a.Identifying the language forms of advertisement which are used in each ad

1.b. Identifying the language features of advertisement which are used in each ad

1.c. Categorizing the language forms that used in headline, subhead (overline or underline), body copy or text, and slogan of each ad

1.d. Categorizing the language features that are used in headline, subhead (overline or underline), body copy or text, and slogan of each ad

1.e. Drawing a conclusion

2.a. Identifying the psychological effects by referring to the result of questionnaire

2.b. Categorizing the psychological effects towards the readers based on the result of questionnaire

2.c. Drawing a conclusion

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter deals with the analysis of the language of cosmetics advertisements in women's magazine particularly in U. S. Cosmopolitan magazine to find out the use of language forms and language features that are frequently used in ads either in headlines, subheads, body copy, and slogans in Cosmopolitan magazine and also to interpret the meaning behind the use of such features. Last but not least, is to find out how do the readers of U. S. Cosmopolitan Magazine perceive to the cosmetics ads in the magazine so that they are affected psychologically.

4.1 Data Description

The corpus of this study is the advertisement language of cosmetics ads in U. S. Cosmopolitan magazine (January-April 2009); the language forms and language features either in headlines, subheads, body copies, or slogans. The writer analyzed the language of advertisement in fifteen cosmetics advertisements which divided into three main parts; five ads of cosmetics for face, five ads of cosmetics for body as well as five ads of cosmetics for hair.

The data collected in this study are the use of language forms and language features of cosmetics ads in U. S. Cosmopolitan magazine. Moreover, the language forms of cosmetics advertisements language are identified through words, phrases, clauses, sentences, and paragraphs. On the other hands, the

language features of cosmetics ads are also identified through words, phrases, clauses, sentences to categorize whether they used rhetorical figures, lexical features, and syntactic features or not.

In addition, the data collected in this study also involved the result of questionnaire regarding the psychological effects issue (the effect of cosmetics ads towards the readers). These psychological effects are classified into three major impacts; preservation, pride, and pleasure.

4.2 Findings and Discussion

The data were analyzed based on linguistics units and linguistics features of cosmetics advertisements language. The linguistics units, also known as the language forms, were classified into words, phrases, clauses, sentences, and paragraphs while the linguistics features or language features classified into three major parts: rhetorical figures, lexical features, and syntactic features.

4.2.1 The Use of Language Forms in Cosmetics Advertisements in U. S. Cosmopolitan Magazine

The first finding based on the categorization table of language forms from the fifteen ads found sentences emerged as the most form of language that mostly used followed by phrases, clauses, and short paragraphs.

Sentence form used either in headlines, subheads, body copies, or in slogans. Sentences also emerged in different structures either in affirmative, negative, interrogative or imperative sentences. Yugianingrum (2002) stately

noted that sentence is the form of language that regularly used in advertisement. It is because the sentence form consists of complete information than the other forms such as words, phrases, or even clauses. Therefore, the advertisers tend to choose sentences because this form effectively delivers message to the readers.

A structure of sentence that often used in headlines is affirmative sentence which is usually positive. Moreover, interrogative sentences quite often used in the headlines of cosmetics ads for hair treatment. However, in the advertisement language, interrogatives are mainly used as a rhetoric device that does not expect any answer. Alongside with the structure of sentence in the headlines, the structures of sentence in the body copy tend to be used imperative sentences as well as affirmative sentences. Advertisers use imperative sentence because they want the readers to act, to buy, and to consume the advertised product by giving a request or command to the audience in order to achieve those three goals.

Afterward, phrase emerged as the second language form that frequently used. Phrase is a group of words that can form a constituent of a clause. Phrase commonly used because it tends to be short and simple. A phrase or phrases may accompany a brand and/or picture of the advertised product. Some ads use an eye-catching phrase beside a picture. It accompanies the picture. Advertisers tend to choose phrase because it is interpretable and memorable. Phrase also makes an advertising copy looks more simple and eye-catching because it does not need a big space. It is used in subhead, slogan, and headline.

The next language form is clause. Clause quite often used in those fifteen ads. Clause is a group of words that includes a subject and a verb, and forms of sentence or part of a sentence. It found in the headline, subhead, and slogan. The clauses in ads frequently exist as unfinished sentences printed in different designs to accompany a picture of the advertised product. The last form is short paragraph. It is regularly used in the body copy of an ad because body copy commonly takes a long copy. Paragraphs do not occur as often as other language forms in ads. Advertisers tend to use a short paragraph in body copy because it presents the information of advertised item. That is why the body copy takes a longer space than any other parts of an advertisement because through body copy the readers get the information as well as know the benefits of an advertised item.

Here are the samples of language forms that found in cosmetics advertisements:

CoverGirl Lipstain advertisement	Sentence (affirmative)
Headline: THE LIPWEAR THAT DOES WHAT A LISPTICK CAN'T.	
Subhead: NEW OUTLAST LIPSTAIN. LIGHTWEIGHT LIPWEAR THAT WON'T COME OFF.	1. Phrase 2. Sentence (negative sentence)

<p>Body copy:</p> <p>Introducing a splash of lightweight color that leaves lips blushing for hours. How? It's not a lipstick. It's a liquid stain that's absorbed instantly. Lips feel bare to the touch won't a flush of color that won't smudge, won't budge. Your lipstick can't do that, can it? New Outlast Lipstain. The latest look in lipwear in 10 stay-on shades.</p>	Short paragraph
<p>Tagline:</p> <p>IGINITE YOUR BEAUTIFUL!</p>	Sentence (imperative sentence)
<p>Slogan:</p> <p>Easy breezy beautiful COVERGIRL.</p>	Phrase

<p>L'ORÉAL PARIS Hair Color</p> <p>Headline:</p> <p>Rich Color in 10 MINUTES</p> <p>Hair that feels STRONGER</p>	<p>1. Phrase</p> <p>2. Sentence (affirmative sentence)</p>
<p>Subhead:</p> <p>For me, that's a NEW REVOLUTION</p>	Sentence (affirmative sentence)
<p>Body Copy:</p>	1. Phrases

NEW Excellence to-Go 10 Minute Cream Colorant <ul style="list-style-type: none"> • 100% Gray Coverage • Gives Rich, Captivating Color Rich, Radiant, Better Conditioned Hair. No Grays. No Dry Out. No Waiting.	2. Sentences (affirmative sentence)
Slogan: Because You're Worth It L'ORÉAL PARIS	Clause
"Today, everything moves so fast, my hair color has to be perfect, and it has to keep up." Eva Longoria	Sentence (affirmative sentence)

Also there were two combinations of language forms that used in those fifteen cosmetics ads: a combination of words and sentences and a combination of phrases and sentences.

The example of combination form of language:

Body Copy of L'ORÉAL PARIS Hair Color ad NEW Excellence to-Go	1. Phrases 2. Sentences
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10 Minute Cream Colorant <ul style="list-style-type: none"> • 100% Gray Coverage • Gives Rich, Captivating Color Rich, Radiant, Better Conditioned Hair. No Grays. No Dry Out. No Waiting.	
Slogan of Neutrogena® concealer kit advertisement: BEAUTIFUL. BENEFICIAL. Neutrogena® #1 DERMATOLOGIST RECOMMENDED	1. Words 2. Sentence

4.2.2 The Use of Language Features in Cosmetics Advertisements in U. S. Cosmopolitan Magazine

4.2.2.1 The Occurrences of Rhetorical Figures

The second finding based on the table of analysis of language features in cosmetics advertisement language found repetition (22 times) appeared as the

most commonly rhetorical figures often used in those fifteen ads followed by substitution (20 times) in the second place, destabilization in the third place (7 times), and reversal in the last place (1 time). As mentioned in literature review, rhetorical figures were divided into four categories: repetition, reversal, substitution, and destabilization. However, repetition and substitution emerged as the two most rhetorical figures that frequently used.

a. Repetition

The occurrence of repetition in fifteen cosmetics advertisements was 22 times. Repetition emerged either in headlines, subheads, body copies, and slogans. In advertising business, repetition plays an important role because through repetition one manufacturer or company establishes its credibility, brand familiarity, and also brand image of its product. Thus, it is common used to create such image especially the positive image of one brand. Repetition has a huge impact towards readers' mind: to enhance memorability and amusement. Since it is made in a memorable way and pleasing to ears, through repetition people become aware about one's product. It can appear as the first thought in audience's mind when he or she sees an ad that used repetition. The aims of repetition are very obvious, to make a deeper impression on the audience and to reinforce meaning.

Here are some examples of repetition which found in cosmetics ads that had been analyzed.

Olay Regenerist advertisement

Repetition	Purpose or Function
<p>Dramatic results are in (and still no drastic measures required).</p>	<ul style="list-style-type: none"> On the headline, there is a repetition in the initial “d” and the last “-tic” in words <i>dramatic</i> and <i>drastic</i>. <p>Repetition is frequently used in ads either in word, phrase structure, or in sound. It is used to create a memorable thing in order to make it easy to remember.</p>
<p>Slogan: Love the skin you’re in.</p>	<ul style="list-style-type: none"> There is a rhyme shown in the slogan of Olay “<i>Love the skin you’re in.</i>” <p>Repetition is frequently used in ads either in word, phrase structure, or in sound. It is used to create a memorable thing in order to make it easy to remember. The importance of repetition in the slogan is to make the readers aware about the product. It also builds brand familiarity among readers.</p>

CoverGirl Lipstain advertisement

Repetition	Purpose or Function
<p>Subhead:</p> <p>NEW OUTLAST LIPSTAIN.</p> <p>LIGHTWEIGHT LIPWEAR</p> <p>THAT WON'T COME OFF.</p>	<ul style="list-style-type: none"> Alliteration of the letter 'L' in the words <i>Lipstain</i>, <i>Lightweight</i>, and <i>Lipwear</i>. <p>Similar to any other rhetorical figures, alliteration is used to give special effects to a copy ad. It makes the readers recognize the name of the product and remember it. Basically, alliteration can be used for emphasis and to aid memorability.</p>
<p>Slogan:</p> <p>Easy breezy beautiful</p> <p>COVERGIRL.</p>	<ul style="list-style-type: none"> Rhyme occurs in the slogan of CoverGirl <p>easy /'i:zi/ breezy /'bri:zi/</p> <p>Beautiful /'bju:tɪfəl/ cover girl</p> <p>/ˈkʌv.ər.ɡɜːl/</p> <p>Rhyme is often used in slogan of an ad. Similar to any other rhetorical operation of repetition, rhyme which is occurred in this slogan also presented to emphasize the meaning. It is also ear-</p>

	<p>catching. In this slogan, rhyme is presented to create memorable thing and also to build brand familiarity indirectly by using the name of the brand at the end of the slogan.</p>
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Neutrogena® concealer kit advertisement

Repetition	Purpose or Function
<p>Body copy:</p> <p>Cover your flaws in 2 steps, just like the professionals.</p> <p>The silky cream hides flaws.</p> <p>Then the mineral-rich powder hides the cream. So you have nothing to hide.</p>	<ul style="list-style-type: none"> Repetition in word <i>hide</i> <p>Repetition is one example of rhetorical features. It is expressed in a similar way to show that the ideas in the parts or sentences are equal in importance. It also adds balance and rhythm and makes rhythmic sounds.</p>
<p>BEAUTIFUL.BENEFICIAL.</p> <p>Neutrogena® #1</p> <p>DERMATOLOGIST</p> <p>RECOMMENDED</p>	<ul style="list-style-type: none"> Rhyme occurs in the slogan of Neutrogena. <p>Beautiful /'bju:ʌ.fəl/ Beneficial /,ben.ɪ'fɪʃ.əl/</p> <p>Rhyme which is occurred in this slogan also presented to emphasize the meaning. It reinforces the meaning that being</p>

	<p>beautiful must be beneficial too. It shows that Neutrogena's products make women look more beautiful but still pay attention to the women's skin-health. Neutrogena assure that the product is safe and healthy for their skin and it will not harm your skin. This fact refers to #1 DERMATOLOGIST RECOMMENDED.</p>
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Clinique Body Smoothing Cream advertisement

Repetition	Purpose or Function
<p>Headline:</p> <p>Now reveal newborn skin, head to toe.</p>	<ul style="list-style-type: none"> Alliteration of the letter 'n' in the headline. <p>Alliteration mostly involves the repetition of the same consonantal sounds at the beginning of words. It is used to create emphasis, to add beauty of the writing style as well as to help shaping the mood. Alliteration is usually pleasing to ears because of its rhythmic sounds.</p>

Maybelline Lip gloss advertisement

Repetition	Purpose or Function
<p>Subhead:</p> <p>NO FEAR. NO FADE. ALL SHINE. ALL THE TIME.</p>	<ul style="list-style-type: none"> Anaphora is presented in the word <i>NO</i> and <i>ALL</i>. Anaphora is the repetition of words at the beginning of phrases. Repetition in sound, rhyme occurs in the words: Shine /ʃaɪn/ and time /taɪm/ <p>Rhyme is the repetition of identical or similar sounds at the end of words.</p> <p>These two kinds of repetition are used to create a memorable thing. The purpose of repetition is to make a deeper impression on the audience and to reinforce meaning. They are pleasing to ears so that people will recognize the advertised product and remember its name.</p>
<p>Slogan:</p> <p>Maybe she's born with it.</p> <p>Maybe it's Maybelline.</p>	<ul style="list-style-type: none"> Repetition in level of words. <i>Maybe</i> is repeated at the beginning of first and second sentence. This kind of

	<p>repetition is called anaphora. Also, the word maybe found in the brand of the product which appeared on the slogan Maybelline.</p> <p>The function of repetition in advertising is to create a memorable thing. Repetition that is used in slogan makes people aware about the brand of the product. It creates brand familiarity in the readers' mind.</p>
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Nivea Smooth Sensation Daily Lotion

Repetition	Purpose or Function
<p>“NIVEA TOUCH AND BE TOUCHED” emerged twice in the body copy and the slogan.</p>	<ul style="list-style-type: none"> • Repetition which called chime <i>touch</i> and be <i>touched</i> <p>Chime is key words in a phrase begin with identical sounds or letters. Chime is a type of repetition which emerges in the slogan. Repetition in slogan is really important because it builds brand familiarity among the readers. Nivea made a little bit different slogan for their products depend on the part of the</p>

	<p>body. For instance, for body use Nivea has slogan touch and be touched but for lip wear products Nivea has slogan kiss and be kissed. Thus, basically, repetition in the slogan is created to build brand familiarity as well as brand image.</p>
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b. Substitution

Substitution emerged 20 times. As well as repetition, substitution also has important part in advertising. Rhetorical question and hyperbole are the two types of substitution that commonly found in fifteen cosmetics ads that had been analyzed.

Rhetorical question usually emerged in the headlines while hyperbole often emerged in the headlines and body copies. Rhetorical question often used to build readers' curiosity so that the readers will be attracted to read the body copy in order to find out the answer of such rhetorical question. Actually, the use of rhetorical question puts the readers in the position of answerer. Yet, rhetorical question does not need an answer from the readers. The importance of rhetorical question is usually to confirm one's benefits and goodness.

The examples of substitution which emerged in cosmetics ads described as follows:

Maybelline Lip gloss advertisement

Rhetorical Question	Purpose or Function
Headline: CAN YOUR LIPGLOSS DO ALL THIS?	Rhetorical question is often used in advertisements. It demands a reaction from the readers. Usually, this feature used to confirm the product's goodness.

Clinique Body Smoothing Cream advertisement

Rhetorical Question	Purpose or Function
Body copy: Rhetorical question ' <i>Did you know exfoliation makes skin healthier?</i> '	<i>Did you know exfoliation makes skin healthier?</i> is a rhetorical question. It actually does not need an answer. Yet, this feature demands a response from the audience. The reader is expected to answer the question to confirm the product's goodness and benefit.

CLAIROL Hair Color advertisement

Rhetorical Question	Purpose or Function
Headline:	<i>Does your color measure up?</i> is a

DOES YOUR COLOR MEASURE UP?	<p> rhetorical question. It actually does not need an answer. Yet, this feature demands a response from the audience. The reader is expected to answer the question to confirm the product's goodness and benefit. </p>
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Pantene PRO-V advertisement

Rhetorical Question	Purpose or Function
<p>Headline:</p> <p>Think only a salon brand can go to these lengths?</p>	<p> This rhetorical device is frequently used to confirm product's benefits. Naturally, rhetorical question does not need an answer from the readers but it is used since it can build curious feeling among readers. The creativity of this device will bring the readers to further step which is to read the body copy to get the real answer of that question. </p>

On the other hand, hyperbole used to show superiority and unparalleled quality of a product as well as for emphasis. For instance, the word *only*, *difference*, *lasting*, and *remarkable* are some examples of hyperbole words that used in cosmetics ads. Such exaggeration means to puff the products

and make them look more superior and better than the other products which offer same functions.

