

CHAPTER IV

DISCUSSIONS

This chapter provides the answer of the research question in the form of discussions.

4.1 Discussion of the First Advertisement: Chesterfield

4.1.1 Image of Youth in Visual Images

In this Chesterfield advertisement, there are two figures: a man with a woman who both smile while holding a cigarette. Both man and woman are interpreted as young couple who is deeply in love and have a thing in common: they love smoking cigarettes as much as they love their partner. It is widely known in the US that to share one thing in common or the same interest is what makes young people develop their circle within social context. It helps them pick who they want to befriend and be close with.

The figures stand close to each other while each of them holds cigarettes in a public when it seems like a cold day, regarding to the coats they wear. They resemble mature couple of America that shares togetherness in a winter cold. The couple is represented as middle class Americans who choose to spend time with their partner by smoking cigarettes in a cold day. Smoking cigarettes brings them together closer

as well as warms them in the winter. It is also a trademark that defines their so called 'middle class lifestyle.'

The blond-haired woman dresses up 'overcoat' covers her hands with gloves, accessorised them with fancy bracelets and holds a cigarette at the same time. The way the woman dresses and shows up in public with a cigarette resemble a middle class lady that fancies looking glamour. The woman is represented as a young blonde middle-class American lady. The word 'glamour' is associated with the woman being in the middle-class society and fancies looking like it. Smoking cigarette is a lifestyle for Western society, especially since cigarettes are pretty expensive and unnecessarily important for lives.

The figures are the real young Americans because they have white skin (Caucasians) and the woman model even has blond hair. The figures smile to show how passionate they are about their partner and their cigarette, the blond-haired woman who is the center of the advertisement and seems to be the man's lover smiles while offering a lighter to the man standing next to her. The look in her eyes shows how passionate she is about the cigarette she smokes and her lover. The blond-haired woman resembles a young American lady who is passionately in love with her man as much as she loves her cigarette and having it with her man.

The figures are interpreted as young white American couples who love to smoke cigarettes in a cold winter, they show how having a same thing in common could bring young people together to be madly in love with each other and share a

warmth togetherness. In this case, the same thing in common is their love towards their partner and Chesterfield cigarette brand. They try to generalise the image of young Americans as white skin people who have partner and smoke Chesterfield cigarette brand.

4.1.2 Image of Youth in Colours

In this advertisement, the overall background colour is yellow and the headline is in red colour. Yellow, in a general term, is associated with joy, happiness, intellect, and energy, while red is a colour of power, bravery, energy, strength, as well as passion, desire, and love. It brings text and images to the foreground, it uses to stimulate people to make quick decisions. It stimulates people to 'buy' quickly.

The background colour represents joy, happiness, intellect, and energy that symbolises young people in general, and in this context young Americans as they are, while the colour of the headline represents a colour of power, bravery, energy, strength, as well as passion, desire, and love. It is to attract consumers, which in this case are young Americans, to buy Chesterfield cigarette. The colours of this advertisement are to attract young Americans, as they symbolise them, to buy the cigarette.

4.1.3 Image of Youth in Texts

This advertisement has a very striking headline to attract the viewers. It is 'Choice of Young America CHESTERFIELD.' The headline tries to convince the consumers that Chesterfield is the best cigarette for young Americans. It blatantly mentions 'young America' as the headline. Young Americans are known to follow the latest trends, by using such words, this advertisement aims at gaining attention of young Americans to take a look at their advertisement and buy their product so that they could be as cool as other young Americans who have made their choice to smoke Chesterfield cigarette.

It can be interpreted from the headline that Chesterfield cigarette brand is the choice of young Americans. The headline clearly resembles Chesterfield, as the choice of young Americans. It aims at convincing young Americans to join other young Americans to smoke Chesterfield cigarette together so that they could be cool and accepted in their social community. Being supported by the visual, the text on this advertisement shows that young Americans are led unconsciously to choose Chesterfield because if they do not smoke it they are not 'the real' Americans.

