No.	Representational	Interactional	Compositional	Written	Interpretation
	Metafunction	Metafunction	Metafunction	Text	
Advertisement 1	Narrative structure: Let	Image act and gaze:	Information value:	"WE BELIEVE	They want to show
	the viewers make a story	-Demand: which shows	-The models are on	IN FIT FOR	the viewers that the
	within this advertisement	that the models are	the left side; as the	ALL".	product that is
	because there are more	looking directly to the	given knowledge	This sentence	made for all
	than 1 model and the	viewers. It shows the	which means that the	consists the	women, including
	vectors of motion that	power and optimism	viewers already know	mental process	the skin colors,
	appear in this	from the models	about the models.	because the use	textures, or even
	advertisement. There are	-Offer: which shows that	-The picture of	of 'believe' as the	skin types that they
	the vectors, action process	one model is looking to	product is on the right	process of this	own is now exist
	is indicated in this ad	other side. It shows that	side; as the new	sentence. Mental	with putting the
	which shows that the	she wants to show the	information where the	is usually	models in every
	vector is created by the	viewers the other side of	viewers do not know	connected to	skin color and also
	bodies, hands and skins.	her face.	about the product and	something that	the sentences that
	The vectors that appear in	-Expression: fierce face	it shows that this	does not happen	mention about
	the RPs hands, and skin	that shows the power of	product is now	with action but	match and fit all
	touch that they make, the	themselves.	available.	something that	skin colors and
	goal of the vector is	-Gesture: indicates the	-Maybelline logo is on	happens in self.	textures.
	always meeting the other	openness that reflects	the bottom side, it	This sentence	The
	participants or models.	new ideas, new	shows the realness,	shows that 'we'	advertisers want to

TABLE ANALYSIS OF THE ADVERTISEMENTS					
	The vector narrates that	experience. One model	and give the	that is	show the viewers
	the models are supporting	makes her chin up that	information that this	represented by	as well, that this
	and embracing each	shows the power and	product is produced	the models and	product could
	others, they do not feel	optimism, positivity, the	by Maybelline.	the advertisers	increase their self-
	they are different, they	confidence		believe that shade	esteem and make
	know that every woman is		Salience:	fits to every skin	themselves would
	beautiful no matter what	Social Distance:	-Size: the RPs (the	color is important	feel good due to
	the skin color they own.	Far social distance, that	models, the product,	and this product	the function of
		shows the whole figure	the logo) are in big	(Maybelline Fit	foundation is to
		with space around it	size, it shows that	Me Foundation)	cover all the flaws
			these elements are	could match and	such as acnes,
		Angle Perspective:	important.	fit all skin colors	redness, blemishes,
		-Using horizontal angle	-Color contrast: It is	that exist.	or striped skin. But,
		to show there is no	using the soft colors		something that
		power between the	so it means that it	"BEYOND	would make it
		models and viewers.	does not have a	MATCHING	greater is this
		-Using frontal angle	greater salience in the	SKIN TONE,	foundation
		because the model is	matter of colors.	FITS SKIN'S	accommodates
		made frontally to the		TEXTURE."	what their
		viewers and builds		This sentence	customers' seek in
		strong connection.	The background:	consists the	a foundation,