Olay Regenerist advertisement

Hyperbole	Purpose or Function
<p>Body Copy:</p> <p>Though not surgical results, Regenerist reveals remarkable results everywhere you look.</p>	<p>This word creates an exaggeration effect. The exaggeration in the word <i>remarkable</i> will arouse readers' interest. Maybe some of the readers will ask the truth behind it "does it really work?" or "is it true?" This kind of question will lead the audience to try the product to prove the truth because how remarkable the result is only can be found when the readers use the product. In addition, Ogilvy marked word <i>remarkable</i> as finally potency which gives news value, novelty and immediacy to a piece of copy.</p>

Maybelline Lip gloss advertisement

Hyperbole	Purpose or Function
Subhead:	An exaggeration in words <i>12hr</i>

12hr SUPERSTAY POWERGLOSS™	<i>SUPERSTAY</i> creates superiority. Here, Maybelline lipgloss wants to give message that it is really long lasting in your lips. It gives you 12hr shiny lips that comfortable and also soft. In fact, readers only can prove the truth if they buy the product and try it by themselves. Actually, hyperbole used to emphasize that the product is greater and bigger than the others.
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NIVEA Good-bye Cellulite advertisement

Hyperbole	Purpose or Function
<p>Headline:</p> <p>THE DIFFERENCE BETWEEN WORRYING ABOUT CELLULITE AND NOT HAVING TO.</p>	<p>An exaggeration used to give special effects towards an ad. It is usually used to claim that the product is better than the others and offers the quality that the other products do not offer. If we take a look on the ad, the word difference refers to the facial expression of the participants inside the ad which described clearly. The one who used Nivea Good-bye cellulite looks happier</p>

	than the other who did not use the product. Thus, it illustrates the quality of the product.
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TRESemmé 24 Hour Body Hair Treatment advertisement

Hyperbole	Purpose or Function
Subhead: For lasting volume, new TRESemmé 24 Hour Body.	Hyperbole is a claim that strictly speaking is impossible. Hyperbole marked in the word <i>lasting</i> which gives message that the new TRESemmé product will make your hair volume everlasting for 24 hours. If we think smart, there is no kind of hair product that really gives lasting volume for 24 hours.

c. Destabilization

Destabilization is rarely found during the analysis stage. It only appeared 7 times. Personification, metaphor, and simile are the three types of destabilization used in three of fifteen cosmetics ad that had been analyzed. It emerged in *Maybelline Lip Gloss ad*, *Clinique Powder ad*, *Olay Body Wash Smoothing Cream ad*, *Neutrogena®*

concealer kit ad, and *CLAIROL Hair Color ad*. The description of those features described in the tables below:

Maybelline Lip gloss advertisement

Personification	Purpose or Function
CAN YOUR LIPGLOSS DO ALL THIS?	<ul style="list-style-type: none"> Personification '<i>lip gloss</i>' <p>The question "<i>can your lip gloss do all this?</i>" puts lip gloss as an inanimate object that having human attributes. Primarily, the function of personification is as a device of art. It often serves to make an abstraction clearer and more real to the reader by defining or explaining the concept in terms of everyday human action. At the end, it is used to enhance the emotion impact and appeal of advertising.</p>

Clinique Powder advertisement

Personification	Purpose or Function
Under its care and cover, skin "keeps its cool."	<ul style="list-style-type: none"> Personification "<i>skin keeps its cool.</i>" <p>The statement "<i>skin keeps its cool</i>" puts skin as an inanimate object that having</p>

	<p>human attributes. Primarily, the function of personification is as a device of art. It often serves to make an abstraction clearer and more real to the reader by defining or explaining the concept in terms of everyday human action. At the end, it is used to enhance the emotion impact and appeal of advertising.</p>
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CLAIROL Hair Color advertisement

Personification	Purpose or Function
<p>Slogan:</p> <p>THE COLOR THAT</p> <p>CHANGES EVERYTHING</p>	<p><i>The color</i> is put as an inanimate object that having human attributes. Primarily, the function of personification is as a device of art. It often serves to make an abstraction clearer and more real to the reader by defining or explaining the concept in terms of everyday human action.</p>

Nivea Smooth Sensation Daily Lotion advertisement

Metaphor	Purpose or Function
<p>Headline:</p> <p>SMOOTHNESS. CUPID'S</p> <p>SECRET WEAPON.</p>	<ul style="list-style-type: none"> Metaphor in word <i>Cupid's secret weapon</i> <p>Nivea smooth sensation daily lotion equals to cupid's secret weapon which gives an impression that Nivea's product makes your skin smooth and so soft so that it is ready to touch by you and be touched by your couple.</p>

Olay Body Smoothing Cream advertisement

Metaphor	Purpose or Function
<p>Headline:</p> <p>Introducing the only body wash with a Ribbon of Mineral Shimmer.</p>	<ul style="list-style-type: none"> Metaphor in word <i>Ribbon</i> <p>The word <i>ribbon</i> indicates the magic ingredient of Olay Tone Enriching Body wash. This ribbon of mineral shimmer transforms the look of skin to become so rich and lustrous which shimmering in your skin through and through. Thus, this incredible ribbon makes your skin looks fabulous and glossy.</p>

Neutrogena® concealer kit advertisement

Simile	Purpose or Function
Headline: Cover like a pro, look like a natural.	In advertising, simile is a device both of art and explanation, comparing an unfamiliar thing to some familiar thing (an object, event, process, etc.) known to the reader.

d. Reversal

Reversal is highly seldom emerged. It only used in Neutrogena® concealer kit advertisement. The explanation of reversal which is the antithesis defined as follows:

Neutrogena® concealer kit advertisement

Antithesis	Purpose or Function
Headline: Cover like a pro , look like a natural .	<ul style="list-style-type: none"> Antithesis is the juxtaposition of contrasting ideas, phrases, or words so as to produce an effect to balance. The antithesis can be seen in words pro and natural. <p>Cover like <i>a pro</i>, look like <i>a natural</i>.</p> <p>Similar to any other rhetorical figures,</p>

	antithesis is used to achieve special stylistics effects. In the headline a pro (professional) contrasts with a natural.
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4.2.2.2 The Occurrences of Lexical Features

Alongside with the use of rhetorical figures in cosmetics ads, there are two other features that usually used in advertisement as well as in cosmetics advertisement. Those two features are lexical features and syntactic features. The writer's finding based on the tables of analysis of language features in cosmetics ads found the top four lexical features that continuously used in advertising copy. They are the use of monosyllabic verbs, the use of favorable words (adjectives and comparative and superlative degrees), the use of weasel words as well as the use of personal pronouns (particularly the use of *you*). Since the writer did not find the exact measurement to calculate the lexical features, thus, the writer could only give the common words of each lexical feature which often used in cosmetic advertising using range from the most often emerged to the most rarely.

First of all, the writer identified the use of monosyllabic verbs in cosmetics ads. The purpose of using monosyllabic verbs is to make the advertised information easily understood and remembered. Imagine an advertising copy without verbs, it will be hard to understand the whole meaning or message of the advertising itself. The high frequency of monosyllabic verbs in ads also helps to make the ads more persuasive and look convincing. Here are the examples of monosyllabic verbs which found in fifteen cosmetics ads: *keep, make, go, calm,*

feel, take, look, touch, know, calm, leave, see, use, grow, beat, shine, etc. The verbs *keep* and *make* quite often used in those fifteen cosmetics ads.

Moreover, the use of favorable words such as positive adjectives and comparative and superlative degrees is also worth to discuss. They are often employed to illustrate the function and nature of the advertised item. The use of favorable adjectives aimed at introducing and describing the qualities and the performance of the product. For example, adjective *perfect* literally means ‘without fault,’ from the literal meaning of the adjective *perfect*, the readers might aware about the quality and the performance of a product that caused by using such adjective. Here are the examples of favorable adjectives that found in fifteen cosmetics ads: *new, soft, comfortable, rich, luxurious, lustrous, best, better, free, delicate, fabulous, nice, flawless, gorgeous, radiant, professional, and affordable*. These favorable adjectives connote the positive side of the products which used them in the ads. *New* means recently created or different to one that existed earlier; *soft* describes things, especially parts of the body, which are not hard or rough and feel pleasant and smooth when touched; *comfortable* describes something that provides a pleasant feeling and that do not give you any physical problems; a *rich* colour, sound, smell or taste is strong in a pleasing or attractive way; *luxurious* means giving great pleasure or very comfortable; *lustrous* means very shiny; *best* describes the highest quality, or being the most suitable, pleasing or effective type of thing; *better* describes comparative of good of a higher standard, or more suitable, pleasing or effective than other things; *free* in chemistry, if an element is free, it is not combined chemically with anything else;

delicate means pleasantly soft or light; *fabulous* describes very good or excellent; *nice* means pleasant; *flawless* means perfect or without mistakes; *gorgeous* literally means very beautiful or pleasant; *radiant* describes something that shines or it means very beautiful too; *professional* means having the qualities, such as effectiveness and skill; and *affordable* literally means not expensive means. The adjective *new* emerged as the most positive adjective used in cosmetics advertisements.

In conjunction with the use of positive adjectives, the use of comparative and superlative degrees makes the advertising copy look stronger. It is because they regularly used to show an outstanding quality of one's product. Typically, advertisers use either comparative or superlative degree without being specific. They do not state the precise comparisons between their product and others by specifying or referring to their competitor products because it is illegal to do. Therefore, the readers may get the idea but they do not know the specific comparisons. *Better, best, longer, stronger, younger, smoother, more radiant, richest, smoothest, youngest, and most radiant* are the comparative and superlative degrees that emerged in fifteen cosmetics ads.

The third type of lexical features that mostly used in cosmetics ads is the use of weasel words. Weasel words such as *help, offer, bring, give, and tested* are found during the analysis stage. As described in the literature review, weasel words used to evade or retreat from a direct or straight forward statement or position (Linghong 2006, p. 73), they are actually verbs with the connotation of the verb 'buy.' By using weasel words, the readers are not directly forced to

purchase a product by paying money as the verb *buy* did. They are the replacement of the word buy which change the perception of getting something by giving some money. The weasel word *help* emerged pretty often in those fifteen cosmetics ads that had been analyzed.

Here are the examples of weasel words that quite often used in the ads.

Clinique Body Smoothing Cream advertisement

Weasel word	Purpose or Function
New Body Smoothing Cream offers the continuous daily renewal faces already enjoy from our Visible Skin Renewer.	<ul style="list-style-type: none"> Weasel words are used to avoid or retreat from a direct or forthright statement or position. Weasel word also used to create a feeling to buy the product because weasel words are a wide range of verbs that has connotation of buy. The word <i>offer</i> here used to replace the word buy in order to make the readers feel that they are not being forced to purchase the product.

NIVEA Good-bye Cellulite advertisement

Weasel word	Purpose or Function
Its smoothing gel with L-	<ul style="list-style-type: none"> Weasel word <i>help</i> is the champion

Carnitine helps reduces the appearance of cellulite in four weeks. And the dietary supplement helps support lean muscle mass.	weasel that frequently used in ads. Since the word buy is rarely used in ads, help replaced the word buy to create an impression that the readers do not have to purchase the product but actually the word help aims to replace the word buy.
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Clinique Body Smoothing Cream advertisement

Weasel word	Purpose or Function
Allergy tested . 100% fragrance free.	<ul style="list-style-type: none"> • Weasel words are used to avoid or retreat from a direct or forthright statement or position. The word tested here used to convince the readers that Clinique product is safe and hopefully can arouse readers' interest to purchase the product without force them to purchase the product by using the word buy.

Last but not least is the use of personal pronouns particularly personal pronoun *you* and *your*. Personal pronouns *you* and *your* mostly found in fifteen ads that had been analyzed. Also, there is another personal pronoun *we* and *our*.

The use of personal pronouns especially *you* sound warm and friendly and make the ad more appealing. Advertisements with lots of pronouns of the first and second person are called *gossip advertisements* (as cited in <http://www.ccpcc.com/jjxj/km1/020664.htm>, retrieved on Tuesday, October 05, 2010, 04.45 pm). Here, *gossip* has not the least derogative meaning. It originates from old English *god sib*, meaning friendly chats between women. Advertisements that go like talking with friends closely link the advertisement and the audience. The audience will easily accept a product as if a good friend recommended them. The use of second person addressee *you* tends to cut the distance between the product or the producer and consumers, as if the producer or the ad is speaking to you face to face, making sincere promises, and honest recommendations.

In addition, there are also other lexical features which rarely found during the analysis phase. They are the use of neologisms, the use of inclusive words, and the use of negative words. Actually, each of them also has own purposes in advertising. First of all, neologisms are found in *Olay Regenerist* ad, *Maybelline Lip Gloss* ad, and *Clinique Body Smoothing Cream* ad. The type of neologisms that emerged is coined words. The inventing of new words or phrases in a language is known as coinage also coined words. Coined words are kind of smart words that have special meaning in the specified context. They can arouse the interests of the ad receivers so that the receivers can recognize the brand. Further explanation of the use of neologisms in those ads is described in the table below:

Neologisms	Purpose or Function
<p>Regenerist</p> <p>(Olay Regenerist ad)</p>	<p><i>Regenerist</i> is the name of the product which is a new word. It might be a combination of a verb <i>regenerate</i>, and – <i>ist</i>. A verb <i>regenerate</i> means to grow again or to make something grow again. However, in this case regenerate means to renew. It can be concluded that <i>Regenerist</i> is an expert which makes women’s face always feel brand new. Women do not need to do a plastic surgery to make their face look better because <i>Regenerist</i> can give an incredible result as said in last sentence of body copy “<i>Though not surgical results, Regenerist reveals remarkable results everywhere you look.</i>”</p>
<p>Superstay</p> <p>(Maybelline Lip Gloss ad)</p>	<p>Coined word can arouse the interest of the audience so that the audience can recognize the brand. In English, affixes are frequently used to coin new words. Affix <i>super-</i> is one of the most common affix that is used in the copy of an ad as</p>

	shown in Maybelline ad.
Renewer (Clinique Body Smoothing Cream ad)	The word <i>Renewer</i> might be a combination of a verb <i>renew</i> and <i>-er</i> which combined into <i>Renewer</i> . The meaning of this word might be a thing that makes skin feels brand new. On the other hand, it might creates meaning that this product really does exfoliation which make skin looks new, fresh, and smooth.

Afterward, the use of negative words emerged as the second type of lexical feature that seldom used in those fifteen cosmetics ads. Negative words are found in Neutrogena® concealer kit ad (nothing), S.G Salon Grafix ad (without and never), and TRESemmé 24 Hour Body Hair Treatment ad (without). The explanation is described in the table below:

Negative Words	Purpose or Function
Nothing shown in the body copy of Neutrogena® concealer kit ad.	To show the uniqueness and unparalleled quality of the product. It means that you do not have anything to hide anymore because Neutrogena concealer kit gives you the best quality

	by hiding your flaws. It covers your face like a professional but still gives you a natural look which is loved by all women.
Without and never are shown in the body copy of S.G Salon Graftix ad.	Negative words usually used to show the uniqueness and an outstanding quality of the product amongst others. It also marks the benefits of the product and becomes the selling point which makes Salon Graftix differs from other leading brands.
Without shown in the body copy of TRESemmé 24 Hour Body Hair Treatment ad.	<i>Without</i> is used to show the uniqueness of the product. In this ad, the distinctiveness and incomparable quality are about the low price of the product. Though the price is lower than the other leading brands, TRESemmé offers hair product which has salon-quality.

Last but not least, the lexical feature which infrequently found in fifteen cosmetics ads is the use of inclusive words. The writer only found one inclusive word *all* in the in Olay Regenerist ad (the body copy). The purpose of using

inclusive word *all* is to indicate that the reference is universal. The word *all* in Olay Regenerist ad is used to show that every woman either from notable magazines, beauty editors, or the research institutes believe in the power of Olay Regenerist products. They represent women all over the world. The statements from them are used to persuade all women to try the product. It leads women to think that all statements are true. Also, the word *fronts* after all is used to convince the readers about the benefits of the products which give strong impression that Olay Regenerist products are really better and best because notable magazines, beauty editors, and research institutes are admitted the power of Olay Regenerist.

4.2.2.3 The Occurrences of Syntactic Features

Syntactic features are also essential in advertisement language. The writer's finding based on the tables of analysis of language features in cosmetics ads found the top four syntactic features that continuously used in advertisement copy: use of interrogative and imperative sentences, use of short and simple sentences, use of present tense, and use of minor sentences. Since the writer did not find the exact measurement to calculate the syntactic features, thus, the writer could only give the common structures of sentence of each syntactic feature which often used in cosmetics advertisements. Thus, the writer gives the range of syntactic features which often used in cosmetics ads from the most frequently used to the most rarely used.

First thing first, the writer identified the use of interrogative and imperative sentences. Interrogative sentences generally used to decrease the grammatical difficulty because they are usually short in ads. However, interrogative sentences, in advertising, are mainly used as a rhetoric device that does not expect any answer. Meanwhile, imperative sentences quite used in cosmetics ads. Imperative sentences are usually short and powerful. Generally, the advertisers use imperative sentences to encourage the potential consumers to act, to buy, and to consume. It is the most direct way to achieve the ideal effect. Both interrogative and imperative sentences are normally used to catch the interest of the audience and to add variety to copy writing.

In addition, the use of short and simple sentences also play a significant role in advertising. People tend to be idle to read a long copy of advertising so that sentence length is an important criterion of the readability of text. Short and simple sentences make the ad is easier to read. Therefore, the advertisers prefer to use short and simple sentences in advertising writing. Afterward, the writer found that present tense often used in cosmetics ads because it indicates the universal timelessness. On some occasions where the present tense is used, it marks the long traditions associated with the product “*Maybe she’s born with it. Maybe it’s Maybelline,*” or emphasizes their reliability “*Lightweight Lipwear that won’t come off,*” or makes an appeal to authority “*Neutrogena® Recommended most by dermatologist.*”

Then, the use of minor sentences also quite often used in cosmetic ads text. A Minor Sentence is one that does not necessarily have a main verb in it, but

which can be understood as a complete unit of meaning. The absent part of a minor sentence might be the subject, predicate, or other parts. Sometimes there is only one word in the sentence. The adoption of elliptical sentences can spare more print space, and take less time for readers to finish reading. In addition, a group of sentence fragments may gain special advertising effectiveness. For instance, “*Allergy tested. 100% fragrance free,*” the minor sentences emerged in the slogan of Clinique Body Smoothing Cream advertisement which shown the subject as the absent part of it.

4.2.3 Cosmetics Advertisements in U. S. Cosmopolitan Magazine and Its Psychological Effects towards Readers

Language is very important in the field of advertising. It will be difficult to catch the idea of advertising without language. Sometimes, many people think that the visual content and design of an advertisement is more significant than the language. However, language also plays the important role in advertising. It helps people identify the product and remember its name. Therefore, both visual content and design and the language it self are very essential in an advertisement

Language of cosmetics advertisements is always made in a very attractive way to make the readers aware and believe in what written in the ad. It tends to be positive and favorable. It is because the language of cosmetics ads is intentionally made in those views to impress the readers. Sixteen women (80%) stated agree that the beautiful language of cosmetics ads makes them as the

audience recognize one's product either its benefits, its headline, its body copy, its headline or even its model. Therefore, the use of simple yet attractive language forms and language features are very substantial in achieving the goal of advertising. From 20 women, sixteen respondents (80%) gave positive answered towards the language of cosmetics ads in U. S. Cosmopolitan magazine. They said that the language of cosmetics ads in U. S Cosmopolitan magazine is interesting, nice, simple and understandable, and very tempting. The rest which is 20% gave a negative impression such as too hyperbole and over promising.

In all area advertising as well as in cosmetic advertising, the use of repetition and hyperbole are common to achieve impacts on readers' mind. Repetition very often used in cosmetics ads to give memorable impact to the audience while hyperbole frequently used in cosmetics ads to create superiority image. There are fourteen respondents (70%) answered agree that repetition gives memorable impact on audience's mind while only 5% marked disagree. For the feature of hyperbole, 60% women checked agree that women tend to believe easily in the statement that using exaggeration in the cosmetics ads while 25% noted strongly agree, 30% marked disagree and only 5% answered strongly disagree.

Advertising brings effects to the readers both positive and negative. Through the use of beautiful and creative language in cosmetics ads as well as the powerful visual contents (the model, the color, the layout, etc.), women tend

to be affected psychologically to purchase the advertised products. Women are also aware that the attractive language of cosmetics ads makes them be familiar with one's product: its benefits, its headline, its body copy, and its slogan.

The result of questionnaire taken from the 20 women, the readers of U. S. Cosmopolitan magazine, shown that there thirteen women (65%) agree that as a woman, they are interested in cosmetics products which offer new product, better or best product. This is the area of preservation which is commonly used by the advertisers to encourage women to use the advertised products. This fact is supported by the statement no. 7 *“Cosmetics ads mostly use word new and best to promote the product. It drives us to purchase the product. In other word, it affects us to buy the advertised product.”* There are fourteen respondents (70%) checked agree while only 20% noted disagree. In addition, the statement no. 13 *“Many cosmetics ads offer products which may cause women to look better and younger than before. It is used to encourage women to buy the product,”* also indicates that women are always interested in things which cause them look better than before. There are 75% of the respondents marked agree, 20% strongly agree and only 5% women stated strongly disagree.