Another striking headline on the advertisement is 'FIRST WITH PREMIUM QUALITY.' It resembles Chesterfield as cigarette brand that has premium quality. The headline tries to target young Americans coming from middle class to believe that Chesterfield has a 'premium' quality, that is a standard of quality of things

middle class Americans would relate to, as well as it is the choice of many young Americans.

4.1.4 Pre-Conclusion

Based on the identification of meanings and interpretations of images, colours, and texts of the advertisement, viewed from the image, it could be pre-concluded that the image of a couple smoking cigarettes in a cold winter shows how having a same thing in common could bring young people together to share the warmth of togetherness and be madly in love with each other. In this case, the same thing in common is their love towards their partner and Chesterfield cigarette brand. They try to generalise the image of young Americans as white skin people who have partner and smoke Chesterfield cigarette brand.

Based on the colours of this advertisements, it could be pre-concluded that the use of yellow as the core colour of the advertisement is to attract young Americans, especially the ones coming from middle class, to buy the cigarette as yellow is a colour of gold and symbolises joy, happiness, and more intellectuality.

On the other hand, the very striking headlines of the advertisement clearly represent Chesterfield, as the choice of young Americans. It aims at convincing young Americans, specifically coming from middle class, to join other young Americans to smoke Chesterfield cigarette together so that they could be cool and accepted in their social community. Being supported by the visual, the text on this

advertisement shows that young Americans are led unconsciously to choose Chesterfield because it is a part of young Americans' life style in which they will not look like 'the real young Americans' if they do not smoke it. It also has a 'premium quality' that may convince middle-class Americans who seek for a fancy way to look classy.

4.1 First Advertisement: Chesterfield



Figure 4.1 Chesterfield Advertisement

4.2 Second Advertisement: Newport

4.2.1 Image of Youth in Visual Images

In this advertisement, there are four figures: two men and two women who seem to enjoy their time together with cigarettes. The two women smile while seeing one of their male friends lit a cigarette of another male friend. The figures smile big to show the consumers how enjoyable their time spent by their best friends is. The figures are interpreted as young Americans who love to hang out and spend time together by having a chit-chat and smoking cigarettes. Hanging out is most young people's favourite activity. To make the hang out perfect, a lot of young people choose to be accompanied by a lot of things, foods, drinks, games, and in this advertisement the figures choose cigarette.

This image shows how hanging out with best friends is the best thing young people like to do. It shows the whole process of hanging out as something which is not only about having chit-chat but also having something 'to grab' while enjoying their time together. The figures show that Newport cigarette is the best choice to accompany young Americans to hang out together with their best friends, it brings the notion of 'togetherness' as young Americans' favourite.

The male figures show the process of them smoking their cigarettes in the advertisement. Unlike Indonesia, in America, it is considered legal to show the 'product' to the consumers or public. They are free to show the public what they want their consumers to do with their products. In Indonesia, showing the cigarettes is banned, most advertisements hide their literal messages behind the concept which

sometimes, if it is not being researched, seems like it has nothing to do with the cigarette product.

4.2.2 Image of Youth in Colours

The overall background colour of this advertisement is green. It symbolises hope, growth, harmony, freshness, and fertility. The packet of the cigarette colours are blue and white, blue symbolises trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven while white is associated with light, goodness, innocence, and purity. It is considered to be a colour of perfection that has a positive connotation.

The background colour represents the hope of young Americans to have a hang out at some point last long. It also represents the freshness and fertility of the young Americans. Meanwhile, the blue colour of the packet of the cigarette represents trust, loyalty, confidence intelligence, faith and truth. White is interpreted as goodness, innocence, and purity of the young American souls. The colours of this advertisement are to attract young Americans, as they symbolise them, to buy the cigarette.

4.2.3 Image of Youth in Texts

‘Newport pleasure,!’ the headline of this advertisement tries to convince the consumers that Newport cigarette can give pleasure for young Americans. It shows that smoking Newport cigarettes can double the pleasure of hanging out with best friends. The headline represents Newport cigarette brand as the cigarette that offers a pleasure for young Americans who seek double pleasure while hanging out with their best friends. It represents Newport, as the brand of cigarette that offers pleasure any other brands could not give. It aims at convincing young Americans to smoke Newport cigarette as their company while hanging out with best friends because it doubles the pleasure of the ‘togetherness’ and the pleasure of smoking Newport.