the apartements that shows that they live in a society. -Product's in this case, it background: in white in this case, it in this case, it matches skin color, color that shows the gives an effect to someone would not equality, fairness, and neutrality. it shows means that this product in this case, it feel anxious about neutrality. it shows means that this how they look, it that this product is product in their customers' just fits them well. colors, all races. Frame: Frame: Frame: is made for product is models in strong	rr	AVAL 1515 OF THE A			r
shows that they live in shows that they live in a society. doing. This colors because with -Product's background: in white in this case, it background: in white in this case, it in this case, it matches skin color, color that shows the gives an effect to someone would not equality, fairness, and the skin. This feel anxious about neutrality. it shows made equally for all colors, all races. Frame: Seek in a skin colors (from -There are no foundation, and it dark to light), the framelines outside the is made for models in strong			-Models' background:	material process.	which is a
a society. a society. background: in white in this case, it matches skin color, color that shows the gives an effect to someone would not equality, fairness, and the skin. This feel anxious about neutrality. it shows means that this how they look, it that this product is product does not look ashy, made equally for all accommodates all or even too dark, it women, and skin their customers' just fits them well. colors, all races. needs or what their customers models in every Frame: seek in a skin colors (from -There are no foundation, and it framelines outside the is made for models in strong			the apartements that	Material process	foundation that
-Product'sinflicts an effect, in this case, it gives an effect to someone would not equality, fairness, and neutrality. it shows means that this product is in the skin. This feel anxious about how they look, it does not look ashy, made equally for all colors, all races.a foundation that matches skin color, someone would not feel anxious about how they look, it that this product is productImage: the skin strong made equally for all colors, all races.a commodates all is or even too dark, it is their customers' just fits them well. Thus, they put the models in everyImage: the skin strong rame:seek in a skin colors (from dark to light), the framelines outside the is made for models in strong			shows that they live in	is a process of	could fit all skin
background: in white in this case, it gives an effect to someone would not equality, fairness, and the skin. This feel anxious about neutrality. it shows means that this product is product is product does not look ashy, made equally for all accommodates all or even too dark, it women, and skin their customers' just fits them well. colors, all races. I needs or what this models in every Frame: seek in a skin colors (from -There are no foundation, and it dark to light), the framelines outside the is made for models in strong			a society.	doing. This	colors because with
color that shows the equality, fairness, and neutrality. it showsgives an effect to feel anxious about how they look, it that this product is productsomeone would not feel anxious about how they look, it does not look ashy, made equally for all accommodates all or even too dark, it women, and skin their customers' their customersor even too dark, it its them well. colors, all races.Frame:seek in a foundation, and it dark to light), the framelines outside the is made forsomeone would not			-Product's	inflicts an effect,	a foundation that
equality, fairness, and the skin. This feel anxious about neutrality. it shows means that this how they look, it that this product is product does not look ashy, made equally for all accommodates all or even too dark, it women, and skin their customers' just fits them well. colors, all races. needs or what Thus, they put the their customers models in every Frame: seek in a skin colors (from -There are no foundation, and it dark to light), the framelines outside the is made for models in strong			background: in white	in this case, it	matches skin color,
neutrality. it showsmeans that thishow they look, itneutrality. it showsproductdoes not look ashy,made equally for allaccommodates allor even too dark, itwomen, and skintheir customers'just fits them well.colors, all races.needs or whatThus, they put thetheir customersseek in askin colors (from-There are nofoundation, and itdark to light), theframelines outside theismade formodels in strong			color that shows the	gives an effect to	someone would not
that this product is made equally for all or even too dark, it women, and skin colors, all races.productdoes not look ashy, or even too dark, it is this them well. colors, all races.their customers' their customersjust fits them well. their customersThus, they put the models in everyFrame: framelines outside the is made forseek in a models in strong			equality, fairness, and	the skin. This	feel anxious about
made equally for all women, and skin colors, all races.accommodates all their customers' just fits them well. Thus, they put the models in everyFrame:seekin a-Therearenoframelines outside theismademade equally for all up accommodates all accommodates all ip accommodates all or even too dark, it models in every			neutrality. it shows	means that this	how they look, it
women, and skin their customers' just fits them well. colors, all races. needs or what Thus, they put the their customers models in every Frame: seek in a skin colors (from -There are no foundation, and it dark to light), the framelines outside the is made for models in strong			that this product is	product	does not look ashy,
colors, all races.needs or whatThus, they put the their customersFrame:seek in askin colors (from dark to light), the framelines outside the			made equally for all	accommodates all	or even too dark, it
Frame:their customersmodels in every-There are nofoundation, and itdark to light), theframelines outside theismadefor			women, and skin	their customers'	just fits them well.
Frame: seek in a skin colors (from -There are no foundation, and it dark to light), the framelines outside the is made for			colors, all races.	needs or what	Thus, they put the
-There are no foundation, and it dark to light), the framelines outside the is made for models in strong				their customers	models in every
framelines outside the is made for models in strong			Frame:	seek in a	skin colors (from
			-There are no	foundation, and it	dark to light), the
			framelines outside the	is made for	models in strong
elements, but there is everyone expression such as			elements, but there is	everyone	expression such as
a line that divides the whatsoever skin fierce face to show			a line that divides the	whatsoever skin	fierce face to show
models and the colors or skin's the power and			models and the	colors or skin's	the power and
product. The textures that they optimism in			product. The	textures that they	optimism in