Advertisers often used endorsement technique and experts testimonial to attract readers' interest. The use of such endorsement sometimes makes women feel proud when they buy and consume an advertised product which endorsed by famous people such as models, actresses, and singers. It is because those famous people appear in an ad to lend her star qualities to the product. It also adds the

class of the product. Imagine if a cosmetic product is endorsed by Beyoncé, women who see the ad might think that they can be as beautiful as her. As well as celebrity endorsement, the testimonial from experts is also significant. Expert testimonial such as comment from dermatologist, trusted magazine, or even from a doctor can give message that the advertised product is better than any other products or even the best of all. This kind of claim catches the attention of the audience and influences them. Therefore, these two kinds of claim (celebrity endorsement and expert's testimonial) are significant in advertisement.

Based on analysis table of language features, there are two ads that used celebrity endorsement technique; CoverGirl ad which used Drew Barrymore and L'OREAL ad that used Eva Longoria. As mentioned on the previous paragraph, endorsement can arouse the pride of the readers if they use the advertised product. It often emerges as additional strength to convince the readers of one's benefits. Endorsement from famous people tends to be the effective weapon to attract readers' interest towards the product. For the manufacturers who used Drew Barrymore and Eva Longoria in their own ad, they will get the benefits of using them. It is because the figure of celebrity adds new dimensions to the brand image. Moreover, celebrity endorsement makes an instant brand awareness and recall of the product and also gains an instant credibility.

Therefore, women tend to be proud when they use products endorsed by famous stars. It is areas of pride where 65% respondents stated agree as their

answer to the statement. Women also feel proud when they use certain cosmetics with famous brands. They feel like they are a part of certain society when they use cosmetics with famous brands. It will increase the sense of belonging to a particular group of society. Ten women (50%) stated strongly agree, 25% marked agree while the rest answered disagree and strongly disagree towards the statement.

The language used in ads is carefully chosen to give special effects to the readers with the intention of influencing and convincing. In order to gain those special effects, advertisers lavishly use language that promises indulgences in their ads. Because women like to be entertained, the use of such promising language affects women psychologically in making decision to purchase the product. There are eighteen respondents (90%) who marked agree and no one marked disagree or strongly disagree. This is the area of pleasure where women are spoiled by the use of pleasurable and favorable words such as the use of positive adjectives to affect them.

Moreover, the language of cosmetics ads is not only affects women at those three areas that illustrated above. Based on the result of the questionnaire, 60% respondents marked agree that they feel special when some ads praise them by saying magical words such as *"You're special"* or *"You deserve more"* or *"You're worth it."* This kind of butter up makes women really feel that they are special.

In conclusion, basically, women are very interested in cosmetics ads. For a woman, cosmetics are the must items that every woman should have. Cosmetics advertisements in U. S. Cosmopolitan magazine contain many of interesting language features that make women aware about the product that is being advertised. Also, cosmetic advertisements are usually presented in an eye-catching and colorful way to catch the attention of the readers. From all the result of questionnaire above, it can be concluded that women notice about the importance of advertisement language. Yet, they still think that both language and visual content and design play the part significant in an ad. Both language and visual content have their own part to attract readers.

4.3 Weaknesses of The Study

This study also has some weaknesses which are the limitation of the writer's knowledge regarding the related study, the limitation of book sources, the limitation of data, and the limitation of time in doing the study. Those who are planned to do a study in the same field; the writer hopes that they will have enough time and appropriate book sources as well as data to gain the specific and accurate result.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter provides conclusions of the study as well as suggestion and recommendation from the writer.

5.1 Conclusion

Based on the data analysis and findings in the previous chapter, from fifteen cosmetics advertisements which taken from U. S. Cosmopolitan magazine (January – April 2009), it can be concluded that sentence emerged as the most often language forms that used in those ads. It is because the sentence form consists of complete and clear information than the other forms. Therefore, the advertisers tend to select sentences because this form effectively delivers message to the readers and emerges in different structures either in affirmative “*Skin is smoother, more radiant with Turnaround™ for face—and now for bodies, too.*”; negative “*LIGHTWEIGHT LIPWEAR THAT WON’T COME OFF*”; interrogative “*DOES YOUR COLOR MEASURE UP?*”; or imperative “*Love the skin you’re in.*”

From the fifteen cosmetics ads that had been analyzed, the writer found repetition as the most often rhetorical figures used which followed by substitution, destabilization and reversal. There are some types of repetition that used in

cosmetics ads: rhyme, anaphora, alliteration, and chime while the types of substitution are hyperbole and rhetorical question. Destabilization and reversal are the two most rarely rhetorical figures used in those cosmetics ads. The types of destabilization that emerged are personification, metaphor, and simile while the only reversal that appeared is antithesis.

Repetition emerged as the category of rhetorical figures that often used in fifteen cosmetics ads. It is because repetition aims at establishing one's credibility and one's brand familiarity and brand image. It can appear as the first thought in audience's mind when he or she sees an ad that used repetition. Repetition also used to emphasize meaning and to make a deeper impression on the audience. A little different with repetition, rhetorical question and hyperbole (substitution) used in cosmetics ads to confirm and convince the readers about one's goodness and outstanding quality and performance of the advertised items. Rhetorical question used to construct readers' interest towards the ads by giving question that actually does not an answer while hyperbole used for emphasis the unparalleled quality and superiority of the advertised products. Such exaggeration means to puff the products and make them look more superior and better than the other products which offer same functions.

In addition, based on table analysis of language features, the writer found the top four of lexical features that usually emerged in fifteen cosmetics ads. They are the use of monosyllabic verbs, the use of favorable words (adjectives and comparative and superlative degrees), the use of personal pronoun *you*, and the use of weasel words. They have their own function and purpose in advertising.

For instance, monosyllabic verbs used to make the advertised information easily understood and remembered. The use of high occurrences of monosyllabic verbs in ad helps to make the ad more persuasive. Another feature is the use of favorable words such as favorable adjectives which often employed to illustrate the function and nature of the advertised item while the use of comparative and superlative degrees aims at showing an outstanding quality of one's product.

Last but not least, according to the table of analysis of language features which taken from fifteen cosmetics ads, the writer also found the top four syntactic features that commonly used in those ads. They are the use of interrogative and imperative sentences, the use of short and simple sentences, the use of present tense, and the use of minor sentences. They also have their own purpose and function in advertising. For instance, the use of present tense, the advertisers tend to use present tense in their advertising copy because present tense indicates the universal timelessness. On the some occasions where the present tense is used, it stresses the long traditions associated with a product, or emphasizes their reliability or makes an appeal to authority.

For the psychological effects issue, women tend to be proud when they use products endorsed by famous stars. It is an area of pride where 65% respondents marked agree as their answer to the statement. Women also feel proud when they use certain cosmetics with famous brands. Ten women (50%) stated strongly agree, 25% marked agree while the rest answered disagree and strongly disagree towards the statement. For the area of preservation, the result of questionnaire revealed that 65% women agree that as a woman, they are interested in cosmetics

products which offer new product, better or best product. This area of preservation is commonly used by the advertisers to encourage women to use the advertised products. Then, there are eighteen respondents (90%) who marked agree that women like to be entertained so that advertisers lavishly use language that promises indulgences in their ads to affect women psychologically and no one marked disagree or strongly disagree. The use of such promising language affects women psychologically in making decision to purchase the product.

In conclusion, the result of the study shows that the dominant form of language that often used in cosmetics ads is sentence; the dominant rhetorical figure is repetition; the top four lexical features are the the use of monosyllabic verbs, the use of favorable words (adjectives and comparative and superlative degrees), the use of personal pronoun *you*, and the use of weasel words while the top four of syntactic features are the use of interrogative and imperative sentences, the use of short and simple sentences, the use of present tense, and the use of minor sentences. Hence, no wonder, such selection, unconsciously, affects women in making decision to buy the product and further affects their consumer behavior. In addition, for the psychological effects issue, 65% respondents feel proud when they used cosmetics products endorsed by famous people, 65% women agree that as a woman, they are interested in cosmetics products which offer new product, better or best product, and 90% women like to be entertained by the use of language that promises indulgences.

5.1 Suggestions

For the others who want to do a further study in the same field, the writer suggested a recommendation to investigate the effectiveness of such features in cosmetics advertisements meaning how those kinds of forms and features of language give an unforgettable impression in readers' mind so that they really want to buy the advertised products. In addition, the writer suggested a further study which discussing the connection between the visual content and design of cosmetics advertisement and the advertisement language itself.

Moreover, to gaining the specific and exact data, the writer suggested to select one kind of cosmetics ads either cosmetic that used on face, on body, or on hair. It is important because the visual content and design as well as the language of cosmetics ads are different from one to another. As a result, the writer hopes these recommendations will give a clear description of the language of cosmetic advertisement in each type of product.

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APPENDIX I

Table 1.1 Categorization of Language Forms

“Cosmetics advertisements for face”

No.	Advertisement Language (The Texts)	Language Forms
1.	Olay Regenerist Advertisement Subhead (Overline): “Beauty Award Winner” COSMOPOLITAN “Hydrates better than the \$350 cream” GOOD HOUSEKEEPING RESEARCH INSTITUTE “Best night cream” SHAPE MAGAZINE	1. Phrases 2. Sentence
	Headline: Dramatic results are in (and still no drastic measures required).	Sentence
	Body Copy: From all fronts—notable magazines, beauty editors, research institutes— <i>everyone</i> keeps saying the best thing about Regenerist. Best night cream, best serum, hydrates better than even the \$350 cream! Though not surgical results, Regenerist reveals remarkable results everywhere you look.	Sentences
2.	Maybelline Lip gloss advertisement Subhead: NO FEAR. NO FADE. ALL SHINE. ALL THE TIME.	Phrases

	Headline: CAN YOUR LIPGLOSS DO ALL THIS?	Sentence
	Subhead: 12hr SUPERSTAY POWERGLOSS™	Phrase
	Body copy: Shiny color lasts 6X longer, outperforming the leading gloss. Feels irresistibly soft and comfortable all day long.	Sentences
	Slogan: Maybe she's born with it. Maybe it's Maybelline.	Sentences
3.	Clinique Powder advertisement	Sentence
	Headline: New mineral treatment measurably reduces redness on contact.	
	Subhead (underline): It's lab certified.	Sentence
	Body copy: New Redness Solutions Instant Relief Mineral Powder vanishes the moment you brush it on—and uses applied color science to help make visible redness and broken capillaries vanish, too. Yet this matter of disguise is really a treatment at heart, with a patent-pending formula that visibly calms redness. Under its care and cover, skin “keeps its cool.” Yes, even skins with reactive redness or Rosacea. Another day without redness is as nearby as clinique.com	Short paragraph
	Slogan: Allergy tested. 100% fragrance free.	1. Sentence 2. Phrase
4.	CoverGirl Lipstain advertisement	Sentence

	<p>Headline: THE LIPWEAR THAT DOES WHAT A LISPTICK CAN'T.</p>	
	<p>Subhead: NEW OUTLAST LIPSTAIN. LIGHTWEIGHT LIPWEAR THAT WON'T COME OFF.</p>	<p>3. Phrase 4. Sentence</p>
	<p>Body copy: Introducing a splash of lightweight color that leaves lips blushing for hours. How? It's not a lipstick. It's a liquid stain that's absorbed instantly. Lips feel bare to the touch won't a flush of color that won't smudge, won't budge. Your lipstick can't do that, can it? New Outlast Lipstain. The latest look in lipwear in 10 stay-on shades.</p>	Short paragraph
	<p>Tagline: IGINITE YOUR BEAUTIFUL!</p>	Sentence
	<p>Slogan: Easy breezy beautiful COVERGIRL.</p>	Phrase
5.	Neutrogena® concealer kit advertisement	Sentence
	<p>Headline: Cover like a pro, look like a natural.</p>	
	<p>Subhead: NEW mineral sheers concealer kit SPF 20</p>	Phrase
	<p>Body copy: Cover your flaws in 2 steps, just like the professionals. The silky cream hides flaws. Then the mineral-rich powder hides the cream. So you have nothing to hide.</p>	Short Paragraph

	Neutrogena® Recommended most by dermatologist.	
	Slogan: BEAUTIFUL. BENEFICIAL. Neutrogena® #1 DERMATOLOGIST RECOMMENDED	3. Words 4. Sentence

“Cosmetics advertisements for body”

No.	Advertisement Language (The Texts)	Language Forms
1.	Clinique Body Smoothing Cream advertisement	Clause
	Headline: Now reveal newborn skin, head to toe.	
	Subhead: <u>Skin is smoother, more radiant with Turnaround™ for face—and now for bodies, too.</u>	Sentence
	Body copy: Our guiding dermatologists advocate gentle daily exfoliation to improve skin of all types and tones. Now make it a complete Turnaround. New Body Smoothing Cream offers the continuous daily renewal faces already enjoy from our Visible Skin Renewer. We know you have it in you. Waiting just beneath what’s dry, flaky and rough is your smoothest, youngest, most radiant skin. Unveil it now. Did you know exfoliation makes skin healthier? So says Clinique guiding dermatologist Dr. David Orentreich at clinique.com	Short paragraph
	Slogan: Allergy tested. 100% fragrance free.	1. Sentence 2. Phrase

2.	Nivea Smooth Sensation Daily Lotion advertisement	1. Word 2. Phrase
	Headline: SMOOTHNESS. CUPID'S SECRET WEAPON.	
	Body Copy: The difference is Nivea® Smoothness Sensation. Its breakthrough formula combines the intense moisturizers of NIVEA's richest creams with a sensationally light, delicate lotion. To leave your skin smooth and instantly ready to touch and be touched.	Sentences
	Slogan: NIVEA TOUCH AND BE TOUCHED	Clause
3.	Olay Body Wash advertisement	Clause
	Headline: Introducing the only body wash with a Ribbon of Mineral Shimmer.	
	Body copy: New Olay Tone Enriching Body Wash with Mineral Ribbons It's not just the newest addition to Olay Ribbons, it's the only body wash that transforms the look of your skin with a ribbon of shimmering mica minerals. For skin so rich and lustrous it shimmers through and through.	Sentences
	Slogan: Love the skin you're in.	Sentence
4.	Johnson's body care advertisement	Words

	<p>Headline: Relax and Unwind.</p>	
	<p>Body Copy: Wrap yourself in relaxation with JOHNSON'S® Body Care Melt Away Stress Lavender & Chamomile products. The luxurious lotion helps to calm and relax you as you massage the rich moisturizer onto your skin to leave you feeling pampered and irresistibly soft.</p> <p>To discover this feeling, go to www.johnsonsforyou.com and take the Melt Away Stress Challenge. Go ahead, relax and unwind.</p>	Sentences
5.	<p>NIVEA Good-bye Cellulite advertisement</p> <p>Headline: THE DIFFERENCE BETWEEN WORRYING ABOUT CELLULITE AND NOT HAVING TO.</p>	Clause
	<p>Subhead: NIVEA® Good-bye Cellulite 30-Day Body Beauty Program.</p>	Phrase
	<p>Body Copy: Its smoothing gel with L-Carnitine helps reduce the appearance of cellulite in four weeks. And the dietary supplement helps support lean muscle mass.</p> <p>Take the 2009 NIVEA Good-bye Cellulite, Hello Bikini Challenge at www.NIVEAusa.com/goodbye</p>	Sentences
	<p>Slogan:</p>	Clause

	NIVEA TOUCH AND BE TOUCHED	
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“Cosmetics advertisements for hair”

No.	Advertisement Language (The Texts)	Language Forms
1.	L'ORÉAL PARIS Hair Color Headline: Rich Color in 10 MINUTES Hair that feels STRONGER	3. Phrase 4. Sentence
	Subhead: For me, that's a NEW REVOLUTION	Sentence
	Body Copy: NEW Excellence to-Go 10 Minute Cream Colorant • 100% Gray Coverage • Gives Rich, Captivating Color Rich, Radiant, Better Conditioned Hair. No Grays. No Dry Out. No Waiting.	3. Phrases 4. Sentences
	Slogan: Because You're Worth It L'ORÉAL PARIS	Clause
	“Today, everything moves so fast, my hair color has to be perfect, and it has to keep up.” Eva Longoria	Sentence
2.	S.G Salon Grafix advertisement	Sentence
	Headline: Does Your Hair Spray Leave a White Residue?	
	Body Copy:	Paragraphs

	<p>Bargain hair sprays – even some of the leading brands – tend to leave a white, sticky residue, which weighs down your hair and removes the shiny luster. Expensive clarifying shampoos can bring your hair back to life, but every time you spray, the shine goes away.</p> <p>Salon Grafix is different. The salon quality formula goes on clear, without the sticky white residue. Plus you use less Salon Grafix for all-day, humidity-resistant hold. So your hair appears younger looking: shiny and full of life. Never dull and never weigh down.</p> <p>See how your hair spray compares. Visit www.haircaretest.com Or buy Salon Grafix. Available everywhere.</p>	
3.	<p>Pantene PRO-V advertisement</p> <p>Headline: Think only a salon brand can go to these lengths?</p>	Sentence
	<p>Subhead: GET BREAKAGE PROTECTION RESULTS LEADING SALON BRANDS CAN'T BEAT.*</p>	Clause
	<p>Body Copy: New Pantene Beautiful Lengths makes hair up to 10 times stronger against damage to help you grow it longer.** Plus, in a blind test more salon brand users said their brand didn't beat Pantene. Go to pantene.com and see why. Fancy prices alone won't make it happen.</p>	Short paragraph

	Slogan: HEALTHY MAKES IT HAPPEN	Sentence
4.	CLAIROL Hair Color advertisement	Sentence
	Headline: DOES YOUR COLOR MEASURE UP?	
	Subhead: High gloss color in 10 minutes	Phrase
	Body Copy: Flawless gray coverage Better protects hair as it colors* All of this, guaranteed**	Sentences
	Slogan: THE COLOR THAT CHANGES EVERYTHING Perfect 10 nice n' easy	1. Sentence 2. Phrase
5.	TRESemmé 24 Hour Body Hair Treatment advertisement	Sentence
	Headline: TAKE YOUR HAIR FROM FLAT TO ALL-DAY FABULOUS	
	Subhead: For lasting volume, new TRESemmé 24 Hour Body.	Clause
	Body Copy: Now you can have runway gorgeous body without high fashion price, the new TRESemmé24 Hour Body Collection with Volume Control Complex, for salon-quality body and bounce at lasts.	Sentence
	Slogan:	Words

	TRESemmé Professional affordable	
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Table 1.2 Analysis of Language Features

“Cosmetics advertisements for face”