4.2.4 Pre-Conclusion

Based on the identification of meanings and interpretations of images, colours, and texts of the advertisement, viewed from the image, it could be pre-concluded that the image of four figures; two men and two women spending time together, shows how hanging out with best friends is the best thing young people like to do. It shows the whole process of hanging out as something which is not only about having chit-chat but also having something ‘to grab’ while enjoying their time together. The figures show that Newport cigarette is the best choice to accompany young Americans to hang out together with their best friends, it brings the notion of ‘togetherness’ as young Americans’ favourite. The male figures show the process of

them smoking their cigarettes in the advertisement. Unlike Indonesia, in America, it is considered legal to show the 'product' to the consumers or public. They are free to show the public what they want their consumers to do with their products. In Indonesia, showing the cigarettes is banned. Most advertisements hide their literal messages behind the concept which sometimes, if it is not being researched, seems like it has nothing to do with the cigarette product.

Based on the colours of the advertisement, it could be pre-concluded that the colours of this advertisement are to attract young Americans, as they symbolise them, to buy the cigarette because they somewhat represent mostly freshness and confidence, typical vivid colours that the youth may get attracted.

In the research and identification of the text of the advertisement, it is found that the headline 'Newport pleasure!' represents Newport, as the brand of cigarette that offers pleasure other brands could not give. It aims at convincing young Americans to smoke Newport cigarette as their company while hanging out with best friends because it doubles the pleasure of the 'togetherness' and the pleasure of smoking cigarettes.

4.2 Second Advertisement

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Newport pleasure!

© Lorillard 2005

Lights Box: 10 mg. "tar," 0.8 mg. nicotine; Medium Box: 13 mg. "tar," 1.1 mg. nicotine; Box: 18 mg. "tar," 1.4 mg. nicotine av. per cigarette by FTC method.

Newport, Newport Medium, Newport (package design), Newport Lights Menthol Box (package design), Newport Pleasure and Newport Sprinkler TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

Figure 4.2 Second Advertisement: Newport

4.3 Third Advertisement: Philip Morris

4.3.1 Image of Youth in Visual Images

There is only one figure in the third advertisement; one fine young white lady who smiles while looking up at the headline of 'BELIEVE IN YOURSELF.' The figure represents young American who enjoys smoking cigarettes. It is not usual, even in this globalisation era, for girls to smoke cigarette because of the bad image it may cause. Yet, this woman confidently smokes cigarette as if she does not care in anything else and only believes in herself, as it is seen at how she smiles at the headline above her.

This woman denotes the image of independent woman that is full of confidence. The model smiles to show the consumers how great it is to smoke cigarette. The woman is to target young American ladies to smoke Philip Morris because she represents young American lady as an independent and full of confidence woman which in this case, is the definition of woman whom people like.

This image shows a young lady could smoke cigarette as well. Philip Morris gives them hope to be seen as a confident and independent woman who can act like a man and do what man usually does. It also shows that Philip Morris is the right choice for young ladies to look like aforementioned.

4.3.2 Image of Youth in Colours

The overall background colours of this advertisement are black and white. Black symbolises power, elegance, formality, death, evil, mystery, and is associated with fear, while white is associated with light, goodness, innocence, and purity. In contrast with black that has a negative connotation, white is considered to be a colour of perfection that has a positive connotation. The background colours represent a contradiction between one and another. Black colour is interpreted as the fear of women of being judged as less-powerful creature than men yet it is elegant, while white colour is interpreted as goodness, innocence, and purity of the young ladies.

The packet of the cigarette colour is brown, it symbolises stability and denotes masculine qualities and is interpreted as the stability of the consumers, which in this case young females that see the advertisement and the masculine qualities women need to prove that they have them.

The colours of this advertisement are to attract young American ladies to buy their cigarette so that it could help them gain confidence and the feeling of being independent.