ANALISIS OF THE A			
	separation does not	own, it could fit	themselves, the
	show the boundary	all of them.	models in openness
	but it is even show		gesture to show
	that these participants	"OUR MOST	that the models are
	are connected to each	DIVERSE	not afraid to show
	others with different	SHADES	themselves as they
	information. The	EVER!"	truly are and also
	models' side wants to	The context looks	they put the
	show the equality and	like it is the	sentences, "WE
	embrace for all skin	advertisers want	BELIEVE IN FIT
	colors, while the	to show the	FOR ALL",
	product's side wants	viewers the	"BEYOND
	to show the	product that they	MATCHING SKIN
	information of the	produce. It is also	TONE, FITS
	product like how it	such a dedication	SKIN'S
	looks and its shape.	sentence to	TEXTURE",
		introduce the	"OUR MOST
		product that they	DIVERSE SHADES
		produce. The 'our	EVER!" to show
		most diverse	what this product
		shades' refers to	could serve and

		Maybelline Fit	what is the strength
		Me Foundation.	of the product to
		This sentence	the viewers. The
			their strength, their
		first product that	
		could fit and	for all skin colors
		match all skin	
		colors and skin's	With the
		textures.	models and
			sentences, this
			advertisement
			could also increase
			viewers' self-
			esteem. They
			would feel
			represented in the
			world of beauty
			because the
			existence of the
			models that appear

					in every skin color,
					they would feel
					they are beautiful
					as well
					(particularly for the
					women of color),
					they are decent as
					well, and they
					deserve to have a
					foundation in their
					own shades.
Advertisement 2	Conceptual structure:	Image act and gaze:	Information value:	"DON'T HIDE	It shows that the
	-There is no vector to	-Demand: all the models	-The models are on	ME"	product they
	make a narration or story,	are looking directly to	the left side as the	This sentence	produce is made
	it is conceptualized. The	the viewers. It means	given information.	consists the	for all women, all
	concepts shows what	that the models are	-The product is on the	material process.	skin colors, all
	advertisors want to	trying to talk to the	right side as the new	It shows that the	skin's textures, and
	deliver and represent. The	viewers and make a	information. It gives	model is doing	skin types with
	concept that is shown is	strong engagement	the new knowledge	something to the	putting the models
	the equality of skin color.	between the participants.	for the viewers that do	viewers to not	in all skin colors

-This ad indicates	-Act: the models' heads	not already know	hide her natural	and arrange them
classificatory, it means	are erect and straight	about the product.	color. "Don't	in the equal
that the models are in the	looking to the viewers. It		Hide Me" means	position, show their
same group or class	shows that they are	Salience:	she does not want	strong expression
(beauty company).	comfortable, confident,	-Size: the models are	to be hidden with	which is fierce face
-This ad could also	and interested to face the	in big size to show the	the another color	to show the power,
indicate the symbolic	viewers.	importance of the	of foundation that	confident, and
process because the	-Expression: the models	models in this ad. To	does not fit her	optimism in the
models show their own	are in fierce look/face	show something what	skin color well.	models, and also
meaning as the	and it reveals the power	the advertisors want to	She wants to have	with putting the
representation of beauty.	and optimism in	deliver and present.	her own color.	sentences "DON'T
	themselves.	-Color contrast: it is	she wants to be	HIDE ME, DON'T
		using the soft colors,	her true color.	MASK ME, DON'T
	Social distance:	it shows that this ad		CHANGE ME" to
	-Using intimate distance	does not have a	"DON'T MASK	persuade the
	because it shots the area	greater salience in the	ME"	viewers to believe
	of the head and face. It	matter of colors.	This sentence	in their true colors
	shows the close social		consists the	and they do not
	distance between the	The background:	material process.	need to change
	participants in the	white, to show the	". It shows that	anything in them
	advertisement and the	equality, fairness, and	the model is	just to wear a