No.	The AdvertisementLanguage (The Texts)	Language Features		Purpose or Function
1.	<p>Olay Regenerist Advertisement</p> <p>Subhead (Overline): “Beauty Award Winner” COSMOPOLITAN</p> <p>“Hydrates better than the \$350 cream” GOOD HOUSEKEEPING RESEARCH INSTITUTE</p> <p>“Best night cream” SHAPE MAGAZINE</p>	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of comparative and superlative degree <i>better</i> and <i>best</i> 	<ul style="list-style-type: none"> The words <i>best</i> and <i>better</i> are frequently used to show superiority among others. These words suggest meanings without being specific. The readers do not know the other product that is compared by Olay Regenerist.
		<ul style="list-style-type: none"> Testimonials 	<ul style="list-style-type: none"> There are three testimonials from famous and trusted magazines: Cosmopolitan, Good Housekeeping, and Shape magazine 	<ul style="list-style-type: none"> Testimonials from trusted magazines build the brand image of Olay Regenerist. Those testimonials given aims to strength the facts that Olay Regenerist is really the best among other products which offer the same functions. These personal comments convince the readers to accept what is being told by the

				famous magazines.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjectives <i>better</i> and <i>best</i> 	<ul style="list-style-type: none"> <i>Better</i> and <i>best</i> are two of the most frequently adjectives that used in advertising copy. <i>Better</i> literally means a higher standard, or more suitable, or effective than the other things while <i>best</i> means the highest quality, or being the most suitable, pleasing or effective type. The use of such adjectives is strong in a pleasing or attractive way. It describes the qualities and the performance of the products. Also, it is used to illustrate the function and nature of the advertised item.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of minor sentences 	<ul style="list-style-type: none"> A Minor Sentence is one that does not necessarily have a main verb in it, but which can be understood as a complete unit of meaning. The absent part of those minor sentences in this subhead is subject. The adoption of elliptical sentences can spare more print space, and take less time for readers to finish reading. In addition, a group of

				sentence fragments may gain special advertising effectiveness.
	<p>Headline:</p> <p>Dramatic results are in (and still no drastic measures required).</p>	<ul style="list-style-type: none"> • Rhetorical figure 	<ul style="list-style-type: none"> • On the headline, there is a repetition which is known as alliteration of the letter “d” and the last “-tic” in words <i>dramatic</i> and <i>drastic</i>. 	<ul style="list-style-type: none"> • Repetition is frequently used in ads either in word, phrase structure, or in sound. It is used to create a memorable thing in order to make it easy to remember.
		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of simple and short sentence 	<ul style="list-style-type: none"> • Simple and short sentence make a copy ad easier to read.
		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of present tense 	<ul style="list-style-type: none"> • Present tense is often selected to imply a universal timelessness.
	<p>Body Copy:</p> <p>From all fronts – notable magazines, beauty editors, research institutes – everyone keeps saying the best thing about Regenerist. Best night cream, best serum, hydrates better than even the \$350 cream! Though not surgical results, Regenerist reveals remarkable results everywhere you look.</p> <p>For your best skin in years, get your personalized regimen @ OlayForYou.com</p>	<ul style="list-style-type: none"> • Lexical feature 	<ul style="list-style-type: none"> • Inclusive word <i>all</i> 	<ul style="list-style-type: none"> • Advertisers use inclusive words such as <i>all</i> to indicate that the reference is universal. The word <i>all</i> in this case is used to show that every woman either from notable magazines, beauty editors, or the research institutes believe in the power of Olay Regenerist products. It represents women all over the world. The statements from them are used to persuade all women to try the product. It

				leads women to think that all statements are true. Also, the word <i>fronts</i> after all is used to convince the readers about the benefits of the products which give strong impression that Olay Regenerist products are really better and best because notable magazines, beauty editors, and research institutes are admitted the power of Olay Regenerist.
		<ul style="list-style-type: none"> • Testimonial 	<ul style="list-style-type: none"> • The word <i>everyone</i> refers to notable magazines, beauty editors, and research institutes that give personal comments toward the product. 	<ul style="list-style-type: none"> • Personal comment or testimonial is used to convince the readers especially women that the product is better or maybe the best of all. Personal comments from the experts are often used to support the fact. <i>Everyone</i> also means that most women have tried it and found the benefits of this product.
		<ul style="list-style-type: none"> • Lexical feature 	<ul style="list-style-type: none"> • The use of comparative and superlative degree <i>best</i> and <i>better</i>. 	<ul style="list-style-type: none"> • The words <i>best</i> and <i>better</i> are frequently used to show superiority among others. These words suggest meanings without being specific. The readers do not know the other product that is compared by

				<p>Olay Regenerist. In addition, the word <i>best</i> and <i>better</i> can stimulate desires and dreams. <i>Best</i> can create curiosity among readers so that they want to try the product. And at the end, they hope that their dreams will come true – in this case is to look fresh, new, and also younger.</p>
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Coined word (neologism) is presented in the word <i>Regenerist</i>. 	<ul style="list-style-type: none"> Coined word is a type of neologisms. It can create novelty impact. Regenerist is the name of the product which is a new word. It might be a combination of a verb <i>regenerate</i>, and <i>-ist</i>. A verb <i>regenerate</i> means to grow again or to make something grow again. However, in this case regenerate means to renew. It can be concluded that Regenerist is an expert which makes women's face always feel brand new. Women do not need to do a plastic surgery to make their face look better because Regenerist can give an incredible result as said in last sentence of body copy "<i>Though not surgical results,</i>

				<i>Regenerist reveals remarkable results everywhere you look."</i>
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> The use of personal pronoun <i>you</i> and <i>your</i> 	<ul style="list-style-type: none"> The use of personal pronoun <i>you</i> can create a friendly atmosphere between the producer of ad and the readers. The readers will easily accept the product as if a good friend recommended them. The use of <i>you</i> also cuts the distance between the producer of ad and the readers. It looks like you are talking to your friend and your friend gives you solution to wash away your problem. In this ad we can see the word you are also repeated on the slogan.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole in the word <i>remarkable</i> 	<ul style="list-style-type: none"> This word creates an exaggeration effect. The exaggeration in the word <i>remarkable</i> will arouse readers' interest. Maybe some of the readers will ask the truth behind it "does it really work?" or "is it true?" This kind of question will lead the audience to try the product to prove the truth because how remarkable the result is only

				can be found when the readers use the product. In addition, Ogilvy marked word <i>remarkable</i> as finally potency which gives news value, novelty and immediacy to a piece of copy.
		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of simple and short sentence 	<ul style="list-style-type: none"> • Simple and short sentence make a copy ad more readable.
		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of present tense. 	<ul style="list-style-type: none"> • Present tense is often selected to indicate a universal timelessness.
		<ul style="list-style-type: none"> • Lexical feature 	<ul style="list-style-type: none"> • Use of monosyllabic verb <i>keep</i> and <i>get</i> 	<ul style="list-style-type: none"> • The use of simple words such as use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad more persuasive.
		<ul style="list-style-type: none"> • Lexical feature 	<ul style="list-style-type: none"> • Use of favorable adjectives <i>better</i>, <i>best</i>, and <i>remarkable</i> 	<ul style="list-style-type: none"> • <i>Better</i> and <i>best</i> are two of the most frequently adjectives that used in advertising copy. <i>Better</i> literally means a higher standard, or more suitable, or effective than the other things; <i>best</i> means the highest quality, or being the most suitable, pleasing or effective type; and

				<p><i>remarkable</i> means unusual or special. The use of such adjectives is strong in a pleasing or attractive way. It describes the qualities and the performance of the products. Also, it is used to illustrate the function and nature of the advertised item.</p>
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of Imperative sentence <i>"For your best skin in years, get your personalized regimen @ OlayForYou.com"</i> 	<ul style="list-style-type: none"> Imperative gives a command or a request. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect.
	<p>Slogan: Love the skin you're in.</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> There is a rhyme shown in the slogan of Olay <i>"Love the skin you're in."</i> 	<ul style="list-style-type: none"> Repetition is frequently used in ads either in word, phrase structure, or in sound. It is used to create a memorable thing in order to make it easy to remember. The importance of repetition in the slogan is to make the readers aware about the product. It also builds brand familiarity among readers.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of Imperative sentence 	<ul style="list-style-type: none"> Imperative gives a

			<i>Love the skin you're in</i>	command or a request. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect.
		• Lexical feature	• Use of monosyllabic verb <i>love</i>	• The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more convincing.
2.	Maybelline Lip gloss advertisement Subhead: NO FEAR. NO FADE. ALLSHINE. ALL THE TIME.	• Rhetorical figure	• Anaphora is presented in the word <i>NO</i> and <i>ALL</i> . Anaphora is the repetition of words at the beginning of phrases.	These two kinds of repetition are used to create a memorable thing. The purpose of repetition is to make a deeper impression on the audience and to reinforce meaning. They are pleasing to ears so that people will recognize the advertised product and remember its name.
		• Rhetorical figure	• Repetition in sound, rhyme occurs in the words: Shine /ʃaɪn/and time /taɪm/Rhyme is the repetition of identical or similar sounds at the end of words.	
		• Lexical feature	• Use of monosyllabic verb	• The use of monosyllabic

			<i>shine</i>	verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more attractive.
	<p>Headline: CAN YOUR LIPGLOSS DO ALL THIS?</p>	<ul style="list-style-type: none"> Rhetorical figure Lexical feature Lexical feature Rhetorical figure 	<ul style="list-style-type: none"> Rhetorical question: <i>Can your lipgloss do all this?</i> Use of monosyllabic verb <i>do</i> The use of <i>your</i> Personification '<i>lip gloss</i>' 	<ul style="list-style-type: none"> Rhetorical question is often used in advertisements. It demands a reaction form the readers. Usually, this feature used to confirm the product's goodness. Monosyllabic verbs make the ad more persuasive and convincing. It is because advertisers usually use simple verbs to make the advertised message easily understood and remembered. Similar to you, <i>your</i> is used to create friendly attitude between the producer and the audience of an ad. It's like that the word <i>your</i> here aims to give comparison between your product (lipgloss) and their product. It is also used to convince the readers that your lipgloss cannot give that Maybelline lipgloss offer. The question "<i>can your lip gloss do all this?</i>" puts lip gloss as an inanimate object that having

				human attributes. Primarily, the function of personification is as a device of art. It often serves to make an abstraction clearer and more real to the reader by defining or explaining the concept in terms of everyday human action. At the end, it is used to enhance the emotion impact and appeal of advertising.
	Subhead: 12hr SUPERSTAY POWERGLOSS™	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole in words <i>12hr SUPERSTAY</i> 	<ul style="list-style-type: none"> An exaggeration in words <i>12hr SUPERSTAY</i> creates superiority. Here, Maybelline lipgloss wants to give message that it is really long lasting in your lips. It gives you 12hr shiny lips that comfortable and also soft. In fact, readers only can prove the truth if they buy the product and try it by themselves.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of coined word '<i>Superstay</i>' 	<ul style="list-style-type: none"> Coined word can arouse the interest of the audience so that the audience can recognize the brand. In English, affixes are frequently used to coin new words. Affix <i>super-</i> is one of the most common affix that is used in the copy of an ad as shown in

				Maybelline ad.
	Body copy: Shiny color lasts 6X longer , outperforming the leading gloss. Feels irresistibly soft and comfortable all day long.	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of comparative degree '<i>longer</i>' 	<ul style="list-style-type: none"> This feature commonly appears in ads. It is usually presented in an ad to show superiority among others. It indicates that Maybelline superstaylipgloss gives the shiny color last 6X longer than any other lipgloss. Maybelline can give that the other product cannot give 'lipgloss' that can stay longer 12hr and comfortable on your lips all day long'
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjectives <i>soft</i>, <i>shiny</i>, and <i>comfortable</i> 	<ul style="list-style-type: none"> Like any other evaluative adjectives, <i>soft</i>, <i>shiny</i> and <i>comfortable</i> can stimulate envy, dreams, and desires by evoking touch. Those words build readers' curiosity. Such adjectives bring positive effect to the readers because the meaning of those three words is very positive and they represent the positive side of the product. For instance, <i>soft</i> describes things which are not hard or rough and feel pleasant and smooth when touched; <i>shiny</i> reflects light which in

				<p>this case means Maybelline Lip gloss makes your lip shines like a light; and <i>comfortable</i> describes something that provides a pleasant feeling and that do not give you any physical problems.</p>
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>feel</i> 	<ul style="list-style-type: none"> The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more attractive.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of simple and short sentences 	<ul style="list-style-type: none"> Short and simple sentences used to make copy writing of an ad are easy to read.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense 	<ul style="list-style-type: none"> Present tense is chosen to imply a universal timelessness.
	<p>Slogan: Maybe she's born with it. Maybe it's Maybelline.</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Repetition in level of words. <i>Maybe</i> is repeated at the beginning of first and second sentence. This kind of repetition is called anaphora. Also, the word maybe found in the brand of the product which appeared on the slogan Maybelline. 	<ul style="list-style-type: none"> The function of repetition in advertising is to create a memorable thing. Repetition that is used in slogan makes people aware about the brand of the product. It creates brand familiarity in the readers' mind.

		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of simple and short sentence 	<ul style="list-style-type: none"> • Simple and short sentence make a copy ad more readable.
		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of present tense 	<ul style="list-style-type: none"> • Present tense is often selected to imply a universal timelessness. It might stress the long traditions associated with a product through the slogan.
3.	<p>Clinique Powder advertisement</p> <p>Headline: New mineral treatment measurably reduces redness on contact.</p>	<ul style="list-style-type: none"> • Lexical feature 	<ul style="list-style-type: none"> • Use of favorable adjective <i>New</i> 	<ul style="list-style-type: none"> • The word <i>new</i> is the most favorite adjective that is used in advertisements. The word <i>new</i> describes something that recently created or something different. This kind of adjective can arouse curiosity among readers. They will be curious in knowing what is something new in the product and what does make it different from the previous product and from other products which offer the same benefits. An American advertising expert once said, “The most powerful words you can use in a headline are free and new.”
		<ul style="list-style-type: none"> • Syntactic 	<ul style="list-style-type: none"> • Use of simple and short 	<ul style="list-style-type: none"> • Simple and short sentence

		feature	sentence	make a copy ad easier to read.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense 	<ul style="list-style-type: none"> Present tense is often selected to indicate a universal timelessness.
	Subhead: It's lab certified .	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of scientific sounding words "<i>lab certified</i>" 	<ul style="list-style-type: none"> The use of such words can help to leave an impression of professional and advanced in the scientific field.
	Body copy: New Redness Solutions Instant Relief Mineral Powder vanishes the moment youbrush it on and uses applied color science to helpmake visible redness and broken capillaries vanish, too. Yet this matter of disguise is really a treatment at heart, with a patent-pending formula that visibly calms redness. Under its care and cover, skin "keeps its cool." Yes, even skins with reactive redness or Rosacea. Another day without redness is as nearby as clinique.com	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>New</i> 	<ul style="list-style-type: none"> The word <i>new</i> is one of the most frequently adjective that is used in advertisements. Evaluative adjective <i>new</i> can arouse curiosity among readers. The word new shows people's desire for original idea and fresh concept.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Compound word '<i>a patent-pending formula</i>' 	<ul style="list-style-type: none"> Compound word can make the advertisement copy look more creative.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verbs <i>brush, make, calm, help, and keep</i> 	<ul style="list-style-type: none"> Monosyllabic verbs make the ad more persuasive and look more convincing. It is because advertisers usually use simple verbs to make the advertised message easily understood and remembered.

		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of personal pronoun <i>you</i> 	<ul style="list-style-type: none"> The use of second pronoun <i>you</i> can create a friendly look between the producer of ad and the readers. It helps create a friend-like intimate atmosphere to move and persuade the audience.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Weasel word <i>help</i> 	<ul style="list-style-type: none"> Weasel words are used to avoid or retreat from a direct or forthright statement or position. Weasel word also used to create a feeling to buy the product because weasel words are a wide range of verbs that has connotation of buy. The word <i>help</i> here used to replace the word buy in order to make the readers feel that they are not being forced to purchase the product. The weasel word <i>help</i> here is to convince the audience that this product can give assistance that you really need. The primary function of weasel word is to attract readers to purchase the product. <p>We know that some powder products can cause redness in skin, but the New Clinique</p>

				Mineral Powder can make the visible redness in your skin face disappear. However the word <i>help</i> indicates that this product only can reduce redness in your skin face without stopping the problem.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Personification “<i>skin keeps its cool.</i>” 	<ul style="list-style-type: none"> The statement “<i>skin keeps its cool</i>” puts <i>skin</i> as an inanimate object that having human attributes. Primarily, the function of personification is as a device of art. It often serves to make an abstraction clearer and more real to the reader by defining or explaining the concept in terms of everyday human action. At the end, it is used to enhance the emotion impact and appeal of advertising.
	Slogan: Allergy tested . 100% fragrance free .	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>free</i> 	<ul style="list-style-type: none"> <i>Free</i> is one of the most frequently used adjective words in advertising according to Leech. <i>Free</i> in this case means that Clinique products are not combined chemically with anything else. This adjective marks the special thing of the Clinique products.

		<ul style="list-style-type: none"> • Lexical feature • Syntactic feature 	<ul style="list-style-type: none"> • Weasel word <i>tested</i> • Use of minor sentences <i>"Allergy tested. 100% franchise free."</i> 	<p>Ogilvy marked word free as potency that gives news value, uniqueness or newness, and immediacy to a piece of copy.</p> <ul style="list-style-type: none"> • Weasel words are used to avoid or retreat from a direct or forthright statement or position. The word tested here used to convince the readers that Clinique product is safe and hopefully can arouse readers' interest to purchase the product. • A Minor Sentence is one that does not necessarily have a main verb in it, but which can be understood as a complete unit of meaning. The absent part of a minor sentence in this slogan is subject. The adoption of elliptical sentences can spare more print space, and take less time for readers to finish reading. In addition, a group of sentence fragments may gain special advertising effectiveness.
4.	CoverGirlLipstain advertisement	<ul style="list-style-type: none"> • Rhetorical figure 	<ul style="list-style-type: none"> • Hyperbole The lipwear that <i>does a lipstick</i> 	<ul style="list-style-type: none"> • Hyperbole is used to emphasize product's benefit. It

	<p>Headline: THE LIPWEAR THAT DOES WHAT A LISPTICK CAN'T.</p>		<i>can't.</i>	also can arouse reader's interest in searching the difference between a lipwear and a lipstick. Also, hyperbole creates curiosity among readers. This kind of exaggeration commonly appears in ads.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>does</i> 	<ul style="list-style-type: none"> The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more convincing.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of simple and short sentence 	<ul style="list-style-type: none"> Simple and short sentence make a copy ad easier to read.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense. 	<ul style="list-style-type: none"> Present tense is often selected to imply a universal timelessness.
	<p>Subhead: NEW OUTLAST LIPSTAIN. LIGHTWEIGHT LIPWEAR THAT WON'T COME OFF.</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole Lightweight <i>lipwear that won't come off.</i> 	<ul style="list-style-type: none"> Hyperbole in the headline is strengthened in the subhead. The subhead explains the difference between a lipwear and a lipstick which becomes the benefit of the product itself. Lipwear that won't come off means that it is long lasting in your lips and it gives you more than a lipstick can do. This exaggeration effect also shows the superiority.