4.3.3 Image of Youth in Texts

The headline 'BELIEVE IN YOURSELF' convinces the targeted female consumers that to be independent and confident, they have to believe in themselves. It represents Philip Morris as the cigarette that could help women gaining confidence by

smoking it. The headline shows Philip Morris as the brand of cigarette that offers young ladies help in order to gain confidence and the sense of being independent.

Another headline, 'Don't test one brand alone... compare them all!' convinces the consumers that Philip Morris is the best cigarette among all other cigarettes. 'compare them all!' shows that Philip Morris dares to be compared with other cigarettes because they are sure they have milder cigarette than any other cigarettes. It represents the confidence of Philip Morris of having the best cigarette for young American, especially in this advertisement, young American ladies. Philip Morris tries to attract the viewers of their advertisement by daring them to compare their cigarette to other cigarettes because they are very sure about having milder cigarette.

The other striking headline, 'NO CIGARETTE HANGOVER means MORE SMOKING PLEASURE!' represents something the consumers should not be scared of, getting hangover from smoking cigarettes. It is, in any way that could make you lose your consciousness, harmless and does not make you drunk which is why it says 'more smoking pleasure' because the consumers may smoke more. It interprets Philip Morris as a cigarette that helps the consumers gain more pleasure because unlike alcohol it does not make the consumers lose consciousness. The headline tries to convince the viewers of this advertisement that Philip Morris cigarette does not make you lose your self-consciousness which means it is harmless and you may smoke more to gain more pleasure.

4.3.4 Pre-Conclusion

According to the related research and identification of colours, images, and texts of this advertisement, it could be pre-concluded that the advertisement aims at targeting American youth, especially female youth, as their biggest market.

Based on the image of the advertisement, which is a smiling young white lady, this advertisement tries to show that a young lady could smoke cigarette as well. The figure's gesture tries to convince female viewers that confidence is a virtue all the females must have in order to look attractive. Philip Morris gives female young Americans hope to be seen as a confident and independent woman who can act like a man and do what man usually does. It also shows that Philip Morris is the right choice for young ladies to look like aforementioned.

On the other hand, the colours of this advertisement are meant to denote the goodness, elegance, yet innocence of the brand, some things most women pursue to be. The colours of this advertisement are made to attract young American ladies to buy their cigarette so that it could help them gain confidence and the feeling of being independent.

With the same aim, one of the headlines of this advertisement 'BELIEVE IN YOURSELF' shows Philip Morris as the brand of cigarette that offers young ladies help in order to gain confidence and the sense of being independent. Another headline, 'Don't test one brand alone... compare them all!' shows that Philip Morris

tries to attract the viewers of their advertisement by daring them to compare their cigarette to other cigarettes because they are very sure about having milder cigarette.

The images, colours, and texts of this advertisement add the biggest contribution to the aim of why and who the advertisement is made for. A young white lady may be seen as a common figure of advertisements but Phillip Morris clearly intends a wider purpose; making young American ladies as their targeted market.

4.3 Third Advertisement



BELIEVE IN YOURSELF!

Don't test one brand alone ... compare them all!

TRY THIS TEST!
Take a PHILIP MORRIS—and any other cigarette. Then, here's all you do:

- 1 Light up either cigarette. Take a puff—don't inhale—and s-l-o-w-l-y let the smoke come through your nose.
- 2 Now do exactly the same thing with the other cigarette.

NOTICE THAT PHILIP MORRIS IS DEFINITELY LESS IRRITATING, DEFINITELY Milder!



Unlike others, we never ask you to test our brand alone. We say . . . **compare** PHILIP MORRIS . . . **match** PHILIP MORRIS . . . **judge** PHILIP MORRIS against any other cigarette! Then make your own choice! Remember

NO CIGARETTE HANGOVER
means MORE SMOKING PLEASURE!



CALL FOR

PHILIP MORRIS

Figure 4.3 Third Advertisement: Philip Morris

4.4 Fourth Advertisement: Winston

4.4.1 Image of Youth in Visual Images

There are three football players on the background playing football. One of them is holding the ball while the other football players seem to be protecting him from the enemy that tries to snatch the ball. The models are interpreted as American football players. Football is a famous American sport in the USA. Fans of football game vary from children to adults, but most of them are young Americans. The football players represent the spirit of the football game, the important thing that above all, is the favourite of young Americans. This image shows how football game can be an enjoyable game to play or just watch with friends.