viewers.	neutrality. It shows	-	foundation,
vieweis.	5	0 0	,
	that the models are	to the viewers to	because the wide
Angle perspective:	equal in term of	not mask her	shade foundation is
-Using horizontal angle	beauty, the have the	natural color.	now available.
to show the equal power	same opportunity to	"Don't Mask	
and position between the	wear the makeup.	Me" means that	
models and the viewers.		she does not want	
-Using frontal angle	Frame: there is no	to be covered or	
because the model is	framelines on the	hidden with	
made frontally to the	outside the elements	another shade	
viewers and builds	but there are lines that	that does not fit	
strong connection. It	divide the models but	her skin color	
show that the RPs or the	it does not show the	well. She wants	
images are one of the	boundaries, it even	to have her true	
viewers.	holds and connects	skin color.	
	them It looks like,		
	even they come from	"DON'T	
	a different skin color,	CHANGE ME"	
	but they stand equal as	This sentence	
	the same meaning and	consists the	
	position.	material process.	

	I	It shows that the	
	r	model is doing	
	s	something to the	
	X	viewers to not	
	C	change her	
	r	natural color.	
		"Don't Change	
	1	Me" means that	
		the model does	
		want to change	
		her true skin	
		color with	
		another shade	
		that does not fit	
		her well, let alone	
		make her skin	
		even worse	
		because of the	
		wrong shade. She	
		wants to have her	
	(own shade of	

		ANALYSIS OF THE A		3	
				foundation, she	
				wants to be her	
				true color.	
				"FIND YOUR	
				FIT"	
				This sentence	
				consists the	
				material process.	
				They want the	
				readers to find a	
				shade of	
				foundation that	
				could fit them	
				well without	
				changing their	
				natural colors.	
Advertisement 3	Conceptual structure:	Image act and gaze:	Information value:	"MY PERFECT	, it shows that it
	-There is no vector to	-First look is using	-The first look is in	FIT? IT'S A	could increase the
	make a narration or story.	demand process because	the left side as the	NATURAL"	self-esteem. With

-This ad indicates the	the model is looking	given information.	This sentence	putting the woman
classificatory, it means	directly to the viewers. It	-The second look is in	consists the	of color in their
this model is coming from	indicates the power and	the middle as the	relational	advertisement and
beauty company.	optimism from the	nucleus of the	identifying	the persuasive
-This ad also indicates the	model and also it shows	information.	process.	sentences such as
symbolic process, because	that she is confident,	-The product itself is	Relational	"MY PERFECT
the model from woman of	comfortable, and	in the right side as the	identifying is a	FIT? IT'S A
color shows her own	interested.	new information.	process to give a	NATURAL",
meaning as the	-Second look is using	-At the bottom, there	value to	"MAKE FIT
representation of beauty.	offer process because the	is the logo of	something. 'It'	HAPPEN", to
	model is looking to the	Maybelline that	refers to 'my	persuade people to
	other side. The model	indicates the realness.	perfect fit' and as	believe in their
	wants to show the other		the token, 'is' is	natural colors
	side of her face,	Salience:	the process, 'a	without change it
	wherever she turns, she	-Size: the size of RPs	natural' is the	and cover it with
	always shows a great	(models, the logo and	value.	the other colors
	view.	the product) is in the		that do not fit them
	-The expression: the	big size to show the	"MAKE FIT	well. It is not
	model is using fierce	importance of them.	HAPPEN"	always about
	face to show the power,	-Color contrast: it is	This sentence	having a white skin
	confidence, and	using the soft colors.	consists the	to be considered as