		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>New</i> 	<ul style="list-style-type: none"> The word <i>new</i> used to present something different than the previous products or other products—in this ad the difference between a lipwear (lipstain) and a lipstick. This word makes the readers feel curious and want to know more about its benefits. It also can show the uniqueness and newness of the product.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Repetition (alliteration) of the letter ‘L’ in the words <i>Lipstain</i>, <i>Lightweight</i>, and <i>Lipwear</i>. 	<ul style="list-style-type: none"> Similar to any other rhetorical figures, repetition is used to give special effects to a copy ad. It makes the readers recognize the name of the product and remember it. Basically, repetition is used to create a memorable thing in the readers’ mind.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of simple and short sentence 	<ul style="list-style-type: none"> Simple and short sentence aims to make the copy writing of an ad easy to read. The use of both simple and short sentence can help to reduce the difficulty of the text.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense 	<ul style="list-style-type: none"> The use of present tense actually presents future tense or emphasizes the reliability of the

				product.
	<p>Body copy: Introducing a splash of lightweight color that leaves lips blushing for hours. How? It's not a lipstick. It's a liquid stain that's absorbed instantly. Lips feel bare to the touch won't a flush of color that won't smudge, won't budge. Your lipstick can't do that, can it?New Outlast Lipstain. The latest look in lipwear in 10 stay-on shades.</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Rhetorical question '<i>Your lipstick can't do that, can it?</i>' 	<ul style="list-style-type: none"> Rhetorical question in this body copy aims to strengthen the idea of this product which can give the real benefits that the lipstick cannot give to you. In the other words, it is used to confirm the product's benefits.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>New</i> 	<ul style="list-style-type: none"> The word <i>new</i> describes something that recently created or something different. This word makes the readers feel curious and want to know more about its benefits. It also can show the uniqueness and newness of the product.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verbs <i>leave, feel, smudge, budge, and do</i> 	<ul style="list-style-type: none"> Advertisers often use simple words in order to make the advertised information easily remembered and understood. One of them is by using monosyllabic verbs. Also, it helps the ad more attractive and persuasive.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of simple and short sentence 	<ul style="list-style-type: none"> The purpose of using short and simple sentence is to make ad copy more readable. The use of both simple and short sentence can help to reduce the difficulty of the

				text especially in the body copy.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense 	<ul style="list-style-type: none"> Present tense is preferred in advertising writing because of its universal timelessness.
	Tagline: IGINITE YOUR BEAUTIFUL! SHOP NOW AT COVERGIRL.COM/OUTLAST	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> The use of <i>your</i> 	<ul style="list-style-type: none"> Same as the use of you, <i>your</i> is used to create friendly attitude between the producer and the audience of an ad.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of Imperative sentence IGINITE YOUR BEAUTIFUL!SHOP NOW AT COVERGIRL.COM/OUTLAST 	<ul style="list-style-type: none"> Imperative gives a command or a request. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect. Generally, imperative sentence is used to catch reader's attention and add variety of copy writing.
	Slogan: Easy breezy beautiful COVERGIRL.	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Repetition in sound, rhyme occurs in the slogan of CoverGirleasy /'i:zi/ breezy /'bri:zi/ Beautiful/'bju:ti.fəl/ cover girl /'kʌv.ər.gɜ:l/ 	<ul style="list-style-type: none"> Rhyme is often used in slogan of an ad. Similar to any other rhetorical operation of repetition, rhyme which is occurred in this slogan also presented to emphasize the meaning. It is also ear-catching. In this slogan, rhyme is presented to

				create memorable thing and also to build brand familiarity indirectly by using the name of the brand at the end of the slogan.
5.	Neutrogena® concealer kit advertisement Headline: Cover likea pro , look likea natural .	• Rhetorical figure	• Antithesis is a rhetorical operation of reversal that shows the incorporation of binary opposites in a phrase, clause, or sentence. The antithesis can be seen in words pro and natural. Cover like <i>a pro</i> , look like <i>a natural</i>	• Similar to any other rhetorical figures, antithesis is used to achieve special stylistics effects by adding a balance. Antithesis is the juxtaposition of contrasting ideas, phrases, or words so as to produce an effect to balance. In the headline a pro (professional) contrasts with a natural.
		• Rhetorical figure	• Simile “Cover <i>like</i> a pro, look <i>like</i> a natural.”	• In advertising, simile is a device both of art and explanation, comparing an unfamiliar thing to some familiar thing (an object, event, process, etc.) known to the reader.
		• Syntactic feature	• Use of simple and short sentence	• Simple and short sentence make a copy writing of an ad easier to read.
		• Syntactic feature	• Use of present tense	• Present tense is often chosen to indicate a universal timelessness.
		• Syntactic feature	• Use of minor sentence “Cover like <i>a pro</i> , look like <i>a</i>	• A Minor Sentence is one that does not necessarily have a

			<i>natural</i> ”	main verb in it, but which can be understood as a complete unit of meaning. The absent part of a minor sentence in this headline is subject. The adoption of elliptical sentences can spare more print space, and take less time for readers to finish reading. In addition, a group of sentence fragments may gain special advertising effectiveness.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>look</i> 	<ul style="list-style-type: none"> The use of monosyllabic verbs makes the advertised message easily understood and remembered. It also helps to make the ad looks more convincing.
	Subhead: NEW mineral sheers concealer kit SPF 20	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective NEW 	<ul style="list-style-type: none"> The word <i>new</i> is the most favorite adjective that is used in advertisements. The word <i>new</i> describes something that recently created or something different. Evaluative adjective <i>new</i> can arouse curiosity among readers. They will be curious in knowing what is something new in the product and what does make it different from the previous product and from other products which offer the same benefits.

	<p>Body copy: Cover your flaws in 2 steps, just like the professionals. The silky cream hides flaws. Then the mineral-rich powder hides the cream. So you have nothing to hide. Neutrogena® Recommended most by dermatologist.</p>	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of personal pronoun <i>you</i> 	<ul style="list-style-type: none"> The use of personal pronoun <i>you</i> create a friendly impression between the producer of ad and the readers. The readers will easily accept the product as if a good friend recommended them. The use of <i>you</i> also cuts the distance between the producer of ad and the readers. It looks like you are talking to your friend and your friend gives you solution to wash away your problem.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Simile “Cover your flaws in 2 steps, just <i>like</i> the professionals.” 	<ul style="list-style-type: none"> Simile is a comparison between two different things that resemble each other in at least one way. In advertising the simile is a device both of art and explanation.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of simple and short sentence 	<ul style="list-style-type: none"> Simple and short sentence aims to make the copy writing of an ad easy to read.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense 	<ul style="list-style-type: none"> Present tense is preferred in advertising writing because of its universal timelessness which makes an appeal to authority in the sentence Neutrogena® Recommended most by dermatologist.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of minor sentence “Cover your flaws in 2 steps, just 	<ul style="list-style-type: none"> A Minor Sentence is one that does not necessarily have a

			<i>like the professionals.”</i>	main verb in it, but which can be understood as a complete unit of meaning. The absent part of a minor sentence in the body copy is subject (the first sentence in the body copy). The adoption of elliptical sentences can spare more print space, and take less time for readers to finish reading. In addition, a group of sentence fragments may gain special advertising effectiveness.
		• Lexical feature	• Repetition in word <i>hide</i>	• Repetition is one example of rhetorical features. It is expressed in a similar way to show that the ideas in the parts or sentences are equal in importance. It also adds balance and rhythm and makes rhythmic sounds.
		• Lexical feature	• Use of negative word <i>nothing</i> in ‘ <i>You have nothing to hide</i> ’	• To show the uniqueness and unparalleled quality of the product. It means that you do not have anything to hide anymore because Neutrogena concealer kit gives you the best quality by hiding your flaws. It covers your face like a professional but still gives you a natural look which is loved by all women.

		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>hide</i> 	<ul style="list-style-type: none"> The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more attractive.
	<p>Slogan: BEAUTIFUL. BENEFICIAL. Neutrogena® #1 DERMATOLOGIST RECOMMENDED</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Repetition in sound, rhyme occurs in the slogan of Neutrogena. Beautiful/'bjʊɪ.tɪ.fəl/Beneficial /,ben.ɪ'fɪʃ.əl/ 	<ul style="list-style-type: none"> Similar to any other rhetorical operation of repetition, rhyme which is occurred in this slogan also presented to emphasize the meaning. It reinforces the meaning that being beautiful must be beneficial too. It shows that Neutrogena's products make women look more beautiful but still pay attention to the women's skin-health. Neutrogena assure that the product is safe and healthy for their skin and it will not harm your skin. This fact refers to #1 DERMATOLOGIST RECOMMENDED
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of simple and short sentence 	<ul style="list-style-type: none"> Simple and short sentence aims to make the copy writing of an ad easy to read. The use of both simple and short sentence can help to reduce the difficulty of the text.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense 	<ul style="list-style-type: none"> Present tense is preferred in advertising copy to indicate a universal timelessness.

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“Cosmetics for body”

No.	The Advertising Language (The Texts)	Language Features		Purpose or Function
1.	<p>Clinique Body Smoothing Cream advertisement</p> <p>Headline: Now reveal newbornskin, head to toe.</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Repetition ‘n’ in the headline. It is known as alliteration. 	<ul style="list-style-type: none"> Alliteration mostly involves the repetition of the same consonantal sounds at the beginning of words. It is used to create emphasis, to add beauty of the writing style as well as to help shaping the mood. Alliteration is usually pleasing to ears because of its rhythmic sounds.

		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of minor sentence “<i>Now reveal newborn skin, head to toe.</i>” 	<ul style="list-style-type: none"> A Minor Sentence is one that does not necessarily have a main verb in it, but which can be understood as a complete unit of meaning. The absent part of a minor sentence in the headline is the subject. The adoption of elliptical sentences can spare more print space, and take less time for readers to finish reading. In addition, a group of sentence fragments may gain special advertising effectiveness.
	Subhead: <u>Skin is smoother, more radiant with Turnaround™ for face and now for bodies, too.</u>	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of comparative degree ‘<i>smoother</i>’ and ‘<i>more radiant</i>’. 	<ul style="list-style-type: none"> There is a comparative degree in underline of Clinique ad. Comparative degree used to show the superiority of the product. It means by using the new product of Clinique, the advertiser promise the audience that now they will have smoother and more radiant skin both for face and body. In other words, Clinique offers better product and something different than the previous one.
	Body copy: Our guiding dermatologists advocate gentle daily exfoliation to improve skin of all types and tones. Nowmake it a complete Turnaround. New Body Smoothing Cream offers the	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>new</i> 	<ul style="list-style-type: none"> The word <i>new</i> is the most common adjective that is used in cosmetics ads. It describes something that recently created or something different. <i>New</i> is probably the favorite one. It arouses readers’ interest. The readers might say

<p>continuous daily renewal faces already enjoy from our Visible Skin Renewer. We know you have it in you. Waiting just beneath what's dry, flaky and rough is your smoothest, youngest, most radiant skin. Unveil it now. Did you know exfoliation makes skin healthier?</p> <p>So says Clinique guiding dermatologist Dr. David Orentreich at clinique.com</p>			<p>“what’s new in this body smoothing cream?” or “what does Clinique offer to the women through the new product?” and of course, it stimulates readers to think that this product really gives the benefits that are mentioned in the body copy.</p>
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Weasel word <i>offer</i> 	<ul style="list-style-type: none"> Weasel words are used to avoid or retreat from a direct or forthright statement or position. Weasel word also used to create a feeling to buy the product because weasel words are a wide range of verbs that has connotation of buy. The word <i>offer</i> here used to replace the word buy in order to make the readers feel that they are not being forced to purchase the product.
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verbs <i>make, say, and know</i> 	<ul style="list-style-type: none"> Advertisers often use simple words in order to make the advertised information easily remembered and understood. One of it is by using monosyllabic verbs. Also, it helps the ad looks more attractive and persuasive.
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Coined word (neologism) word <i>Renewer</i> 	<ul style="list-style-type: none"> <i>Renewer</i> might be a combination of a verb Renew and –er which combined into Renewer. The meaning of this word might be a thing

				that makes skin feels brand new. On the other hand, it might creates meaning that this product really does exfoliation which make skin looks new, fresh, and smooth.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> The use of personal pronouns <i>we</i> and <i>you</i> 	<ul style="list-style-type: none"> Personal pronouns creates friendly atmosphere and usually tends to cut the distance between the product or the producer and consumers, as if the producer or the ad is speaking to you face to face, making sincere promises, honest recommendations. The use of personal pronouns is commonly found in advertising.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of imperative sentence <i>Unveil it now</i> 	<ul style="list-style-type: none"> Imperative gives a command or a request. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of superlative degree '<i>Waiting just beneath what's dry, flaky and rough is your smoothest, youngest, most radiant skin.</i>' 	<ul style="list-style-type: none"> The use of superlative degree commonly to show an outstanding quality of one's product. However, in this case is a bit different. The use of superlative degree here to make the readers aware about the benefits of the new product of Clinique which gives smoother, younger, and more radiant

				skin. Thus, the readers do not have to wait to get this new revolution from head to toe as the Clinique offers to them.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Rhetorical question <i>'Did you know exfoliation makes skin healthier?'</i> 	<ul style="list-style-type: none"> <i>Did you know exfoliation makes skin healthier?</i> is a rhetorical question. It actually does not need an answer. Yet, this feature demands a response from the audience. The reader is expected to answer the question to confirm the product's goodness and benefit.
		<ul style="list-style-type: none"> Testimonial 	<ul style="list-style-type: none"> Expert says: So says Clinique guiding dermatologist Dr. David Orentreich 	<ul style="list-style-type: none"> So says Clinique guiding dermatologist Dr. David Orentreich strengthens the fact that is presented in the body copy. This kind of feature aims to convince the readers about the product's advantages.
	Slogan: Allergy tested . 100% fragrance free .	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>free</i> 	<ul style="list-style-type: none"> The word <i>free</i> in the slogan <i>100% fragrance free</i> gives the readers impression or knowledge that Clinique Body Smoothing Cream is clinically proven 100% free of fragrance. It also stimulates readers to try the product. They will be interested in proving the truth that Clinique's products are safe for skin and not combined chemically with anything else.

		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Weasel word <i>tested</i> 	<ul style="list-style-type: none"> Weasel words are used to avoid or retreat from a direct or forthright statement or position. The word tested here used to convince the readers that Clinique product is safe and hopefully can arouse readers' interest to purchase the product without force them to purchase the product by using the word buy.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of minor sentences "<i>Allergy tested. 100% fragrance free.</i>" 	<ul style="list-style-type: none"> A Minor Sentence is one that does not necessarily have a main verb in it, but which can be understood as a complete unit of meaning. The absent part of a minor sentence in this slogan is subject. The adoption of elliptical sentences can spare more print space, and take less time for readers to finish reading. In addition, a group of sentence fragments may gain special advertising effectiveness.
2.	Nivea Smooth Sensation Daily Lotion Headline: SMOOTHNESS. CUPID'S SECRET WEAPON.	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Metaphor <i>Cupid's secret weapon</i> 	<ul style="list-style-type: none"> Nivea smooth sensation daily lotion equals to cupid's secret weapon which gives an impression that Nivea's product makes your skin smooth an so soft so that it is ready to touch by you and be touched by your couple.
	Body Copy: The difference is Nivea® Smoothness	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole <i>The difference</i> 	<ul style="list-style-type: none"> Hyperbole in word <i>difference</i> directly shows the quality of the

<p>Sensation. Its breakthrough formula combines the intense moisturizers of NIVEA's richest creams with a sensationally light, delicate lotion. To leave your skin smooth and instantly ready to touch and be touched.</p> <p>Visit www.NIVEAusa.com/smooth</p>			product. It's like it gives the quality that the other products do not offer. The word <i>difference</i> also creates the uniqueness of the product.
	• Syntactic feature	• Use of simple and short sentences	• Simple and short sentence make a copy ad easier to read.
	• Syntactic feature	• Use of present tense	• Present tense is often selected to imply a universal timelessness.
	• Syntactic feature	• Use of Imperative sentence "Visit www.NIVEAusa.com/smooth "	• Imperative gives a command or a request. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect.
	• Lexical feature	• Use of superlative degree <i>richest</i>	• Same as hyperbole, superlative degree <i>richest</i> is a further development of the uniqueness and unparalleled quality of the product. It is related to the previous sentence. Nivea's richest creams with a sensationally light, delicate lotion which make it differ from the others. It makes your skin smooth and soft.
	• Lexical feature	• Use of monosyllabic verbs <i>leave</i> and <i>touch</i>	• Monosyllabic verbs make the ad more persuasive and look more

				convincing. It is because advertisers usually use simple verbs to make the advertised message easily understood and remembered.
		• Lexical feature	• Use of favorable adjective <i>light</i> , <i>delicate</i> and <i>ready</i>	• Literally, <i>delicate</i> means pleasantly soft; <i>light</i> means bright; <i>ready</i> means prepared and suitable for. This product describes lotion which extremely soft and smooth. Like any other evaluative adjectives, delicate can stimulate envy, dreams, and desires by evoking touch. It means the word delicate builds readers' curiosity.
		• Lexical feature	• The use of <i>your</i>	• Same as the use of you, <i>your</i> is used to create friendly attitude between the producer and the audience of an ad.
		• Rhetorical figure	• Repetition which called chime <i>touch</i> and be <i>touched</i>	• Chime is key words in a phrase begin with identical sounds or letters. Repetition which emerges in the slogan is really important because it builds brand familiarity among the readers.
	Slogan: NIVEA TOUCH AND BE TOUCHED	• Rhetorical figure	• Repetition which called chime <i>touch</i> and be <i>touched</i>	• Chime is key words in a phrase begin with identical sounds or letters. Repetition which emerges in the slogan is really important because it builds brand familiarity among the readers. Nivea made a little bit different slogan

				for their products depend on the part of the body. For instance, for body use Nivea has slogan touch and be touched but for lip wear products Nivea has slogan kiss and be kissed. Thus, basically, repetition in the slogan is created to build brand familiarity as well as brand image.
		• Lexical feature	• Use of monosyllabic verbs <i>touch</i>	• The use of monosyllabic verbs makes the advertised message easily understood and remembered. It also helps to make the ad looks more convincing.
3.	Olay Body Wash advertisement Headline: Introducing the only body wash with a Ribbon of Mineral Shimmer.	• Rhetorical figure	• Hyperbole in word <i>only</i>	• The word <i>only</i> used to bring an impression that Olay body wash is the one and only body wash that has a ribbon of mineral shimmer. It might be true because the readers will think that there are no other products that have the special ingredient inside the product. The word only creates superiority. It shows the difference between Olay body wash and other body wash products.
		• Rhetorical figure	• Metaphor in word <i>Ribbon</i>	• The word <i>ribbon</i> indicates the magic ingredient of Olay Tone Enriching Body wash. This ribbon of mineral shimmer transforms the look

				of skin to become so rich and lustrous which shimmering in your skin through and through. Thus, this incredible ribbon makes your skin looks fabulous and glossy.
	<p>Body copy: New Olay Tone Enriching Body Wash with Mineral Ribbons It's not just the newest addition to Olay Ribbons, it's the only body wash that transforms the look of your skin with a ribbon of shimmering mica minerals. For skin so rich and lustrous it shimmers through and through.</p>	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>New</i> 	<ul style="list-style-type: none"> The word <i>new</i> is the most favorite adjective that is used in advertisements. The word <i>new</i> describes something that recently added or something different. Evaluative adjective <i>new</i> can arouse curiosity among readers. They will be curious in knowing what is something new in the product (the benefits) and what does make it different from the previous product and from other products which offer the same benefits.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole in word <i>only</i> 	<ul style="list-style-type: none"> Same as the word <i>only</i> in the headline which creates superiority, the word <i>only</i> in the body copy used to strengthen the first <i>only</i> in the headline. Also, the word <i>the only</i> refers to the previous clause which says that Olay Body wash with a Ribbon of mineral shimmer is the newest addition to Olay Ribbons. It indicates something different, new and more beneficial than the former products of Olay Ribbons.