The football players interpret the most favourite game that young Americans like to play or even just watch. They interpret the 'togetherness' of being a solid team together with their fans cheering them from the crowd. The togetherness, spirit which carries the crowd, the cheerfulness, and happiness during the game are typical young Americans love which is why football is liked by a lot of young Americans. The notion of 'togetherness' brings all young Americans together into the field because they like fun things such as cheering together with friends, the crowd of the game, cheerfulness, and the joy of winning the game.

These football players denote the spirit of the football game, the cheering, and the loud of it. The spirit of the football players to win represents the whole game itself. It is a kind of game that needs a cheering-crowd to make it more dramatic and young Americans just love soaring and roaring to support their favourite team.

The cigarette is undeniably what is always present during the game to support the cheerfulness and increase the spirit of the football fans. It represents a part of the cheering crowd. It is the choice of young Americans who love football to relish the game with. Winston cigarette shows that it is a right cigarette to choose to accompany young Americans who love football watching the football game. It brings the sense of cheerfulness and fun.

4.4.2 Image of Youth in Colours

The colour of the football players' uniform and the brand name is red. It is associated with bravery, energy, war, danger, strength, power, determination as well as passion, desire, and love. The uniform is interpreted as the power that could beat their enemies down. Red represents energy to keep up with the football game, strength, power, and determination to win. It also represents the bravery to play the game and spirit to carry on.

The colours of the packet of Winston are red and white. As well as red that is associated with aforementioned, white is associated with light, goodness, innocence, and purity. It is considered to be a colour of perfection that has a positive connotation.

The colours of the packet of Winston represent power, passion, and goodness. They are what define most young people whose passion is huge yet are still innocent. The colours of this advertisement are to attract young Americans to buy their cigarette so that it could help them gain spirit while enjoying the football game.

4.4.3 Image of Youth in Texts

This advertisement only has one striking headline. It is ‘Spirit of the U.S.A.’ The headline is interpreted as the national theme to define most young Americans, the spirit of the nation. Winston represents young Americans by being the spirit of the nation. They convince the consumers with their headline by having one thing in common with young Americans. Winston tries to attract young American consumers that they are the representation of them. Thus, by representing the spirit which young Americans have, the consumers might as well believe that smoking Winston is appropriate.

4.4.4 Pre-Conclusion

The research and identification of images, colours, and texts of this advertisement has found out several ideas planted in the advertisement, they are as follows:

Based on the image of this advertisement, which are three football players playing football, this image shows how a football game reflect American males’ dominant traits that are sportive, strong, protective, energetic, and able to work together in a team. The football game is an event where the true young American males show up either to play or just watch with friends to prove that they are related to and parts of the game. The notion of ‘togetherness’ brings all young Americans together into the field because they like to work in a team with their peers as well as

fun things such as cheering together with friends, the crowd of the game, cheerfulness, and the joy of winning the game.

The relation of the game with what it represents and the cigarette advertisement is that Winston cigarette shows that it is a right cigarette to choose to accompany young Americans who love football watching the football game. It brings the sense of cheerfulness, togetherness and fun as well as it represents the spirit of young Americans.

Based on the identification of the colours of the advertisement, the colours are meant to attract young Americans to buy their cigarette so that it could help them gain spirit while enjoying the football game because they simply denote power, strength, bravery, and spirit which are typical traits men should have.

On the identification of the headline, which is 'Spirit of the U.S.A,' it can be seen that Winston tries to attract young American consumers that they are the representation of them. Thus, by representing the spirit which young Americans have, the consumers might as well believe that smoking Winston is appropriate.