optimism that she feels	It shows that it	material process	beautiful and
about herself.	consists regular	It shows that the	represented in
-The gesture: 1 st look, do	salience.	model is doing	beauty company.
the chin up to show the		something to the	"FIT SKIN TONE
power, optimism, and	The background:	viewers such as	AND TEXTURE",
confidence in the	-The first look is using	persuade viewers	"NOW IN MORE
model's self.	soft grey as	to find the shade	MATTIFYING
2 nd look, do the reclainer	background that	that fits their skin	SHADES THAN
gesture which lean to the	shows the femininity	colors. It	EVER" show the
car to show that the	and it has the lack of	persuades	strength that this
model relaxes and she	negativity. Soft grey	viewers to not	product serve for
feels good about herself	connotes the feminine	change their skin	their customers
because she wears the	thing such as girls and	colors, it is better	which shows that
foundation that matches	women. The lack of	to find the shade	this product could
her own natural colors.	negativity comes from	that fits them	fit and match any
	the reduction of black	well. It also	skin colors, skin
Social distance:	color that usually	means that 'make	tones, and textures,
-The first image is using	represents several	fit happen' with	and also this
close personal distance	negativities such as	the product that	product could hold
which shows the part of	death, fear,	they produce.	the oil that comes
head and shoulders.	aggression, mystery,		out of the skin.

 -The second image is		"FIT SKIN
using far social distance		TONE AND
which shows the whole	using the background	TEXTURE"
body of the model and	of road and the	This sentence
space around her.	buildings that show	consists the
	that the model is	material process.
Angle Perspective:	living in a town with	It shows that
-Using horizontal angle	society.	advertisers are
to show there is no	-The product itself has	doing something
power between the	white background that	to the viewers,
model and the viewers,	represents the	talk and show to
they are considered	equality, fairness, and	the viewers about
equal.	neutrality.	the strength of
-Using frontal angle		this product to fit
because the ad and the	Frame:	all skin colors,
model are made frontally	-There is no framlines	tones, and
for the viewers and	outside the RPs. But	textures.
builds strong connection.	there are lines connect	
	the RPs to be united	"NOW IN
	hold on to each others.	MORE
	The lines show the	MATTIFYING

		ANAL 1515 OF THE A	different information	SHADES THAN	
			that each images give.	EVER"	
				They want to	
				inform the	
				viewers about the	
				strength of the	
				foundation that	
				consists	
				mattifying	
				materials to	
				control the oil of	
				the skin. Thus,	
				this product could	
				hold the oil of the	
				face and stay up	
				longer.	
Advertisement 4	Narrative structure:	Image act and gaze:	Information value:	"A	It shows that this
	The narrative structure let	-Demand: all RPs or	-All the RPs or the	FOUNDATION	product and this
	the viewers to make a	models are looking	models are occupying	AS	advertisement
	story within this	directly to the viewers. It	the center of the	INDIVIDUAL	could increase the
	advertisement because	shows that the models	advertisement that	AS YOU".	self-esteem

there are more than 1	are talking to the	shows that they are	It means that, this	because it is
model and the vectors of	viewers.	the nucleus and focus	foundation is	purposely made for
motion that appear in this	-Expression: 5 of 6	of the information.	characterized to	all skin colors, skin
advertisement. There are	models are smiling		depend on every	tones, and textures.
the vectors in this ad	which reveal the	Salience:	individual's skin	The advertisers put
which are the hands and	happiness, 1 model is	-Size: The RPs are in	color. It is not	the models in every
it indicates the action	making a fierce face	a big size to show the	made only for	skin color to show
process (using the part of	which reveal the power,	importance of	one group (for	the viewers that
body).	optimism and	themselves in this ad.	instance, only	this product really
	confidence.	-Color contrast: it is	white skin color	accommodates
	-Gesture: some of the	using soft color, it	group) but it is	every skin color in
	models show the	means that this ad has	purposely made	their product. With
	openness gesture that	regular salience.	for every	putting the models
	reflects new ideas, new		individual or	in every skin colors
	experience.	The Background:	every person,	and the sentence "A
		White is the	every skin color,	FOUNDATION AS
	Social distance:	background of this ad,	every skin tone,	INDIVIDUAL AS
	Far social distance, that	and it shows the	and texture.	YOU" it implies
	shows the whole figure	equality, the fairness,		that this product is
	with space around it.	and the neutrality.		made for every
				woman, every skin

	Angle Perspective:	Frame:	color, every skin
	It is using vertical	There is only one line	tone, and every
	medium angle and it	in the right that	skin texture.
	shows the participants	divides the RPs and	
	(the models and the	the white color.	
	viewers) have the equal		
	power.		