		• Syntactic feature	• Use of short and simple sentence	• Simple and short sentence make a copy ad more readable.
		• Syntactic feature	• Use of present tense	• Present tense is often selected to imply a universal timelessness.
		• Lexical feature	• Use of personal pronoun <i>your</i>	• The use of <i>your</i> creates friendly atmosphere between the advertiser and the audience. It cuts the distance between the two advertising players.
		• Lexical feature	• Use of favorable adjectives <i>rich</i> and <i>lustrous</i>	• <i>Rich</i> is one of the most frequently words that used in advertising copy. <i>Arich</i> colour, sound, smell or taste is strong in a pleasing or attractive way while <i>lustrous</i> means very. The use of favorable adjectives such as <i>rich</i> is very common in advertising. Both adjectives describe the qualities and the performance of the products. Also, it is used to illustrate the function and nature of the advertised item. On the words, favorable adjectives used to deliver the positive function of the product; its benefit and its goodness.
		• Rhetorical figure	• Repetition in word <i>through</i>	• Repetition used to create memorable impact. It is usually pleasing to ears because of its rhythmic sounds. In this case, the repetition of word <i>through</i> gives a strong

				impression that Olay body wash makes your skin always shining all over the time.
	Slogan: Love the skin you're in .	• Rhetorical figure	• A rhyme shown in the slogan of Olay " <i>Love the skin you're in.</i> "	• It is used to create a memorable thing in order to make it easy to remember. Repetition that is used in slogan makes people aware about the brand of the product. It creates brand familiarity in the readers' mind.
		• Syntactic feature	• Use of imperative sentence " <i>Love the skin you're in</i> "	• Imperative gives a command or a request. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect.
		• Lexical feature	• Use of monosyllabic verb <i>love</i>	• The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more convincing.
4.	Johnson's body care advertisement Headline: Relax and Unwind.	• Syntactic feature	• Use of imperative sentence " <i>Relax and Unwind.</i> "	• Imperative gives a request or command to the audience. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to

			consume. It is the most direct way to achieve the ideal effect.here, the words relax and unwind created to ask readers to take a rest, bemore calm and happy, or to (cause a part of the body to) become less stiff. To get that kind of situation, readers can use Johnson's body care.
<p>Body Copy:</p> <p>Wrap yourself in relaxation with JOHNSON'S® Body Care Melt Away Stress Lavender & Chamomile products. The luxurious lotion helps to calm and relaxyou as you massage the rich moisturizer onto your skin to leave you feeling pampered and irresistibly soft.</p> <p>To discover this feeling, go to www.johnsonsforyou.com and take the Melt Away Stress Challenge. Go ahead, relax and unwind.</p>	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Weasel word <i>help</i> 	<ul style="list-style-type: none"> <i>Help</i> is the champion weasel word according to Jeffrey Schrank. It is often used in ads. The function of the weasel word <i>help</i> here is to convince the audience that this product can give assistance that you really need. Actually, the word help is the connotation of the word buy which has a purpose to replace the word buy so that the readers do not feel to be forced to purchase the product.
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjectives <i>rich</i>, <i>luxurious</i>, and <i>soft</i>. 	<ul style="list-style-type: none"> <i>Rich</i>, <i>luxurious</i>, and <i>soft</i> are examples of evaluative adjective which can stimulate envy, dreams, and desires by evoking looks, touch, smell, etc. These favorable words.
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verbs <i>wrap</i>, <i>calm</i>, <i>help</i>, and <i>leave</i> 	<ul style="list-style-type: none"> Monosyllabic verbs make the ad more persuasive and look more convincing. It is because advertisers usually use simple verbs to make the advertised message easily understood

				and remembered.
		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of imperative sentence “<i>To discover this feeling, go to www.johnsonsforyou.com and take the Melt Away Stress Challenge</i>” 	<ul style="list-style-type: none"> • Imperative sentence in slogan used to give powerful impact on readers to act, to buy as well as to consume. Johnson directly asks to the audience to check its website to get the feeling of using this product. Also, Johnson convinces the readers that this product can take away stress and make you feel so relax and unwind.
		<ul style="list-style-type: none"> • Rhetorical figure 	<ul style="list-style-type: none"> • Repetition in word <i>relax</i> and <i>unwind</i> 	<ul style="list-style-type: none"> • Words <i>relax</i> and <i>unwind</i> repeat a couple time, it is used to give memorable impact on readers’ mind. These words are not only repeated on the body copy but also mentioned in the headline. When the readers hear the words relax and unwind, they might remember the product.
5.	<p>NIVEA Good-bye Cellulite advertisement</p> <p>Headline: THE DIFFERENCE BETWEEN WORRYING ABOUT CELLULITE AND NOT HAVING TO.</p>	<ul style="list-style-type: none"> • Rhetorical figure 	<ul style="list-style-type: none"> • Hyperbole <i>The difference</i> 	<ul style="list-style-type: none"> • An exaggeration used to give special effects towards an ad. It is usually used to claim that the product is better than the others and offers the quality that the other products do not offer. If we take a look on the ad, the word difference refers to the facial expression of the participants inside the ad which described clearly. The one who used Nivea Good-bye cellulite looks happier than the other

				who did not use the product. Thus, it illustrates the quality of the product.
	Subhead: NIVEA® Good-bye Cellulite 30-Day Body Beauty Program.	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Alliteration of the letter 'B' in the words <i>body</i> and <i>beauty</i> 	<ul style="list-style-type: none"> This subhead is the continuity of the headline which introduces the advertised product. The importance of alliteration is to enhance memorability and amusement.
	Body Copy: Its smoothing gel with L-Carnitine helps reduce the appearance of cellulite in four weeks. And the dietary supplement helps support lean muscle mass. Take the 2009 NIVEA Good-bye Cellulite, Hello Bikini Challenge at www.NIVEAusa.com/goodbye	<ul style="list-style-type: none"> Lexical feature- 	<ul style="list-style-type: none"> Weasel word <i>help</i> 	<ul style="list-style-type: none"> Weasel word <i>help</i> is the champion weasel that frequently used in ads. Since the word buy is rarely used in ads, help replaced the word buy to create an impression that the readers do not have to purchase the product but actually the word help aims to replace the word buy.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of imperative sentence '<i>Take the 2009 NIVEA Good-bye Cellulite</i>' 	<ul style="list-style-type: none"> Imperative sentence gives a command or a request to the readers. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>take</i> and <i>help</i> 	<ul style="list-style-type: none"> Advertisers often use simple words in order to make the advertised information easily remembered and understood. One of it is by using

				monosyllabic verbs. Also, it helps the ad more attractive and persuasive.
		• Syntactic feature	• Use of simple and short sentence	• Simple and short sentence make a copy ad easier to read.
		• Syntactic feature	• Use of present tense	• Present tense is often selected to indicate a universal timelessness.
	Slogan: NIVEA TOUCH AND BE TOUCHED	• Rhetorical figure	• Repetition <i>touch</i> and <i>be touched</i>	• Chime is key words in a phrase begin with identical sounds or letters. Repetition which emerges in the slogan is really important because it builds brand familiarity among the readers. Nivea made a little bit different slogan for their products depend on the part of the body. For instance, for body use Nivea has slogan touch and be touched but for lip wear products Nivea has slogan kiss and be kissed. Thus, basically, repetition in the slogan is created to build brand familiarity as well as brand image.
		• Lexical feature	• Use of monosyllabic verb <i>touch</i>	• The use of monosyllabic verbs makes the advertised message easily understood and remembered. It also helps to make the ad looks more convincing.

“Cosmetics for Hair”

No.	The Language (The Texts)	Language Features		Purpose or Function
1.	L'ORÉAL PARIS Hair Color Headline: Rich Color in 10 MINUTES Hair that feels STRONGER	• Lexical feature	• Use of favorable adjective <i>rich</i>	• <i>Rich</i> is one of the most frequently words that used in advertising copy. The use of favorable adjectives such as <i>rich</i> is strong in a pleasing or attractive way. It describes the qualities and the performance of the products. Also, it is used to illustrate the function and nature of the advertised item.
		• Lexical feature	• Use of comparative degree <i>stronger</i>	• Comparative degree is frequently used to show unparalleled quality and superiority to others. Its purpose is clear to make the product looks “special” and “different” in the eye of the readers.
		• Lexical feature	• Use of monosyllabic	• The use of monosyllabic verbs

			verb <i>feel</i>	makes the advertised information easily understood and remembered. It also helps to make the ad looks more convincing.
		• Syntactic feature	• Use of short and simple sentence	• Simple and short sentence make a copy ad easier to read.
		• Syntactic feature	• Use of present tense	• Present tense is often selected to imply a universal timelessness. It might also mark the long traditions associated with a product.
	Subhead: For me, that's a NEW REVOLUTION	• Lexical feature	• Evaluative adjective <i>new</i>	• The word <i>new</i> is the most favorite adjective that is used in advertisements. Evaluative adjective <i>new</i> can arouse curiosity among readers. They will be curious in knowing what is something new in the product and what does make it different from the previous product and from other products which offer the same benefits. The word new in the subhead is followed by word revolution which put a strong stress that the product is special and different. An American advertising expert once said, "The most powerful words you can use in a headline are free and new."
		• Celebrity	• Testimonial from Eva	• Endorsement and testimonial

		endorsement	Longoria	often appear as additional strength to convince the readers of one's benefits. Endorsement from famous people tends to be an effective weapon to attract readers' interest towards the product. Here, Eva Longoria gives a statement that L'OREAL hair color has something different and better than any other hair color brands which becomes a new revolution.
		• Syntactic feature	• Use of short and simple sentence as	• Simple and short sentences make a copy ad easier to read.
		• Syntactic feature	• Use of present tense	• Present tense is often selected to imply a universal timelessnessalso makes an appeal to authority which is shown in the words new revolution. It makes the product becomes a pioneer in the world of hair color products. .
	Body Copy: NEW Excellence to-Go 10 Minute Cream Colorant • 100% Gray Coverage • GivesRich , Captivating Color Rich, Radiant, Better Conditioned Hair. No Grays. No Dry Out. No Waiting.	• Lexical feature	• Use of favorable adjectives <i>New, radiant,rich</i> and <i>better</i>	• <i>New</i> means recently created or different to one that existed earlier; a <i>rich</i> colour, sound, smell or taste is strong in a pleasing or attractive way; <i>better</i> describes comparative of goodof a higher standard, or more suitable, pleasing or effective than other things; <i>radiant</i> describes something that shines or it means very beautiful too The use of such favorable adjectives is very common in advertising. They

				describe the qualities and the performance of the products. Also, favorable adjectives are used to illustrate the function and nature of the advertised item. On the words, they used to deliver the positive function of the product; its benefit and its goodness.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>give</i> 	<ul style="list-style-type: none"> The use of simple words such as use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad more persuasive.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Alliteration of the letter 'R' in the beginning of word <i>Rich</i> and <i>Radiant</i> 	<ul style="list-style-type: none"> Alliteration is the use of words that begin with the same sound in order to make a special communicative effect. Usually they are pleasing to ears. In addition, the repetition of the beginning sound emphasizes the meaning the advertisement wants to express.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of comparative degree <i>better</i> 	<ul style="list-style-type: none"> This feature commonly appears in ads. It is usually presented in an ad to show superiority among others. This feature suggests meanings without being specific. The use of comparative degree also marks the quality of the product.

		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Repetition in the beginning of phrases, anaphora <i>No</i> Grays. <i>No</i> Dry Out. <i>No</i> Waiting. 	<ul style="list-style-type: none"> As any other types of repetition, anaphora used to create a memorable thing. The purpose of repetition is to make a deeper impression on the audience and to reinforce meaning. They are pleasing to ears so that people will recognize the advertised product and remember its name.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Weasel word <i>give</i> 	<ul style="list-style-type: none"> Weasel words are used to avoid or retreat from a direct or forthright statement or position. Weasel word also used to create a feeling to buy the product because weasel words are a wide range of verbs that has connotation of buy. The word <i>give</i> here used to replace the word buy in order to attract the readers.
	<p>Slogan: Because You're Worth It L'ORÉAL PARIS</p>	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of personal pronoun <i>you</i> 	<ul style="list-style-type: none"> The use of personal pronoun <i>you</i> can create a friendly atmosphere between the producer of ad and the readers. The readers will easily accept the product as if a good friend recommended them. The use of <i>you</i> also cuts the distance between the producer of ad and the readers. It looks like you are talking to your friend and your friend gives you solution to wash away your problem.

				In this ad we can see the word you are also repeated on the slogan.
		• Compliment to the consumer	• The slogan gives compliment to the consumer by saying because you're worth it	• Compliment used to make the readers feel special. Also, this claim gives an impression to the readers that they deserve to get it because they are worth it.
	<p>"Today, everything moves so fast, my hair color has to be perfect, and it has to keep up." Eva Longoria</p>	• Celebrity endorsement	• Endorsement and Testimonial from Eva Longoria that refers to the benefits of the product	• Endorsement and testimonial often emerge as additional strength to convince the readers of one's benefits. Endorsement from famous people tends to be the effective weapon to attract readers' interest towards the product. Here, Eva Longoria said that her hair color has to be perfect all the time and she gets what she wants by using L'OREAL Paris hair color which easy and quick to apply to her hair. This testimonial can persuade the readers to purchase the products.
		• Syntactic feature	• Use of short and simple sentence	• Simple and short sentence make a copy ad easier to read.
		• Syntactic feature	• Use of present tense	• Present tense is often chosen to indicate a universal timelessness.
		• Lexical feature	• Use of favorable adjectives <i>fast</i> and <i>perfect</i>	• Both adjectives create positive meaning. These words represent the quality and performance of the

				product. Such adjectives also stimulate envy, desire, and dreams by evoking looks which can build reader's curiosity.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>move</i> 	<ul style="list-style-type: none"> Monosyllabic verbs make the ad more persuasive and look more convincing. It is because advertisers usually use simple verbs to make the advertised message easily understood and remembered.
2.	S.G Salon Grafix advertisement Headline: Does Your Hair Spray Leave a White Residue?	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Rhetorical question “<i>Does Your Hair Spray Leave a White Residue?</i>” 	<ul style="list-style-type: none"> Rhetorical question does not need an answer but demands a response from the audience. However, as the readers, they are in the position of answerer. If the readers answer yes, it will lead them to read the body copy but if the readers answer no, they will be not interested in reading the body copy. Actually, the reader is expected to answer the question to confirm the product's goodness and benefit.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> The use of <i>your</i> 	<ul style="list-style-type: none"> Like personal pronoun you, the use of <i>your</i> makes the advertiser and the readers feel close. It builds friendly atmosphere as if the producer and the audience of the ad are friends.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>leave</i> 	<ul style="list-style-type: none"> Advertisers often use simple words in order to make the advertised

			information easily remembered and understood. One of it is by using monosyllabic verbs. Also, it helps the ad more attractive and persuasive.
<p>Body Copy: Bargain hair sprays – even some of the leading brands – tend to leave a white, sticky residue, which weighs down your hair and removes the shiny luster. Expensive clarifying shampoos can bring your hair back to life, but every time you spray, the shine goes away.</p> <p>Salon Grafix is different. The salon quality formula goes on clear, without the sticky white residue. Plus you use less Salon Grafix for all-day, humidity-resistant hold. So your hair appears younger looking: shiny and full of life. Never dull and never weigh down.</p> <p>See how your hair spray compares. Visit www.haircaretest.com Or buy Salon Grafix. Available everywhere.</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole “Salon Grafix is <i>different</i>” 	<ul style="list-style-type: none"> The word <i>different</i> constructs superior image. It is like the word <i>different</i> marks unparalleled quality of the product. Also, this word is a further explanation of first paragraph and might be the solution of the rhetorical question that appeared in the headline.
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of negative word <i>without</i> and <i>never</i> 	<ul style="list-style-type: none"> As well as hyperbole, negative words usually used to show the uniqueness and outstanding quality of the product amongst others. It also marks the benefits of the product and becomes the selling point which makes Salon Grafix differs from other leading brands.
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of comparative degree <i>younger</i> 	<ul style="list-style-type: none"> Advertisers tend to use comparative adjective to show the outstanding quality of their product. Comparative degree <i>younger</i> indicates the result of using the product which marks the benefit of the product.
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of <i>your</i> 	<ul style="list-style-type: none"> The use of <i>your</i> creates friendly atmosphere between the

				advertiser and the audience. It cuts the distance between the two advertising players.
		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of imperative sentence "<i>See how your hair spray compares. Visit www.haircaretest.com Or buy Salon Grafix. Available everywhere.</i>" 	<ul style="list-style-type: none"> • Imperative sentences usually used because they tend to be short and powerful. Here, the advertiser gives a command to the audience to visit the website and to see the difference between Salon Grafix hair spray and other leading brands hair spray. It aims to convince the readers that the product really has those qualities.
		<ul style="list-style-type: none"> • Lexical feature 	<ul style="list-style-type: none"> • Use of monosyllabic verbs <i>use, see, leave, goes, buy, bring, and spray</i> 	<ul style="list-style-type: none"> • Monosyllabic verbs make the ad more persuasive and look more convincing. It is because advertisers usually use simple verbs to make the advertised message easily understood and remembered.
		<ul style="list-style-type: none"> • Lexical feature 	<ul style="list-style-type: none"> • Weasel word <i>bring</i> 	<ul style="list-style-type: none"> • Weasel word <i>help</i> is the champion weasel that frequently used in ads. Since the word buy is rarely used in ads, help replaced the word buy to create an impression that the readers do not have to purchase the product but actually the word help aims to replace the word buy.
		<ul style="list-style-type: none"> • Syntactic feature 	<ul style="list-style-type: none"> • Use of short and simple sentences 	<ul style="list-style-type: none"> • Simple and short sentence make a copy ad more readable.

		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense 	<ul style="list-style-type: none"> Present tense is often selected to imply a universal timelessness.
3.	Pantene PRO-V Headline: Think only a salon brand can go to these lengths?	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Rhetorical question <i>“Think only a salon brand can go to these lengths?”</i> 	<ul style="list-style-type: none"> This rhetorical device is frequently used to confirm product’s benefits. Naturally, rhetorical question does not need an answer from the readers but it is used since it can build curious feeling among readers. The creativity of this device will bring the readers to further step which is to read the body copy to get the real answer of that question.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>go</i> and <i>think</i> 	<ul style="list-style-type: none"> The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more convincing.
	Body Copy: New Pantene Beautiful Lengths makes hair up to 10 times stronger against damage to help you grow it longer .** Plus, in a blind test more salon brand users said their brand didn’t beat Pantene. Go to pantene.com and see why . Fancy prices alone won’t make it happen.	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>New</i> 	<ul style="list-style-type: none"> The word <i>new</i> is the most common adjective that is used in cosmetics ads. New is probably the favorite one. It can arouse readers’ interest. The readers might say “what’s new with the product?” or “what does Pantene offer to the women through the new product?” and of course, it stimulates readers to think that this product really gives the

	Try Pantene Treatements			benefits that are mentioned in the body copy.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of comparative degree <i>stronger</i> and <i>longer</i> 	<ul style="list-style-type: none"> The words <i>stronger</i> and <i>longer</i> are frequently used to show superiority among others. These words suggest meanings without being specific. The readers do not know the other product that is compared by Pantene. In addition, the word <i>longer</i> and <i>stronger</i> can stimulate desires and dreams. Both words can create curiosity among readers so that they want to try the product. And at the end, they hope that their dreams will come true – in this case is to get stronger and longer hair after using Pantene.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Weasel word <i>help</i> 	<ul style="list-style-type: none"> <i>Help</i> is the champion weasel word according to Jeffrey Schrank. It is often used in ads. The function of the weasel word <i>help</i> here is to convince the audience that this product can give assistance that you really need. Actually, the word <i>help</i> is the connotation of the word <i>buy</i> which has a purpose to replace the word <i>buy</i> so that the readers do not feel to be forced to purchase the product.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole “<i>in a blind test more salon brand users</i>” 	<ul style="list-style-type: none"> Hyperbole is a claim that strictly speaking is impossible.