4.4 Fourth Advertisement

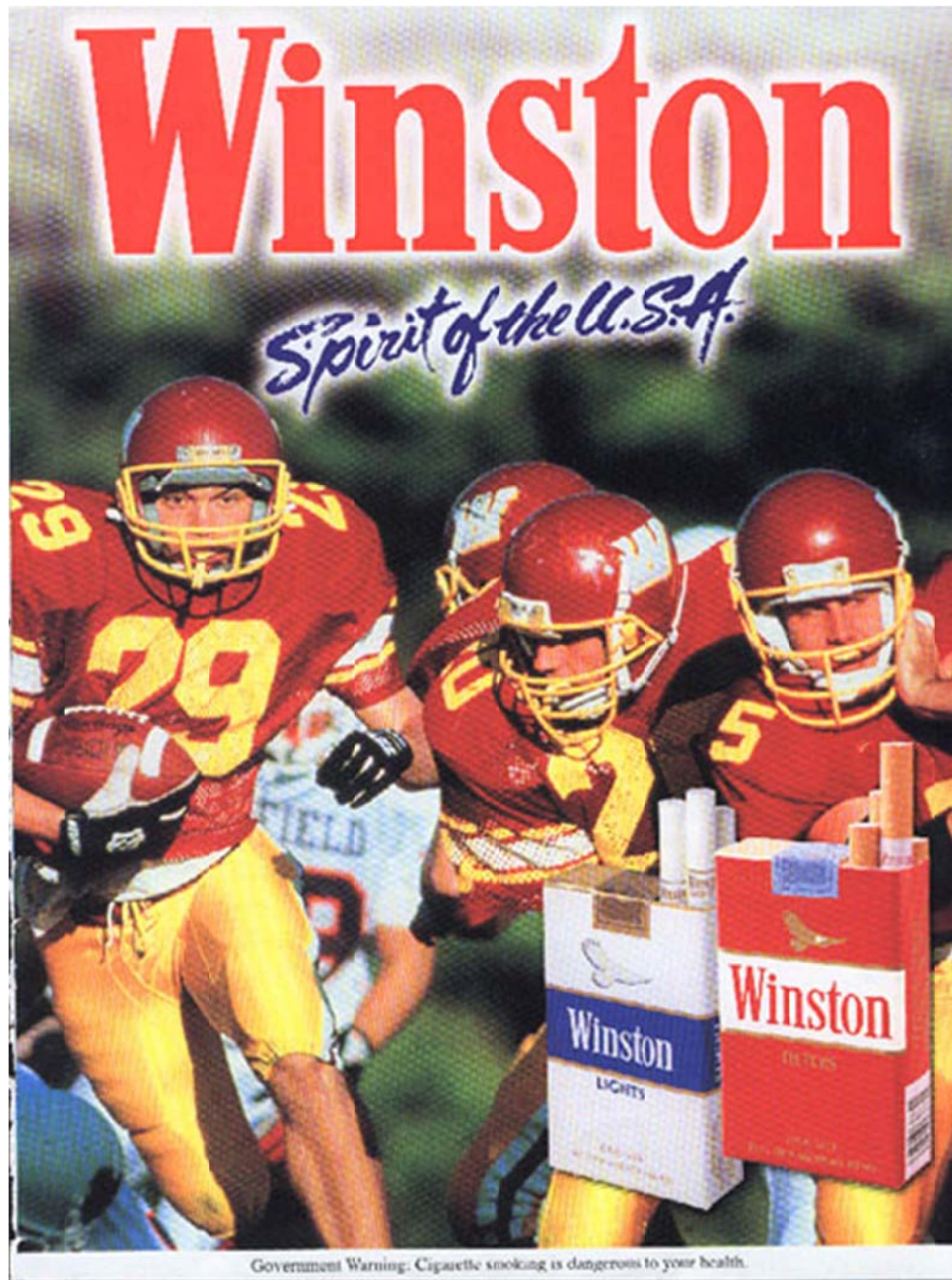


Figure 4.4 Fourth Advertisement: Winston

4.5 Fifth Advertisement: Lucky Strike

4.5.1 Image of Youth in Visual Images

There are three figures in the advertisement: two men and one happy young lady who is the main focus of the advertisement. The female figure represents young white American who enjoys smoking cigarettes. It is not usual, even in this globalisation era, for girls to smoke cigarette because of the bad image it may cause. Yet, this young lady confidently smokes cigarette as if she does not care about people's opinions towards her.

This woman denotes the image of cheerful young American lady who shall follow the trend because she leads a cheerleader team that is typical young American ladies' favourite. The figure smiles to show the consumers how great it is to smoke Lucky Strike. The woman is to target young American ladies to follow her choice of smoking the right cigarette, Lucky Strike. She is interpreted as a young American lady as a cheerful, happy and full of confidence young lady.

This image shows a young lady could have her choice in choosing the best cigarette for them. As well as her capability in leading the cheerleader team, the figure shows that she also has the capability to choose the right cigarette brand for her. She asks the consumers to join and believe her that she has the right choice of cigarette.

4.5.2 Image of Youth in Colours

The overall background colour of the advertisement is white which is associated with light, goodness, innocence, and purity. It is also considered to be a colour of perfection that has a positive connotation. The background colour is interpreted as goodness, innocence, and purity of the young American ladies.

The young lady's shirt colour is yellow, which in a general term, is associated with joy, happiness, intellect, and energy. It is interpreted as joy, happiness, intellect, and energy that symbolises young Americans as they are. It is also the choice of colour most young Americans have because it is energetic.

The packet of the cigarette colours are white and red. Both colours if mixed create a new image of bravery and innocence. Red and white is interpreted as young American ladies as the brave yet innocent ones. It is what creates the notion of 'cool.'

The colour of the headline is red. It is a colour of power, bravery, energy, strength, as well as passion, desire, and love. It brings text and images to the foreground, it uses to stimulate people to make quick decisions. It stimulates people to 'buy' quickly. The colour of the headline is interpreted as a colour of power, bravery, energy, strength, as well as passion, desire, and love. It is to attract consumers, young American people, to buy Lucky Strike cigarette.

The colours of this advertisement are to attract young American ladies to buy their cigarette so that it could help them be as cool and trendy as the American cheerleaders.

4.5.3 Image of Youth in Texts

The headline of the advertisement, 'Be Happy-Go Lucky!' represents an instruction to be always cheerful about anything that happens in life. Happy-Go-Lucky is the attitude that most young people have. Happy-Go-Lucky means carefree and to be cheerful about everything that happens in life. The headline is interpreted as the attitude of most young Americans. They are carefree and always cheerful about anything that happens in their life. The headline shows Lucky Strike is not only for men but also for young cheerful ladies. It tries to attract young American ladies to smoke their cigarette because it is the cigarette of the lead of a cheerleader team.

Another headline, 'I lead the crowd in "Rah RahRah" to cheer the team we like; but when it comes to cigarettes, I cheer for Lucky Strike!' convinces the consumers that Lucky Strike is the choice of cool and trendy young American lady of the advertisement. It represents the cigarette of cool and trendy young American ladies. The headline is to get the attention of the viewers that Lucky Strike is the best cigarette for those young Americans who want to look cool and trendy.

4.5.4 Pre-Conclusion

Based on the identification of meanings and interpretations of images, colours, and texts of the advertisement, viewed from the image, it could be pre-concluded that the image of three figures; two men and one young lady who is the main focus of the advertisement shows how a young lady could have her choice in choosing the best cigarette for them. As well as her capability in leading the cheerleader team, the model shows that she also has the capability to choose the right

cigarette brand for her. She asks the consumers to join and believe her that she has the right choice of cigarette.

Given in the advertisement, the vivid colours of this advertisement are clearly to attract young American ladies to buy their cigarette so that it could help them be as cool and trendy as the American cheerleaders.

The headlines of this advertisement are also to stimulate the viewers to buy the cigarette brand. One of the headlines, 'Be Happy-Go Lucky!' shows Lucky Strike is not only for men but also for young cheerful ladies. It tries to attract young American ladies to smoke their cigarette because it is the cigarette of the lead of a cheerleader team.

Another headline, 'I lead the crowd in "Rah Rah Rah" to cheer the team we like; but when it comes to cigarettes, I cheer for Lucky Strike!' could be concluded that it is aim at getting the attention of the viewers that Lucky Strike is the best cigarette for those young Americans who want to look cool and trendy.