			<i>said their brand didn't beat Pantene"</i>	Hyperbole is used to emphasize product's benefit. It also can arouse reader's interest in searching the fact about that test. Also, hyperbole can create curiosity among readers. This kind of exaggeration commonly appears in ads.
		• Syntactic feature	• Use of imperative sentence " <i>Go to pantene.com and see why. Fancy prices alone won't make it happen.</i> "	• Imperative gives a command or a request. Advertisers use imperative because it is usually short and powerful. They use every opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect.
		• Lexical feature	• Use of monosyllabic verbs <i>make, grow, try, help, see, go, help and beat</i>	• The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more convincing.
		• Syntactic feature	• Use of short and simple sentences	• Simple and short sentence make a copy ad more readable.
		• Syntactic feature	• Use of present tense	• Present tense is often selected to imply a universal timelessness.
		• Syntactic feature	• Use of Imperative sentence " <i>Try Pantene Treatments</i> "	• Imperative gives a command or a request. Advertisers use imperative because it is usually short and powerful. They use every

				<p>opportunity to encourage the potential customers to act, to buy and to consume. It is the most direct way to achieve the ideal effect.</p>
	<p>Slogan: HEALTHYMAKES IT HAPPEN</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Alliteration ‘H’ in words <i>Healthy</i> and <i>Happen</i> 	<ul style="list-style-type: none"> Alliteration is the repetition of the successive words usually at the beginning of the words. Alliteration used because it is usually pleasing to ears and rhythmic. In addition, the repetition of the beginning sound emphasizes the meaning the advertisement wants to express.
		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of present tense 	<ul style="list-style-type: none"> Present tense is often selected to imply a universal timelessness. It might stress the long traditions associated with the product.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>make</i> 	<ul style="list-style-type: none"> The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more convincing.
4.	<p>CLAIROL Hair Color advertisement Headline: DOES YOUR COLOR MEASURE UP?</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Rhetorical question “<i>DOES YOUR COLOR MEASURE UP?</i>” 	<ul style="list-style-type: none"> <i>Does your color measure up?</i> is a rhetorical question. It actually does not need an answer. Yet, this feature demands a response from the audience. The reader is expected to answer the question to confirm the product’s goodness and benefit.

	Subhead: High gloss color in 10 minutes	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole “<i>High gloss color in 10 minutes</i>” 	<ul style="list-style-type: none"> The words in this statements shows an exaggeration that used to describe an outstanding quality of the product. Hyperbole also used for emphasis the quality and performance of the product.
	Body Copy: Flawless gray coverage Better protects hair as it colors* All of this, guaranteed **	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of comparative degree <i>better</i> 	<ul style="list-style-type: none"> Comparative degree used to show the superiority and the outstanding quality of the product. It is frequently used in ads to make the advertised product look better than the others.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>flawless</i> and <i>better</i> 	<ul style="list-style-type: none"> <i>Flawless</i> literally means perfect or without mistakes while better means a higher standard. These adjectives illustrate the quality of Clairol Hair Color which gives perfection to your hair. The use of such adjectives can stimulate envy, desires, and dreams in the readers’ mind by evoking look, touch, taste, smell, and sounds without actually misrepresenting a product.
		<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole in word <i>guaranteed</i> 	<ul style="list-style-type: none"> Hyperbole is used to emphasize product’s benefit. This kind of exaggeration commonly appears in ads. Also, hyperbole creates curiosity among readers. If we take a look a little, after the word <i>guaranteed</i> there are two marks ** which explains the

			reason why Clairol dare to put the word guaranteed to attract readers’ attention.
Slogan: THE COLOR THAT CHANGEEVERYTHING Perfect 10 nice n’ easy	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Repetition ‘n’ nice n’ easy 	<ul style="list-style-type: none"> As usual, repetition is one of the most commonly features that used in ad. Its purpose is obviously to create a memorable thing among readers’ mind especially in the tagline. Tagline summarizes the product or the philosophy of the company so it is made in such a way to build brand image and brand familiarity among readers. It is really important since tagline is one of the most important parts of printed advertising copy.
	<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>perfect</i> and <i>nice</i> 	<ul style="list-style-type: none"> <i>Perfect</i> means without fault while <i>nice</i> literally means pleasant. Thus, it is really clear that Clairol hair color has the quality to make your hair color looks nice and perfect without any mistaken appear after you apply it on your hair. On the other hand, the words <i>perfect</i> and <i>nice</i> indicate the outstanding quality that Clairol wanted to deliver.
	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Personification “<i>The Color</i>” 	<ul style="list-style-type: none"> <i>The color</i> is put as an inanimate object that having human attributes. Primarily, the function of personification is as a device of art. It

				often serves to make an abstraction clearer and more real to the reader by defining or explaining the concept in terms of everyday human action. At the end, it is used to enhance the emotion impact and appeal of advertising.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of monosyllabic verb <i>change</i> 	<ul style="list-style-type: none"> The use of monosyllabic verbs makes the advertised information easily understood and remembered. It also helps to make the ad looks more convincing.
5.	<p>TRESemmé 24 Hour Body Hair Treatment advertisement</p> <p>Headline: TAKEYOUR HAIR FROM FLAT TO ALL-DAY FABULOUS</p>	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole "Take your hair <i>from flat to all-day fabulous</i>" 	<ul style="list-style-type: none"> Hyperbole is often used in the headline to create a “wow” impression on the product. It is used to puff the product which shows the uniqueness and perfection. The word <i>all-day</i> marks the most strong feeling of exaggeration. Actually, there is no kind of hair product that can make your hair fabulous all day long.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>flat</i> and <i>fabulous</i> 	<ul style="list-style-type: none"> The adjective word <i>flat</i> means with no curved, high, or hollow parts while <i>fabulous</i> means very good or excellent. From he literally meaning of these adjectives show the quality of TRESemmé which bring your hair from no curved to a very excellent curved.

		<ul style="list-style-type: none"> Syntactic feature 	<ul style="list-style-type: none"> Use of imperative sentence “<i>Take your hair from flat to all-day fabulous</i>” 	<ul style="list-style-type: none"> Imperative gives a command or a request. Imperative sentences usually used because they tend to be short and powerful. This imperative sentence makes a request indirectly to the audience to try their new product of TRESemmé.
	Subhead: For lasting volume, new TRESemmé 24 Hour Body.	<ul style="list-style-type: none"> Rhetorical figure 	<ul style="list-style-type: none"> Hyperbole “For <i>lasting</i> volume” 	<ul style="list-style-type: none"> Hyperbole is a claim that strictly speaking is impossible. Hyperbole marked in the word <i>lasting</i> which gives message that the new TRESemmé product will make your hair volume everlasting for 24 hours. If we think smart, there is no kind of hair product that really gives lasting volume for 24 hours.
		<ul style="list-style-type: none"> Lexical feature 	<ul style="list-style-type: none"> Use of favorable adjective <i>new</i> 	<ul style="list-style-type: none"> The word <i>new</i> is the most favorite adjective that is used in advertisements. Evaluative adjective <i>new</i> can arouse curiosity among readers. They will be curious in knowing what is something new in the product (the benefits) and what does make it different from the previous product and from other products which offer the same benefits. In this case, TRESemmé offers 24 hour body hair treatment that gives you lasting volume. It is the fresh concept and

				original idea from TRESemmé.
	<p>Body Copy:</p> <p>Now you can have runway gorgeous body without high fashion price, the new TRESemmé 24 Hour Body Collection with Volume Control Complex, for salon-quality body and bounce at last.</p>	• Lexical feature	• Use of personal pronoun <i>you</i>	• The use of personal pronoun such as <i>you</i> is enormously common. Personal pronoun sounds warm and friendly and makes the ad more appealing.
		• Lexical feature	• Use of negative word <i>without</i>	• Generally, negative words such as <i>without</i> is used to show the uniqueness of the product. In this ad, the uniqueness and unparalleled quality are about the low price of the product. Though the price is lower than the other leading brands, TRESemmé offers hair product which has salon-quality.
		• Lexical feature	• Use of favorable adjective <i>new</i> and <i>gorgeous</i>	• Positive adjectives are frequently used in the creation of advertising. The use of favorable adjectives such as <i>new</i> is often employed to illustrate the function and nature of advertised item. The word <i>new</i> is one of the most common adjectives used in advertising which shows people desire for original concept and fresh idea. On the other hand, <i>gorgeous</i> literally means very beautiful or pleasant. It describes the advantage of using TRESemmé which makes your hair look beautiful

				and nice.
		• Syntactic feature	• Use of simple and short sentence	• Simple and short sentence make a copy ad more readable.
		• Syntactic feature	• Use of present tense	• Present tense is often selected to imply a universal timelessness.
	Slogan: TRESemmé Professional affordable	• Rhetorical figure	• Repetition in sound, rhyme occurs in the slogan of TRESemmé Professional/prə'f eʃ.ən.əl/affordable /ə'fɔ:ɪ.də.bəl/	• Since slogan is made in order to easy to remember, rhyme commonly used to create that kind of memorable thing. If the readers relate the slogan to the body copy, they will know that word professional refers to salon-quality while affordable refers to without high fashion price. It is a smart choice because it will create brand familiarity amongst readers. When the readers read only the slogan, they might refer to the brand of the product, they aware, also they know the benefits and qualities of the product it self.
		• Lexical feature	• Use of favorable adjectives <i>professional</i> and <i>affordable</i>	• <i>Affordable</i> literally means not expensive while <i>professional</i> means having the qualities, such as effectiveness and skill. These words mark the performance of the product. Like any other adjectives, <i>affordable</i> and <i>professional</i> can stimulate envy,

				dreams, and desires by evoking touch. It means the word delicate builds readers' curiosity.
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APPENDIX II

2.1 The Result of Pilot Study (Pyschological Effects of Cosmetics ads towards Readers)

Part 1 Table Scoring of *Likert Scale*

N = 5

No.	Statements	Score				Mean	Mean of this section
		1 (SD)	2 (D)	3 (A)	4 (SA)		
1.	Cosmetics advertisements in Cosmopolitan magazine usually use persuasive language to attract readers' interest.			4 (80%)	1 (20%)	3.2	3.02
2.	Cosmetics advertisements in Cosmopolitan magazine are intentionally made in attractive way to impress the readers.			3 (60%)	2 (40%)	3.4	
3.	The language of cosmetic advertising is carefully chosen to give special effects to the readers with the intention of influencing and convincing.			4 (80%)	1 (20%)	3.2	
4.	Language, in cosmetic advertising, helps readers to identify one product and remember its name.			5 (100%)		3	
5.	The beautiful language of cosmetic advertising makes the readers recognize one product; its benefits, its slogan, its body copy even its model.			5		3	
6.	As a woman, we are interested in things which offer new product, better or best product, and so on. It is especially true in the area of cosmetics advertisements.		1 (20%)	3 (60%)	1 (20%)	3	
7.	Cosmetics ads mostly use word <i>new</i> and <i>best</i> to promote the product. It drives us to purchase the product. In other word, it affects us to buy the advertised product.			5 (100%)		3	
8.	Many cosmetics advertisements use some sort of scientific proof, very specific numbers, or an impressive sounding mystery ingredient such as "52% improvement in skin smoothness," to attract readers. Women tend to believe that kind of statement.			5 (100%)		3	
9.	The frequently use of <i>you</i> as a direct address in cosmetics ads makes the readers feel special. It also creates a friendly attitude to the readers.		1 (20%)	4 (80%)		2.8	

10.	Sometimes, some cosmetics advertisements often praise the readers by saying “ <i>You’re special</i> ” or “ <i>You deserve more</i> ” or “ <i>You’re worth it.</i> ” This kind of butter up makes women feel special.			5 (100%)		3	
11.	Most cosmetics advertisements claim that the product is the best by saying “ <i>Best night cream</i> ” or “ <i>There’s no other lipstick like it.</i> ” It looks like the product is more superior to the others. This kind of claim affects reader in making decision to buy the product.			5 (100%)		3	
12.	Women tend to be proud when they use products which endorsed by famous people.		1 (20%)	3 (60%)	1 (20%)	3	
13.	Many cosmetics ads offer products which may cause women to look better and younger than before. It is used to encourage women to buy the product.		1 (20%)	3 (60%)	1 (20%)	3	
14.	Based on the study that did by Synder& Bono, women are more image conscious and respond better to advertising that eliciting moods and associations. So they tend to see a product because of its image rather than its benefits.		1 (20%)	3 (60%)	1 (20%)	3	
15.	Because women like to be entertained, advertisers lavishly use language that promises indulgences in their ads. It is used to affect women psychologically.			5 (100%)		3	
16.	Repetition very often used in cosmetics ads to give memorable impact to the audience.			4 (80%)	1 (20%)	3.2	
17.	Hyperbole frequently used in cosmetics ads to create superiority image. Women tend to believe easily in the statement.		2 (40%)	3		2.6	
18.	Women will feel more comfortable and will be more confident using certain brand of cosmetics.			5 (100%)		3	
19.	Some women feel that they are a part of certain society when they use certain cosmetics products with famous brands.		1 (20%)	4 (80%)		2.8	
20.	Women can easily lose their loyalty of one brand when they see other brands which offer better products and also offer low price.		1 (20%)	2 (40%)	2 (40%)	3.2	

Note:

SD (Strongly Disagree); D (Disagree); A (Agree); SA (Strongly Agree)

Part 2 Table Analysis of Essays

N=5

1. Readers' opinion about cosmetics ads in U. S. Cosmopolitan Magazine

No.	Opinion	Frequency	Percentage
1.	Cosmetics ads in U. S. Comopolitan magazine are interesting, creative, persuasive	4	80%
2.	Cosmetics ads in U. S. Comopolitan magazine are too much (too hyperbole)	1	20%

2. Readers' opinion about what do they see first in cosmetics ads

No.	Opinion	Frequency	Percentage
1.	The product and the brand	3	60%
2.	The model	2	40%

3. Readers' opinion about the influence of cosmetics ads and the desire to purchase an advertised product

No.	Opinion	Frequency	Percentage
1.	They are interested and affected by the cosmetics ads in U. S. Cosmopolitan magazine. It also influences them to purchase the products.	4	80%
2.	They are not interested and affected by the cosmetics ads in U. S. Cosmopolitan magazine. It does not influence them to purchase the products.	1	20%

4. Readers' opinion about the language of cosmetics ads in U. S. Cosmopolitan magazine

No.	Opinion	Frequency	Percentage
1.	The language of cosmetics ads in U. S. Cosmopolitan magazine is simple, understandable, and attractive.	4	80%
2.	The language of cosmetics ads in U. S. Cosmopolitan magazine is hyperbole.	1	20%

5. Readers' opinion about the influence of the creative and beautiful language of cosmetics ads in persuading them to purchase the products

No.	Opinion	Frequency	Percentage
1.	Sometimes it affects them	3	60%
2.	It does not really affect them	2	40%

6. Readers' opinion about the endorsement products

No.	Opinion	Frequency	Percentage
1.	They are proud when they use advertised items that endorsed by famous people.	3	60%
2.	They are not proud when they use advertised items that endorsed by famous people. They think that famous stars do sell but they buy and an advertised product because they need it and it is good for them.	2	40%

7. Readers' opinion about a part of cosmetics ad that affect them the most

No.	Opinion	Frequency	Percentage
1.	Slogan	3	60%
2.	Headline	1	20%
3.	Body copy	1	20%

8. Readers' opinion about the visual and content of cosmetics ads and the language of cosmetics ads it self

No.	Opinion	Frequency	Percentage
1.	The language affects them the most because language provides the explanation of one product.	3	60%
2.	The visual content and design of cosmetics ads influences them the most because it is eye-catching as well as colorful.	2	40%

2.2 The Result of Questionnaire

Part 1 Table Scoring of *Likert Scale*

N = 20

No.	Statements	Score				Mean	Mean of this section
		1 (D)	2 (SD)	3 (A)	4 (SA)		
1.	Cosmetics advertisements in Cosmopolitan magazine usually use persuasive language to attract readers' interest.			14 (70%)	6 (30%)	3.3	2.965
2.	Cosmetics advertisements in Cosmopolitan magazine are intentionally made in attractive way to impress the readers.			14 (70%)	6 (30%)	3.3	
3.	The language of cosmetic advertising is carefully chosen to give special effects to the readers with the intention of influencing and convincing.			16 (80%)	4 (20%)	3.2	
4.	Language, in cosmetic advertising, helps readers to identify one product and remember its name.			16 (80%)	4 (20%)	3.2	
5.	The beautiful language of cosmetic advertising makes the readers recognize one product; its benefits, its slogan, its body copy even its model.	1 (5%)	1 (5%)	16 (80%)	2 (10%)	2.95	
6.	As a woman, we are interested in things which offer new product, better or best product, and so on. It is especially true in the area of cosmetics advertisements.		4 (20%)	14 (70%)	2 (10%)	2.9	
7.	Cosmetics ads mostly use word <i>new</i> and <i>best</i> to promote the product. It drives us to purchase the product. In other word, it affects us to buy the advertised product.		4 (20%)	14 (70%)	2 (10%)	2.9	
8.	Many cosmetics advertisements use some sort of scientific proof, very specific numbers, or an impressive sounding mystery ingredient such as "52% improvement in skin smoothness," to attract readers. Women tend to believe that kind of statement.		6 (30%)	9 (45%)	5 (25%)	2.95	
9.	The frequently use of <i>you</i> as a direct address in cosmetics ads makes the		7	13		2.65	

	readers feel special. It also creates a friendly attitude to the readers.		(35%)	(65%)			
10.	Sometimes, some cosmetics advertisements often praise the readers by saying “ <i>You’re special</i> ” or “ <i>You deserve more</i> ” or “ <i>You’re worth it.</i> ” This kind of butter up makes women feel special.		6 (30%)	12 (60%)	2 (10%)	2.8	
11.	Most cosmetics advertisements claim that the product is the best by saying “ <i>Best night cream</i> ” or “ <i>There’s no other lipstick like it.</i> ” It looks like the product is more superior to the others. This kind of claim affects reader in making decision to buy the product.		7 (35%)	9 (45%)	4 (20%)	2.85	
12.	Women tend to be proud when they use products which endorsed by famous people.		6 (30%)	13 (65%)	1 (5%)	2.75	
13.	Many cosmetics ads offer products which may cause women to look better and younger than before. It is used to encourage women to buy the product.		1 (5%)	15 (75%)	4 (20%)	3.15	
14.	Based on the study that did by Synder& Bono, women are more image conscious and respond better to advertising that eliciting moods and associations. So they tend to see a product because of its image rather than its benefits.	1 (5%)	5 (25%)	9 (45%)	5 (25%)	2.9	
15.	Because women like to be entertained, advertisers lavishly use language that promises indulgences in their ads. It is used to affect women psychologically.			18 (90%)	2 (10%)	3.1	
16.	Repetition very often used in cosmetics ads to give memorable impact to the audience.		1 (5%)	14 (70%)	5 (25%)	3.15	
17.	Hyperbole frequently used in cosmetics ads to create superiority image. Women tend to believe easily in the statement.	1 (5%)	6 (30%)	12 (60%)	1 (5%)	2.65	
18.	Women will feel more comfortable and will be more confident using certain brand of cosmetics.	2 (10%)	3 (15%)	13 (65%)	2 (10%)	2.75	
19.	Some women feel that they are a part of certain society when they use certain cosmetics products with famous brands.	2 (10%)	3 (15%)	5 (25%)	10 (50%)	3.15	
20.	Women can easily lose their loyalty of one brand when they see other brands which offer better products and also offer low price.	4 (20%)	3 (15%)	8 (40%)	5 (25%)	2.7	