4.5 Fifth Advertisement

I lead the crowd in "Rah Rah Rah"
To cheer the team we like;
But when it comes to cigarettes,
I cheer for Lucky Strike!

I really am a Lucky guy.
Just got my Ph.D.
To prove to you how much I know,
L.S., sir, means F.T.

Be Happy- Go Lucky!

Enjoy your cigarette! Enjoy truly fine tobacco
that combines both perfect mildness and rich
taste in one great cigarette - Lucky Strike!

Perfect mildness? You bet. Scientific tests, confirmed by
three independent consulting laboratories, prove that
Lucky Strike is milder than any other principal brand.

Rich taste? Yes, the full, rich taste of truly fine tobacco.
Only fine tobacco gives you both real mildness and
rich taste. And Lucky Strike means fine tobacco. So en-
joy the happy blending that combines perfect mildness
with a rich, true tobacco taste. Be Happy—Go Lucky!

**L.S./M.F.T.-
Lucky Strike
Means Fine Tobacco**

Some claim this and some claim that,
But when all's said and done...
for full, rich taste and mildness too,
Lucky Strike's the one!

Figure 4.5 Fifth Advertisement: Lucky Strike

4.6 Sixth Advertisement: USA Gold

4.6.1 Image of Youth in Visual Images

In this advertisement, there is only one figure: a young white American lady who enjoys having her cigarette while laying only with her bikini. The model is interpreted as a young American who enjoys smoking cigarettes while having a spare time on Saturday. This woman denotes the image of typical young Americans who love to relax on the weekend. The figure shows to the consumers that smoking cigarette while relaxing can be a pleasing thing to do on the weekend and how helpful it is to smoke cigarette to make people relax on their weekend. The woman is to target young Americans, especially the women to smoke USA Gold.

The figure is interpreted as a young American lady who knows how to spend the weekend perfectly by having the best cigarette that could help her relax and enjoy her time. This image shows USA Gold is a perfect cigarette to smoke if you want to just feel relax on the weekend. It connotes a comforting and relaxing feel the consumers will get by smoking the cigarette.

4.6.2 Image of Youth in Texts

The headline 'SATURDAY. MADE IN THE USA' represents powerful words that attract the consumers to believe that USA Gold is really a cigarette brand that suits the need to feel relax on the weekend of young Americans. It represents USA Gold as the cigarette that could help young Americans feel relax on the weekend without having to think of the weekdays. The headline shows USA Gold as

the brand of cigarette that offers young Americans, especially young ladies the answer to a fully relaxing Saturday that is far from stress-cause.

Another headline, 'YOUR SPIRIT YOUR SMOKE' convinces the consumers that USA Gold is the best cigarette among all other cigarettes by showing them the true spirit of young Americans. 'YOUR SPIRIT' refers to the spirit young Americans have, while 'YOUR SMOKE' refers to USA Gold. It represents USA Gold as the true spirit of young Americans. Therefore, it shall be the cigarette of most young Americans. USA Gold tries to attract the viewers of their advertisement by stating the spirit of young Americans is related with the USA Gold cigarette.

4.6.3 Pre-Conclusion

The identification and research of the visual image in this advertisement shows USA Gold is a perfect cigarette to smoke if you want to just feel relax on the weekend. It connotes a comforting and relaxing feel the consumers will get by smoking the cigarette. The young lady as the only figure of the advertisement resembles a young American lady who knows how to spend the weekend perfectly by having the best cigarette that could help her relax and enjoy her time and USA Gold is made to appear the best choice to accompany the figure spend her leisure time.

As seen of one of its headlines, 'SATURDAY. MADE IN THE USA.' the advertisement is made to show the viewers that USA Gold is the brand of cigarette that offers young Americans, especially young ladies the answer to a fully relaxing Saturday that is far from stress-cause.

Another headline, 'YOUR SPIRIT YOUR SMOKE' also shows that USA Gold tries to attract as well as ensure the viewers of their advertisement that their brand represents the spirit of young Americans and that the spirit they want to gain is related with or only achievable by smoking the USA Gold cigarette.