Note:

SD (Strongly Disagree); D (Disagree); A (Agree); SA (Strongly Agree)

Part 2 Table Analysis of Essays

N=20

1. Readers' opinion about cosmetics ads in U. S. Cosmopolitan Magazine

No.	Opinion	Frequency	Percentage
1.	Cosmetics ads in U. S. Cosmopolitan magazine are interesting, creative, attractive, entertaining, and persuasive. (Positive)	18	90%
2.	Cosmetics ads in U. S. Cosmopolitan magazine are too much (too hyperbole). (Negative)	2	10%

2. Readers' opinion about what do they see first in cosmetics ads

No.	Opinion	Frequency	Percentage
1.	The product and the brand	9	45%
2.	The model	8	40%
3.	The design and picture	3	15%

3. Readers' opinion about the influence of cosmetics ads and the desire to purchase an advertised product

No.	Opinion	Frequency	Percentage
1.	They are interested and affected by the cosmetics ads in U. S. Cosmopolitan magazine. It also influences them to purchase the products.	12	60%
2.	Sometimes, they are interested and affected by the cosmetics ads in U. S. Cosmopolitan magazine. It also influences them to purchase the products.	4	20%
3.	They are not interested and affected by the cosmetics ads in U. S. Cosmopolitan magazine. It does not influence them to purchase the products.	4	20%

4. Readers' opinion about the language of cosmetics ads in U. S. Cosmopolitan magazine

No.	Opinion	Frequency	Percentage
1.	The language of cosmetics ads in U. S. Cosmopolitan magazine is good, simple, understandable, interesting, memorable, very tempting and attractive.	15	75%
2.	The language of cosmetics ads in U. S. Cosmopolitan magazine is flowery and provocative, hyperbole and very promising.	5	25%

5. Readers' opinion about the influence of the creative and beautiful language of cosmetics ads in persuading them to purchase the products

No.	Opinion	Frequency	Percentage
1.	Yes, it affects them.	4	20%
2.	Sometimes it affects them.	8	40%
3.	It does not really affect them.	5	25%
4.	It does not affect them at all.	3	15%

6. Readers' opinion about the endorsement products

No.	Opinion	Frequency	Percentage
1.	They are proud when they use advertised items that endorsed by famous people.	8	40%
2.	Endorsement products do not really make them proud.	5	25%
3.	They are not proud when they use advertised items that endorsed by famous people. They think that famous stars do sell but they buy and an advertised product because they need it and it is good for them.	7	35%

7. Readers' opinion about a part of cosmetics ad that affect them the most

No.	Opinion	Frequency	Percentage
1.	Slogan	10	50%
2.	Headline	6	30%
3.	Body copy	4	20%

8. Readers' opinion about the visual and content of cosmetics ads and the language of cosmetics ads it self

No.	Opinion	Frequency	Percentage
1.	The language affects them the most because language provides the explanation of one product.	9	45%
2.	The visual content and design of cosmetics ads influences them the most because it is eye-catching as well as colorful.	10	50%
3.	Both visual and content of cosmetics ads and the language of cosmetics ads itself are important.	1	5%

APPENDIX III

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OLAY

"Beauty Award Winner"
COSMOPOLITAN

*"Hydrates better than
the \$350 cream"*
GOOD HOUSEKEEPING RESEARCH INSTITUTE

"Best night cream"
SHAPE MAGAZINE

regenerist
daily regenerating serum

regenerist
micro-sculpting cream

OLAY
regenerist night

Dramatic results are in
(and still no drastic measures required).

From all fronts—notable magazines, beauty editors, research institutes—everyone keeps saying the best things about Regenerist. Best night cream, best serum, hydrates better than even the \$350 cream! Though not surgical results, Regenerist reveals remarkable results everywhere you look.

regenerist
Love the skin you're in.™

➔ For your best skin in years, get your personalized regimen @ OlayForYou.com

NO FEAR. NO FADE. ALL SHINE. ALL THE TIME.
**CAN YOUR LIPGLOSS
DO ALL THIS?**

**12^{hr}
SUPERSTAY
POWERGLOSS™**

Shiny color lasts 6X longer,
outperforming the leading
gloss. Feels irresistibly soft
& comfortable all day long.

Available in 16 shades

maybelline.com

MAYBELLINE
NEW YORK

MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.

Emi is wearing Superstay 12 Hour PowerGloss™ in Glass Ruby. ©2009 Maybelline LLC

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- New mineral treatment
- measurably reduces redness on contact.
- It's lab-certified.
- New Redness Solutions Instant Relief Mineral Powder vanishes the moment you brush it on—and uses applied colour science to help make visible redness and broken capillaries vanish, too.
- Yet this master of disguise is really a treatment at heart, with a patent-pending formula that visibly calms redness. Under its care and cover, skin “keeps its cool.”
- Yes, even skins with reactive redness or Rosacea.
- Another day without redness is as nearby as clinique.com

CLINIQUE

Allergy Tested. 100% Fragrance Free.

COVERGIRL
DREW BARRYMORE

THE LIPWEAR THAT DOES WHAT A LIPSTICK CAN'T.

NEW OUTLAST LIPSTAIN. LIGHTWEIGHT LIPWEAR THAT WON'T COME OFF. Introducing a splash of lightweight color that leaves lips blushing for hours. How? It's not a lipstick. It's a liquid stain that's absorbed instantly. Lips feel bare to the touch with a flush of color that won't smudge, won't budge. Your lipstick can't do that, can it? New Outlast Lipstain. The latest look in lipwear in 10 stay-on shades. Drew is wearing Outlast Lipstain in Everbloom Kiss. **IGNITE YOUR BEAUTIFUL! SHOP NOW AT COVERGIRL.COM/OUTLAST**

easy breezy beautiful COVERGIRL



Cover like a pro,
look like a natural.

**NEW mineral sheers
concealer kit SPF 20**

Cover your flaws in 2 steps,
just like the professionals.

The silky cream hides flaws.
Then the mineral-rich powder
hides the cream.
So you have nothing to hide.

Neutrogena®
Recommended most by dermatologists.

BEAUTIFUL. BENEFICIAL.
Neutrogena
#1 DERMATOLOGIST RECOMMENDED



Now reveal newborn skin, head to toe.

Skin is smoother, more radiant with Turnaround™ for face—and now for bodies, too.

Our guiding dermatologists advocate gentle daily exfoliation to improve skin of all types and tones.

Now, make it a complete Turnaround. New Body Smoothing Cream offers the continuous daily renewal faces already enjoy from our Visible Skin Renewer.

We know you have it in you. Waiting just beneath what's dry, flaky and rough is your smoothest, youngest, most radiant skin. Unveil it now.

Did you know exfoliation makes skin healthier?

So says Clinique guiding dermatologist Dr. David Orentreich at clinique.com

CLINIQUE

Allergy Tested. 100% Fragrance Free.

BDF *****
 Beiersdorf ©2009

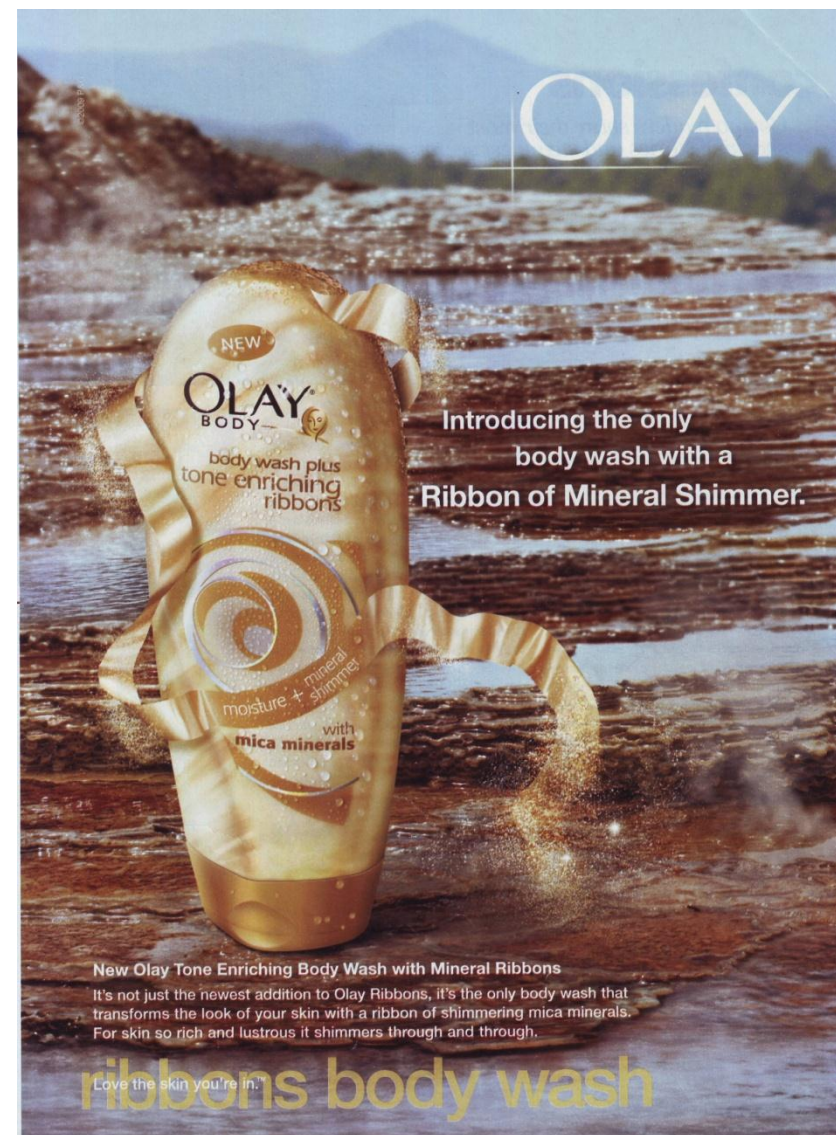


SMOOTHNESS.
CUPID'S SECRET WEAPON.

The difference is NIVEA® Smooth Sensation. Its breakthrough formula combines the intense moisturizers of NIVEA's richest creams with a sensationally light, delicate lotion. To leave your skin smooth and instantly ready to touch and be touched.

Visit www.NIVEAusa.com/smooth

NIVEA TOUCH AND BE TOUCHED.



OLAY

Introducing the only
 body wash with a
Ribbon of Mineral Shimmer.

NEW
OLAY
 BODY—
 body wash plus
 tone enriching
 ribbons
 moisture + mineral
 shimmers
 with
 mica minerals

New Olay Tone Enriching Body Wash with Mineral Ribbons
 It's not just the newest addition to Olay Ribbons, it's the only body wash that transforms the look of your skin with a ribbon of shimmering mica minerals. For skin so rich and lustrous it shimmers through and through.

Love the skin you're in. **ribbons body wash**

© 2009 Nivea
Goodbye Cellulite



THE DIFFERENCE BETWEEN
WORRYING ABOUT CELLULITE
AND NOT HAVING TO.

NIVEA® Good-bye Cellulite 30-Day Body Beauty Program.
Its smoothing gel with L-Carnitine helps reduce the appearance of cellulite in four weeks. And the dietary supplement helps support lean muscle mass.

Take the 2009 NIVEA Good-bye Cellulite, Hello Bikini Challenge at www.NIVEAusa.com/goodbye.

NIVEA TOUCH AND BE TOUCHED.

Johnson's
body care

Relax and Unwind.

Wrap yourself in relaxation with JOHNSON'S® Body Care Melt Away Stress Lavender & Chamomile products. The luxurious lotion helps to calm and relax you as you massage the rich moisturizer onto your skin to leave you feeling pampered and irresistibly soft.

To discover this feeling, go to www.johnsonsforyou.com and take the Melt Away Stress Challenge. Go ahead, relax and unwind.



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L'ORÉAL




"Today, everything moves so fast, my haircolor has to be perfect.
And it has to keep up."
Eva Longoria

Eva Longoria is wearing shade 5, Medium Brown.
©2009 L'Oréal USA, Inc. www.lorealparis.com

É A L[®]
PARIS

Rich Color in **10 MINUTES**
Hair that feels **STRONGER**
For me, that's a **NEW REVOLUTION!**



NEW
Excellence
to-Go
10 MINUTE Creme Colorant

- 100% Gray Coverage
- Gives Rich, Captivating Color

NEW
Excellence
to-Go
10 MINUTE Creme Colorant

Rich, Radiant Color. Better Conditioned Hair.
No Grease. No Dry Out. No Waiting.

PERMANENT • 1 APPLICATION
REMYVED • 1 WASH/SHO

Because You're Worth It™
L'ORÉAL
PARIS

Does Your Hair Spray Leave a White Residue?



(Actual photo. Tests performed in controlled setting. Spray time for each product: 5 seconds.)

Bargain hair sprays – even some of the leading brands – tend to leave a white, sticky residue, which weighs down your hair and removes the shiny luster. Expensive clarifying shampoos can bring your hair back to life, but every time you spray, the shine goes away.

Salon Grafix is different. The salon quality formula goes on clear, without the sticky white residue. Plus you use less Salon Grafix for all-day, humidity-resistant hold. So your hair appears younger looking: shiny and full of life. Never dull and never weighed down.



See how your hair spray compares. Visit www.haircaretest.com
Or buy Salon Grafix. Available everywhere.

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PANTENE
PRO-V

Think only a salon brand can go to these lengths?

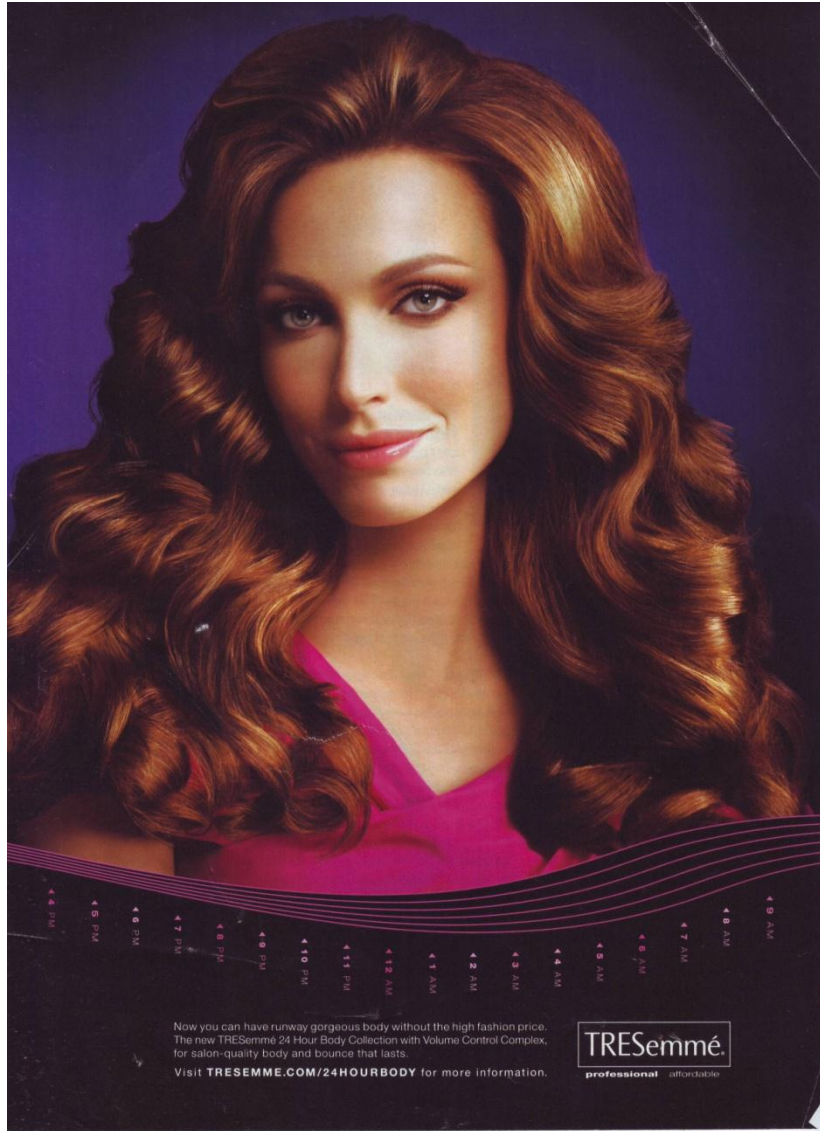
GET BREAKAGE PROTECTION RESULTS LEADING SALON BRANDS CAN'T BEAT.* New Pantene Beautiful Lengths makes hair up to 10 times stronger against damage to help you grow it longer.** Plus, in a blind test more salon brand users said their brand didn't beat Pantene.† Go to pantene.com and see why. Fancy prices alone won't make it happen.

HEALTHY MAKES IT HAPPEN



Try Pantene Treatments

© 2008 P&G. *Shampoo and conditioner system vs. leading salon brand shampoo and conditioner systems based on 2007 Kline report of sales data. **Shampoo and Conditioner systems vs. non-conditioning shampoo. †Blind test among female salon brand users including users of leading salon brands with up-reference. Shampoo and conditioner system vs. their current system.



Now you can have runway gorgeous body without the high fashion price. The new TRESemmé 24 Hour Body Collection with Volume Control Complex, for salon-quality body and bounce that lasts.

Visit TRESEMME.COM/24HOURBODY for more information.

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HEALTHY VOLUME
SHAMPOO

24 HOUR BODY
CONTROLLED BOUNCE
FINISHING SPRAY

24 HOUR BODY
WEIGHTLESS LIFT
ROOT BOOSTING SPRAY

« 9 AM »
« 10 AM »
« 11 AM »
« 12 PM »
« 1 PM »
« 2 PM »
« 3 PM »
« 4 PM »
« 5 PM »
« 6 PM »
« 7 PM »
« 8 PM »
« 9 PM »
« 10 PM »
« 11 PM »
« 12 AM »

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